

Customer Churn Analysis

10000	5151	4849	7055	2945	2037	7963
Total Customer	Active Customer	Inactive Customer	Credit_card_Holder	Non credit Card Holder	Exit Customer	Retain Customer

Year

All

Month Name

All

GeographyLocation

All

GenderCategory

All

ExitCategory

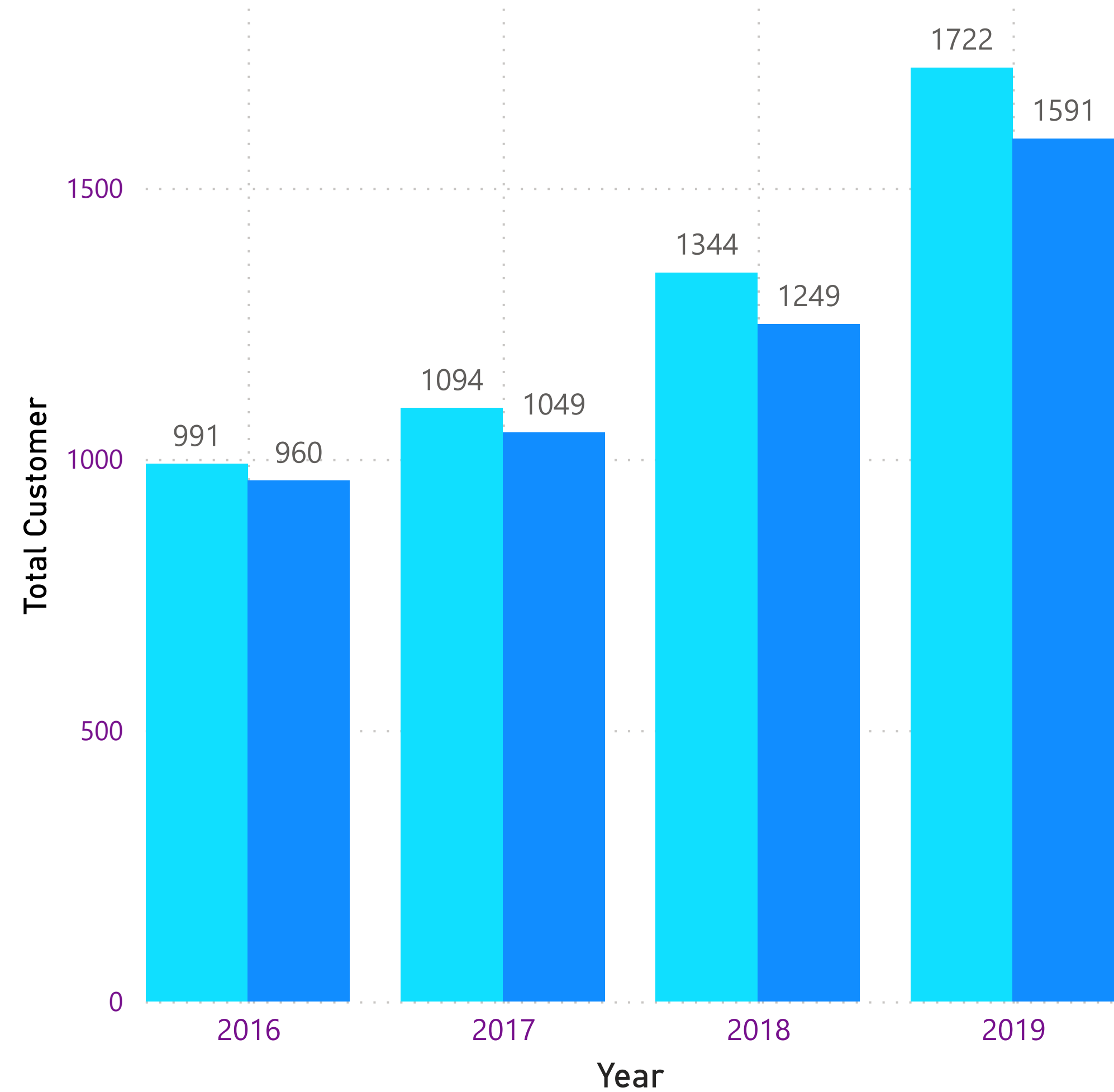
All

ActiveCategory

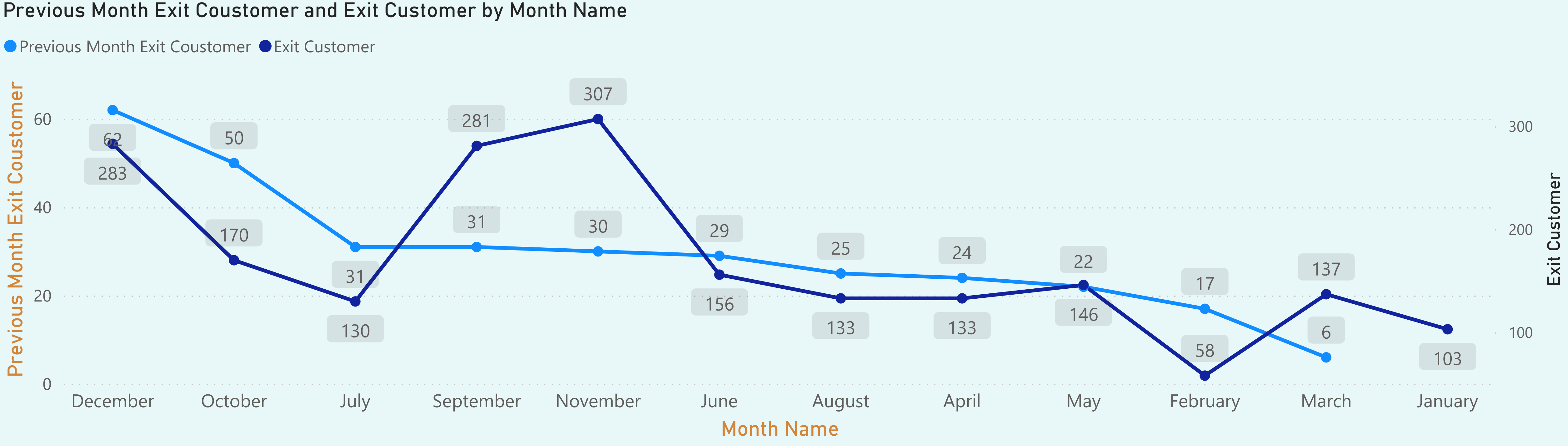
All

Total Customer by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



The bar graph represent the Total number of active and inactive customer in banks by year. Total Total Customer was higher for Active Member (5151) than Inactive Member (4849). In 2019, Active Category made up 1722 of Total Customer. Total Customer for Active Member and Inactive Member diverged the most when the Year was 2019, when Active Member were 131 higher than Inactive Member.

