Customer Churn Analysis

10000 5151 7055 2945 2037 4849 Total customers Active customers Inactive customers Credit Card Holders Non Credit Card Holders **Exit Customers** Reta **Total customers by Year and Active Category** \Diamond **Exit Customers and Previous Month exit customers by month** Year ΑII Active MemberInactive Member Exit CustomersPrevious Month exit customers 1591 300 281 50 Total customers Month Name 1500 Exit Customers 1249 1094 1049 ΑII 991 960 31 1000 24 146 137 17 170 500 103 22 Geography Location 133 130 100 ΑII 0 2016 2017 2018 2019 Jan Feb May Jun Jul Oct Apr Year Month Customers based on Credit **Exit Customers by Category** At 307, Nov had the highest Exit **Customers based on Gender Active Category** was 429.31% higher than Feb, w Type credit card holder
non credit card holder lowest Exit Customers at 58. **Exit Customers by Credit Type** ΑII Exit Customers and total Previou 613 (30.09%) customers are positively correlat Fair 685 other. **Exit Category** Poor 520 Credit Type Exit Customers and Previous Mo Αll diverged the most when the mo 452 Good when Exit Customers were 277 h Previous Month exit customers. Very Good 252 Gender Total Total customers was higher Excellent Member (5151) than Inactive Me ΑII \vee 1424 (69.91%) 0 500

Exit Customers

2019 in ActiveCategory made u