

Customer Churn Analysis

10000	5151	4849	7055	2945	2037	
Total customers	Active customers	Inactive customers	Credit Card Holders	Non Credit Card Holders	Exit Customers	Ret...

Year

All

Month Name

All

Geography Location

All

Active Category

All

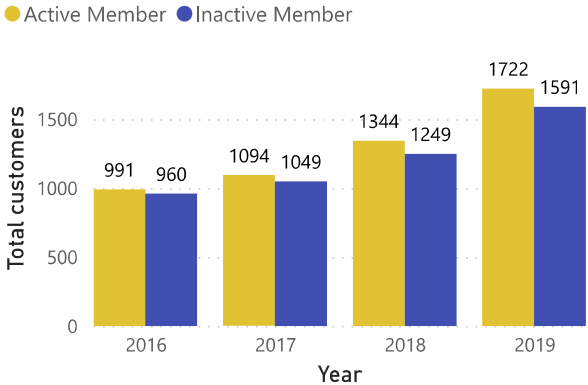
Exit Category

All

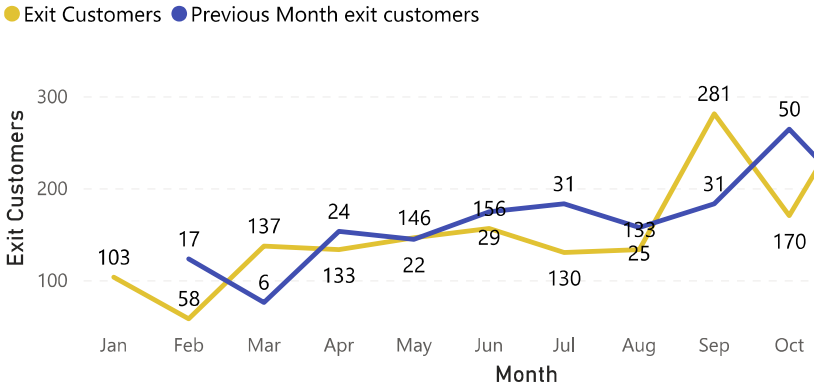
Gender

All

Total customers by Year and Active Category



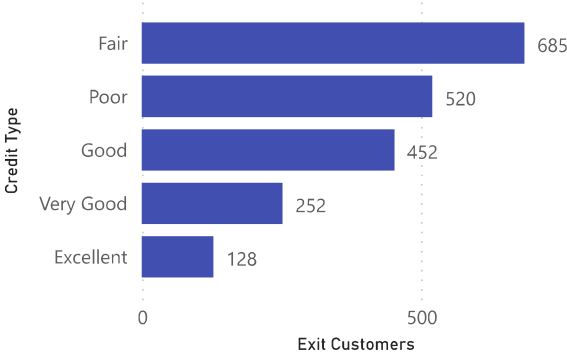
Exit Customers and Previous Month exit customers by month



Customers based on Credit Type

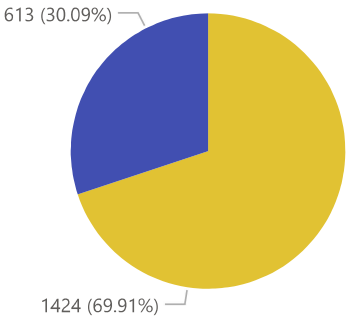
Customers based on Gender

Exit Customers by Credit Type



Exit Customers by Category

● credit card holder ● non credit card holder



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

Exit Customers and total Previous customers are positively correlated other.

Exit Customers and Previous Month diverged the most when the month when Exit Customers were 277 h Previous Month exit customers.

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

2019 in ActiveCategory made up 31% of the total customers.