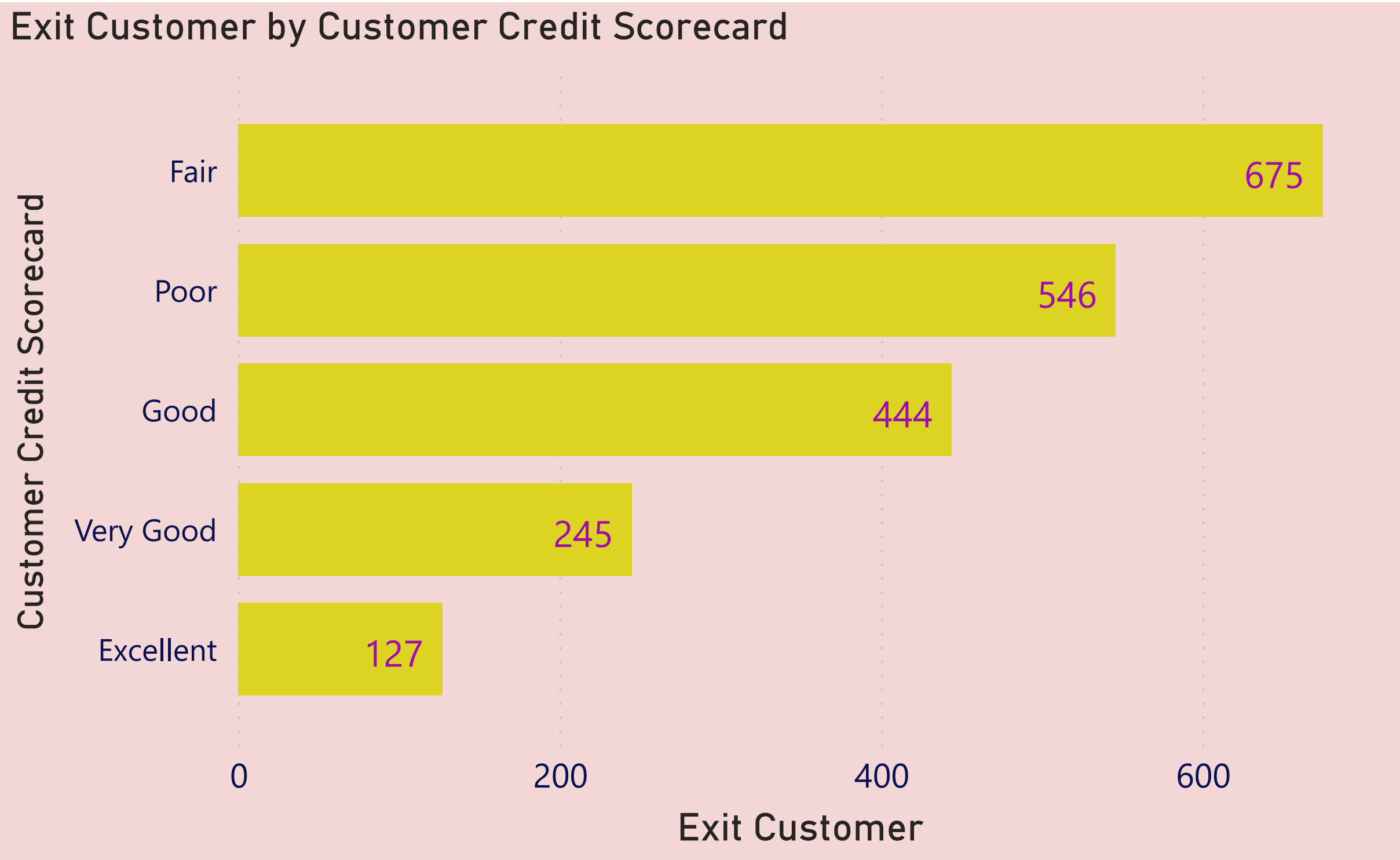
