



# Customer Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit card holders

2037

Exit Customers

7963

Retain Customers

year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

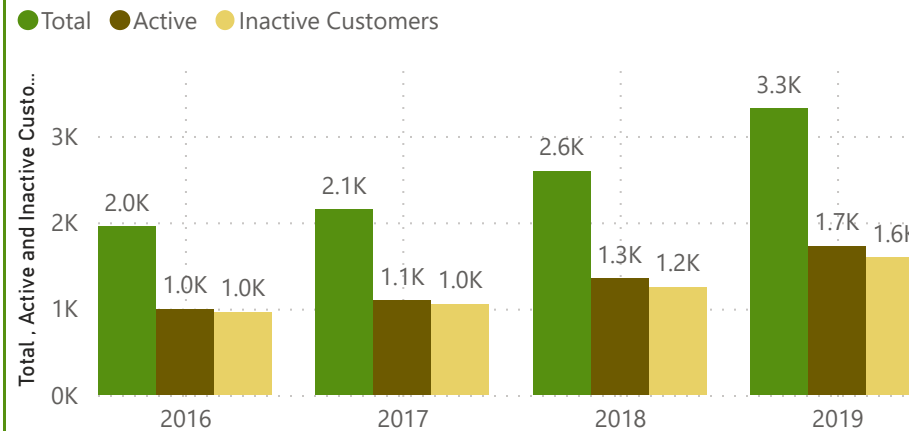
ExitCategory

All

GenderCategory

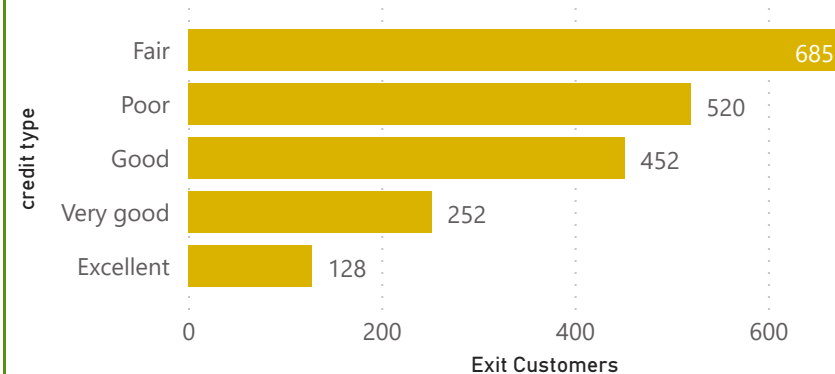
All

Total , Active and Inactive Customers by year



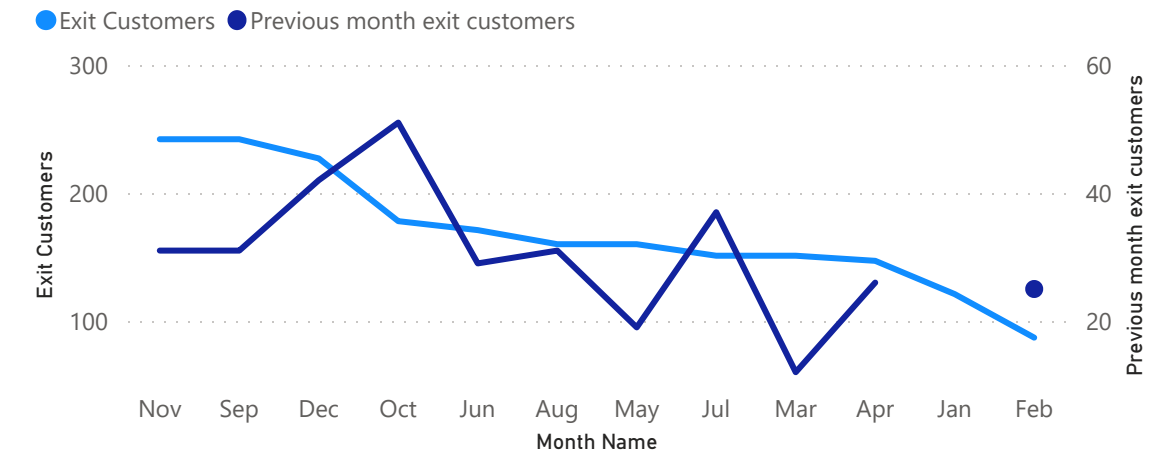
Customers left by Credit type

Exit Customers by credit type

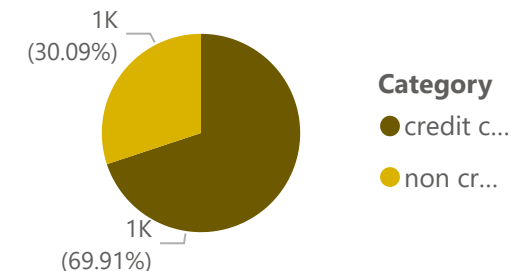


Customers left by Gender

Exit Customers and Previous month exit customers by Month Name



Exit Customers by Category



Exit Customers and total Previous month exit customers are positively correlated with each other.

2019 accounted for 33.13% of Total .

Across all 4 year, Total ranged from 1951 to 3313, Active ranged from 991 to 1722, and Inactive Customers ranged from 960 to 1591.

Exit Customers for Female (1139) was higher than Male (898).

year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2017	0.27	0.19	0.21	0.18	0.30	0.19	0.16	0.28	0.23	0.23	0.29	0.20	0.22
2018	0.23	0.21	0.22	0.17	0.21	0.20	0.21	0.19	0.18	0.21	0.18	0.20	0.20
2019	0.17	0.20	0.18	0.18	0.17	0.21	0.21	0.19	0.22	0.19	0.23	0.21	0.20
2016	0.18	0.18	0.18	0.16	0.22	0.19	0.27	0.16	0.21	0.17	0.20	0.21	0.19

Total Customers by GeographyLocation

