

Customer Churn Analysis



5,151

Active Customers

10K

Total Customer

4849

Inactive Customers

2945

Non CardHolder

2037

Exit Customers

7963

Retained Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

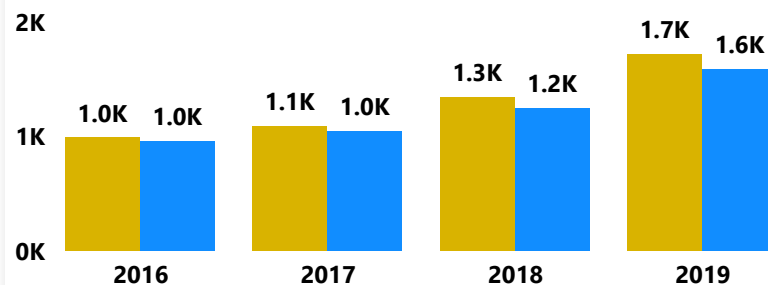
All

GenderCategory

All

Total Customer by Year and ActiveCategory

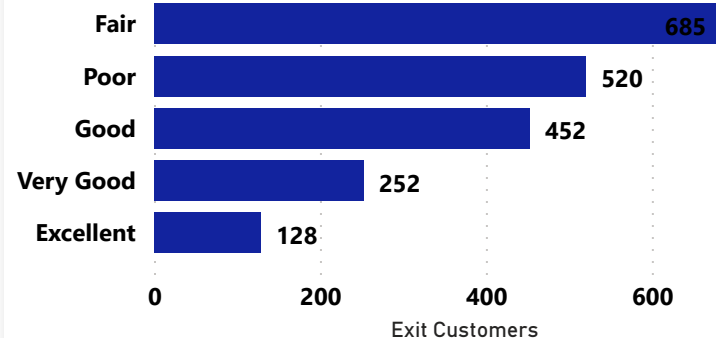
ActiveCategory ● Active Member ● Inactive Member



CREDITSORE

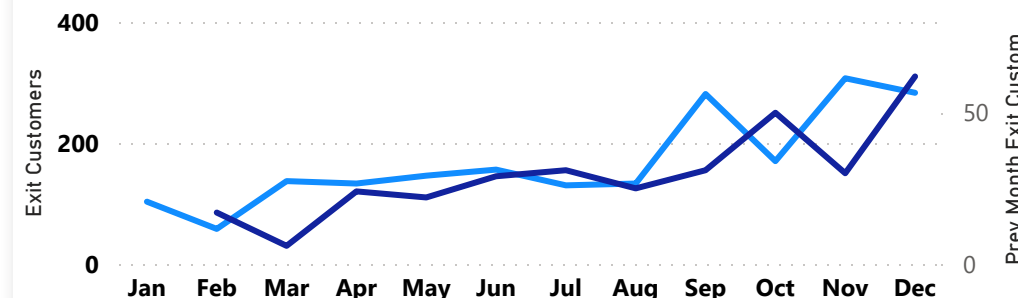
GENDER

Exit Customers by Credit Score

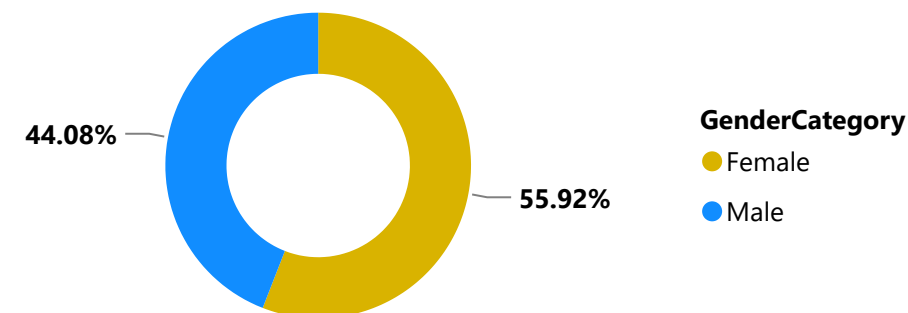


Exit Customers and Prev Month Exit Customer by Month Name

● Exit Customers ● Prev Month Exit Customer



Exit Customers by GenderCategory



Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016	▲ 20.73%	● 12.00%	● 17.02%	● 16.30%	◆ 23.02%	◆ 23.48%	● 16.56%	▲ 20.81%	▲ 20.16%	▲ 17.75%	▲ 19.81%	▲ 19.22%
2017	◆ 27.59%	● 14.06%	◆ 25.95%	◆ 26.71%	▲ 18.44%	▲ 21.15%	▲ 19.46%	● 16.78%	▲ 21.45%	◆ 26.35%	◆ 23.78%	▲ 22.16%
2018	▲ 21.62%	▲ 20.65%	▲ 19.75%	▲ 20.00%	◆ 22.83%	▲ 19.23%	▲ 20.10%	◆ 25.00%	▲ 19.89%	● 16.50%	▲ 20.38%	▲ 19.43%
2019	▲ 17.34%	▲ 20.34%	▲ 21.33%	▲ 18.78%	▲ 20.16%	▲ 19.34%	● 16.22%	▲ 17.26%	▲ 21.24%	▲ 21.36%	▲ 21.60%	▲ 19.57%

Total Customer by GeographyLocation