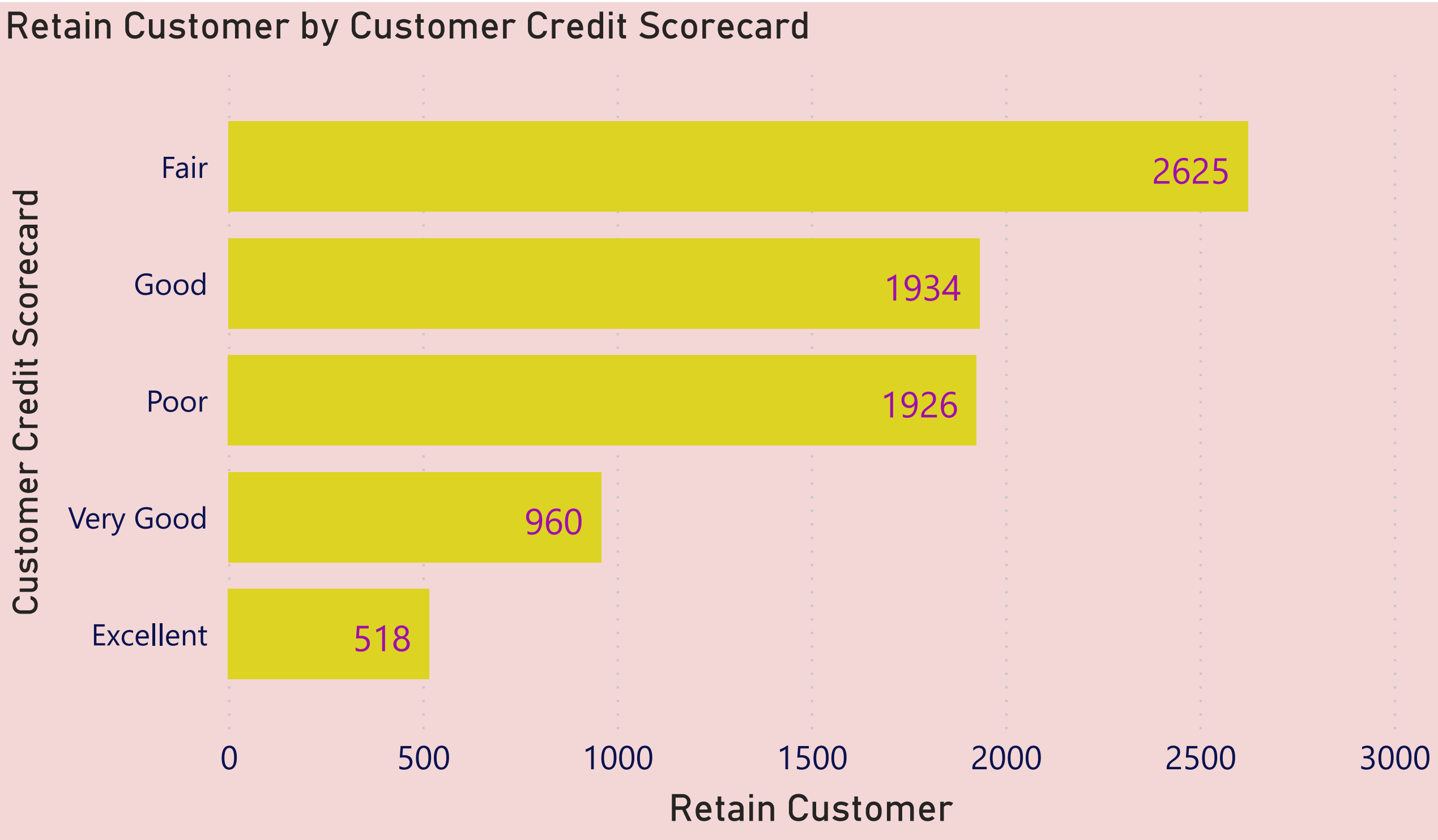


