Customer Churn Analysis

10000	5151	4849	7055	2945	2037	7963
Total customers	**Active customers**	**Inactive customers**	**Credit Card Holders**	**Non Credit Card Holders**	**Exit Customers**	**Retain Customers**

Year

All ⌄

Month Name

All ⌄

Geography Location ⌄

All ⌄

Active Category ⌄

All ⌄

Exit Category ⌄

All ⌄

Gender ⌄

All ⌄

Total customers by Year and Active Category

● Active Member ● Inactive Member

Total customers by Year: 2016 — 991 / 960; 2017 — 1094 / 1049; 2018 — 1344 / 1249; 2019 — 1722 / 1591

Customers based on Credit Type | Customers based on Gender

Exit Customers by Credit Type

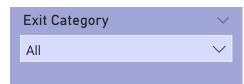| Credit Type	Exit Customers
Fair	685
Poor	520
Good	452
Very Good	252
Excellent	128

Exit Customers and Previous Month exit customers by month

● Exit Customers ● Previous Month exit customers

Exit Customers: Jan 103, Feb 58, Mar 137, Apr 133, May 22, Jun 29, Jul 130, Aug 25, Sep 281, Oct 170, Nov 307, Dec 283

Previous Month exit customers: Feb 17, Mar 6, Apr 24, May 146, Jun 156, Jul 31, Aug 133, Sep 31, Oct 50, Nov 30, Dec 62

Exit Customers by Category

● credit card holder ● non credit card holder

613 (30.09%)
1424 (69.91%)

At 307, Nov had the highest Exit Customers and was 429.31% higher than Feb, which had the lowest Exit Customers at 58.

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

Exit Customers and Previous Month exit customers diverged the most when the month name was Nov, when Exit Customers were 277 higher than Previous Month exit customers.

Total Total customers was higher for Active Member (5151) than Inactive Member (4849).