

Churn Analysis



10K

TotalCustomers

7963

RetainCustomers

2945

NonCreditCardHolders

2037

ExitCustomerss

5151

Active Customers

4849

InactiveCustomers

7055

Credit Card Holders

Year

All

MonthName

All

Geography...

All

ActiveCateg...

All

ExitCategory

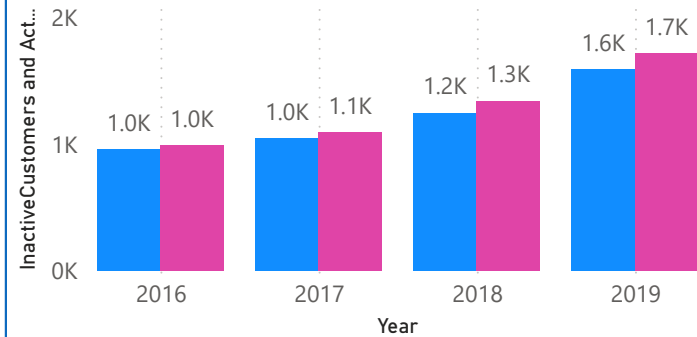
All

GenderCate...

All

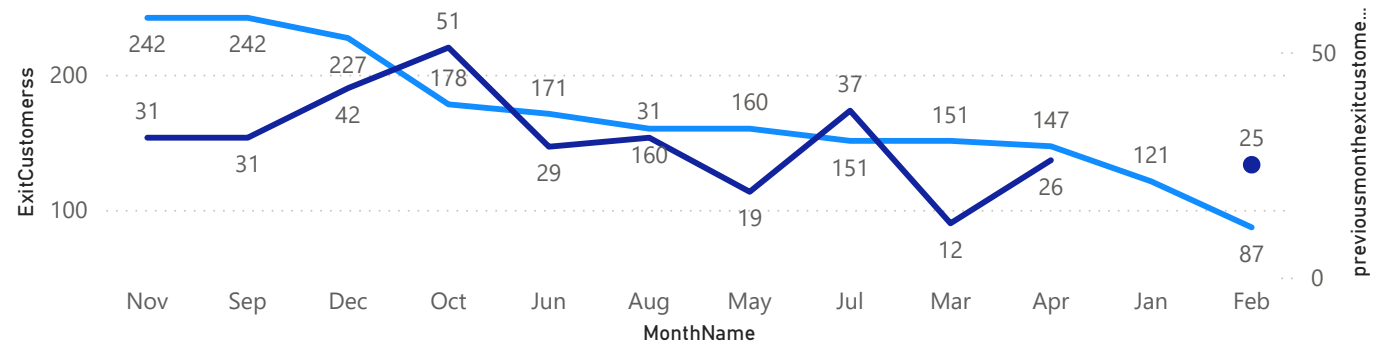
InactiveCustomers and Active Customers by Year

InactiveCustomers Active Customers

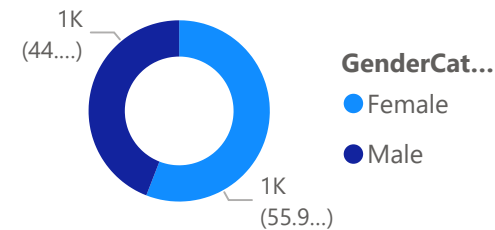


ExitCustomerss and previousmonthexitcustomers by MonthName

ExitCustomerss previousmonthexitcustomers



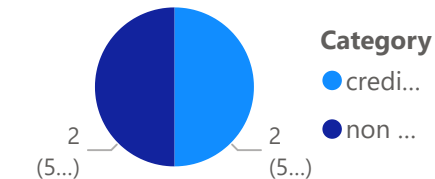
ExitCustomerss by GenderCategory



ExitCustomerss by CreditType



Count of ExitCustomers by Category



Year	MonthName	churn%
2016	Sep	20.65%
2017	Sep	19.72%
2018	Sep	20.37%
2019	Sep	21.39%
2016	Oct	19.87%
2017	Oct	28.57%
2018	Oct	17.89%
2019	Oct	23.33%
2016	Nov	17.36%
2017	Nov	22.55%
2018	Nov	20.52%
2019	Nov	18.94%

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
2016	<div><div></div>18.27%</div>	<div><div></div>17.71%</div>	<div><div></div>17.87%</div>	<div><div></div>16.22%</div>	<div><div></div>22.12%</div>	<div><div></div>18.56%</div>	<div><div></div>27.21%</div>	<div><div></div>15.85%</div>	<div><div></div>21.01%</div>	<div><div></div>17.36%</div>	<div><div></div>19.87%</div>	<div><div></div>20.65%</div>
2019	<div><div></div>16.67%</div>	<div><div></div>20.08%</div>	<div><div></div>17.73%</div>	<div><div></div>18.13%</div>	<div><div></div>17.31%</div>	<div><div></div>20.93%</div>	<div><div></div>21.14%</div>	<div><div></div>19.43%</div>	<div><div></div>22.10%</div>	<div><div></div>18.94%</div>	<div><div></div>23.33%</div>	<div><div></div>21.39%</div>
2018	<div><div></div>22.80%</div>	<div><div></div>20.81%</div>	<div><div></div>21.91%</div>	<div><div></div>16.52%</div>	<div><div></div>20.89%</div>	<div><div></div>19.83%</div>	<div><div></div>21.19%</div>	<div><div></div>18.75%</div>	<div><div></div>18.37%</div>	<div><div></div>20.52%</div>	<div><div></div>17.89%</div>	<div><div></div>20.37%</div>
2017	<div><div></div>26.86%</div>	<div><div></div>19.35%</div>	<div><div></div>21.00%</div>	<div><div></div>18.40%</div>	<div><div></div>30.00%</div>	<div><div></div>18.71%</div>	<div><div></div>16.03%</div>	<div><div></div>27.70%</div>	<div><div></div>22.82%</div>	<div><div></div>22.55%</div>	<div><div></div>28.57%</div>	<div><div></div>19.72%</div>

Active Customers by GeographyLocation