The Above graph represent that the current year and previous month of customer who has been exit from the bank.

At 62, December had the highest Previous Month Exit Customer which is higher than March, which had the lowest Previous Month Exit Customer at 6.

Previous Month Exit Customer and total Exit Customer are positively correlated with each other. Exit Customer and Previous Month Exit Customer diverged the most when the Month was November, when Exit Customer were 277 higher than Previous Month Exit Customer.

Across all 12 Month Name, Previous Month Exit Customer ranged from 6 to 62 and Exit Customer ranged from 58 to 307.

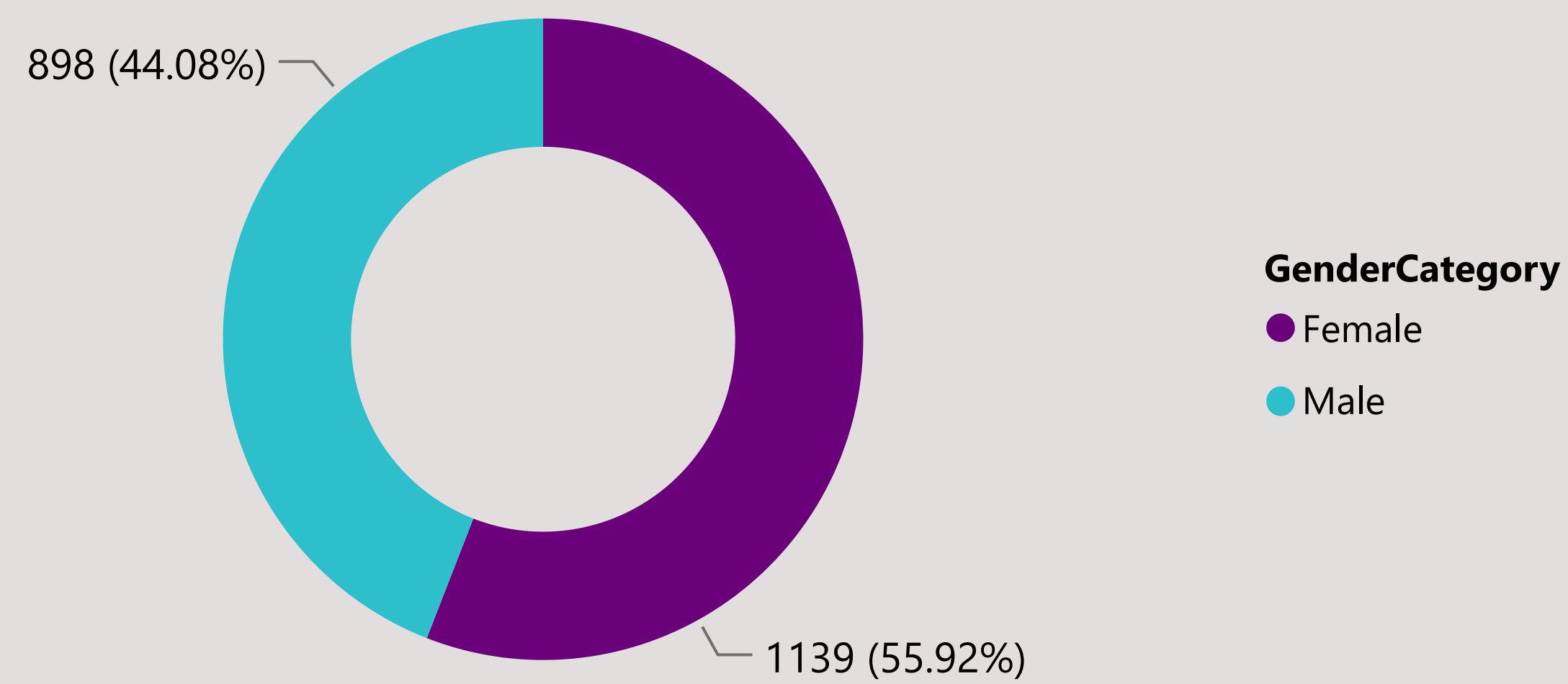


The above graph shows that the comparatively the number of exit and retain of excellent customer as been less that to fair customer who comes under range of 580-669 scores where there is a chance of customer leaving the bank.

At 2625, Fair had the highest Retain Customer and was 406.76% higher than Excellent, which had the lowest Retain Customer at 518.

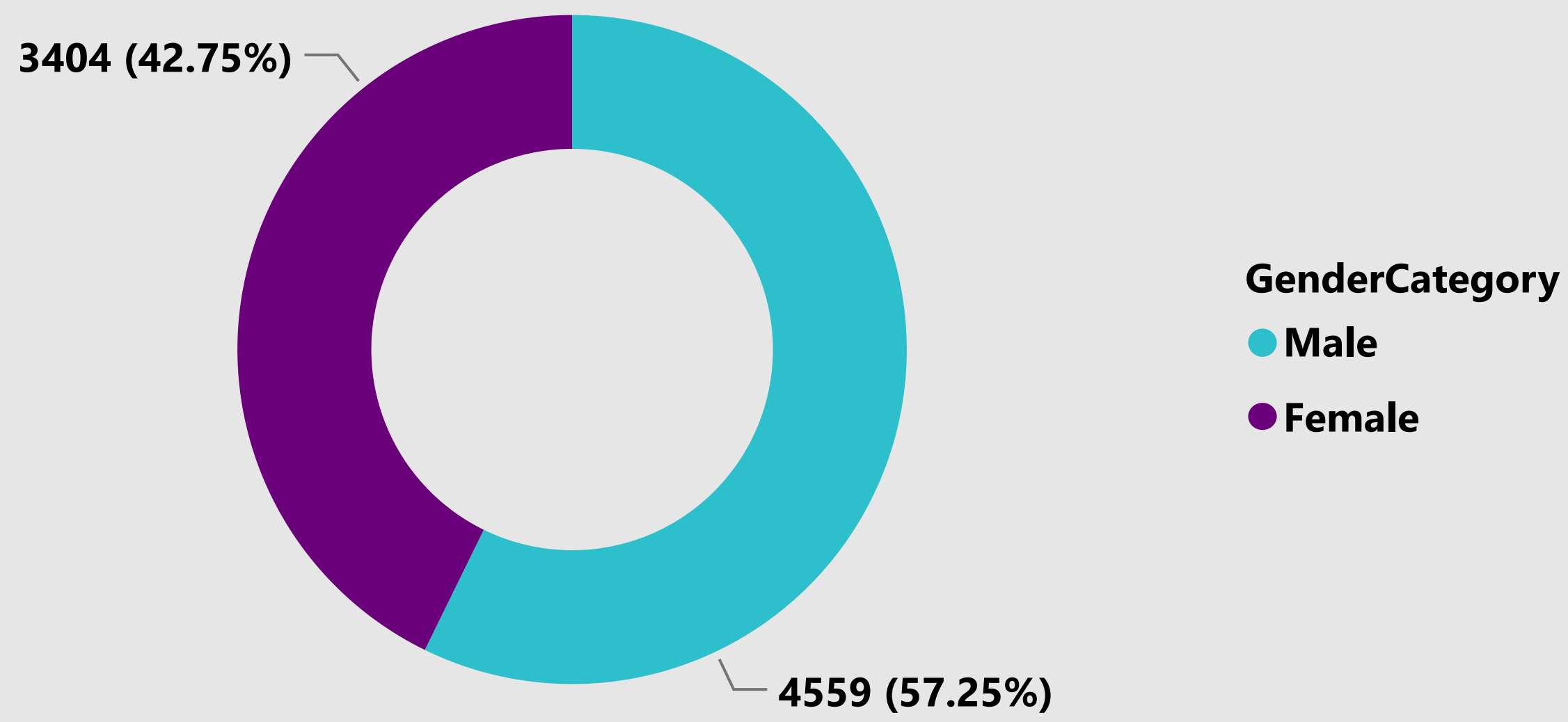
Across all 5 Customer Credit Scorecard, Retain Customer ranged from 518 to 2625.

Exit Customer by GenderCategory



From the given Donut chart exit Customer for Female (1139) was higher than Male (898).

Retain Customer by GenderCategory



From the given Donut chart exit Customer for Male is 4559 which higher than Female 3404 customer

Total Customer as per Month

Year	April	August	December	February	January	July	June	March	May	November	October	September
2016	135	149	255	50	82	151	132	141	126	313	169	248
2017	146	143	334	64	116	149	156	131	141	307	167	289
2018	175	156	350	92	111	199	234	157	184	368	200	367
2019	197	226	470	118	173	222	243	225	243	449	295	452

In the below mention Pie Chart France had the highest Total Customer at 5014, followed by Germany at 2509 and Spain at 2477.

France accounted for 50.14% of Total Customer.

Month Name	Credit_card_Holder	Non credit Card Holder
April	452	201
August	453	221
December	1008	401
February	224	100
January	349	133
July	498	223
June	567	198
March	458	196
May	481	213
November	1013	424
October	583	248
September	969	387
Total	7055	2945

