

Customer Churn Analysis

10K

Total Customers

7963

Retain Customers

2037

Exit Customers

7055

Credit Card Holders

2945

Non Credit Card Hold

5151

Active Customers

4849

Inactive Customers

Year

All

Month

All

Gender

All

Active Category

All

Credit Card Category

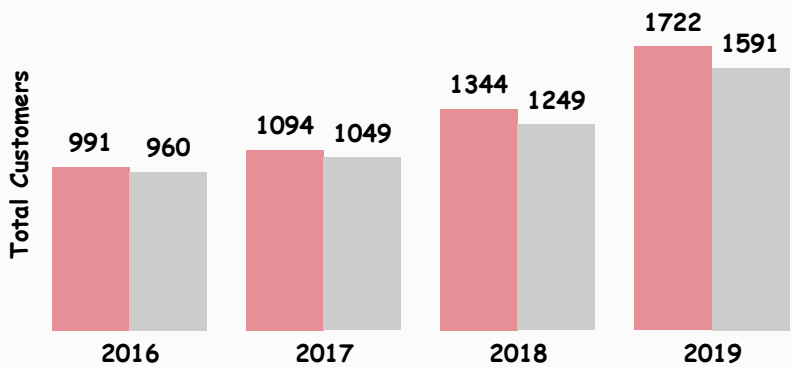
All

Country

All

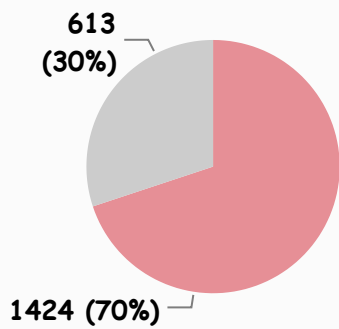
Total Customers by Year and Active Category

● Active Member ● Inactive Member



Exit Customers by CC Category

● credit card holder ● non credit card...

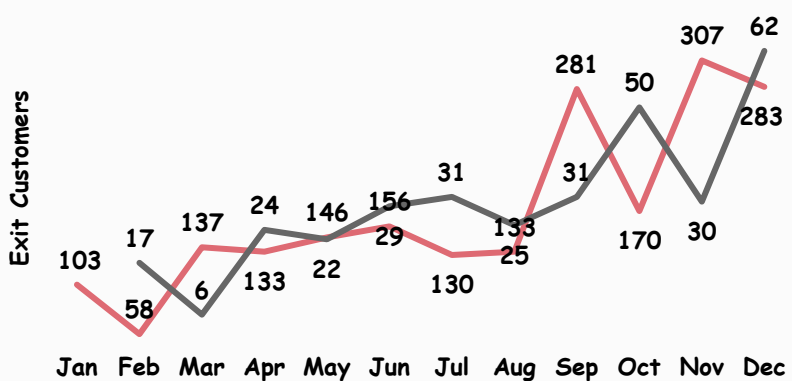


Exit Customer by Country & Year

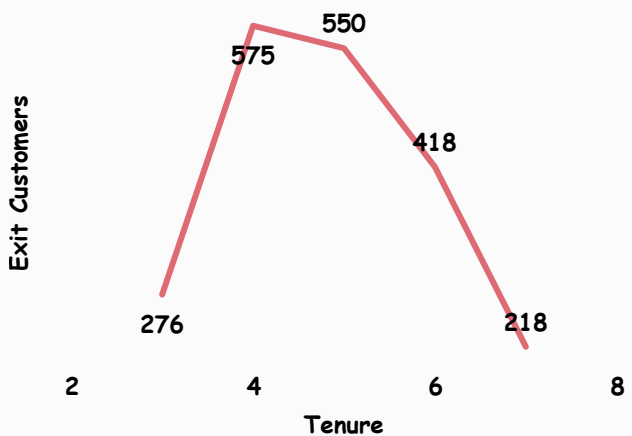
year	France	Germany	Spain
2016	40%	41%	19%
2017	41%	39%	20%
2018	40%	41%	19%
2019	39%	39%	22%
Total	40%	40%	20%

Exit Customers by Month and Previous Month

● Exit Customers ● Previous Month Exit Customers

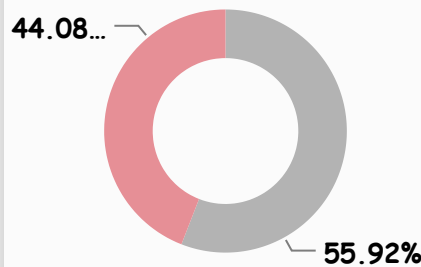


Exit Customers by Tenure (in years)

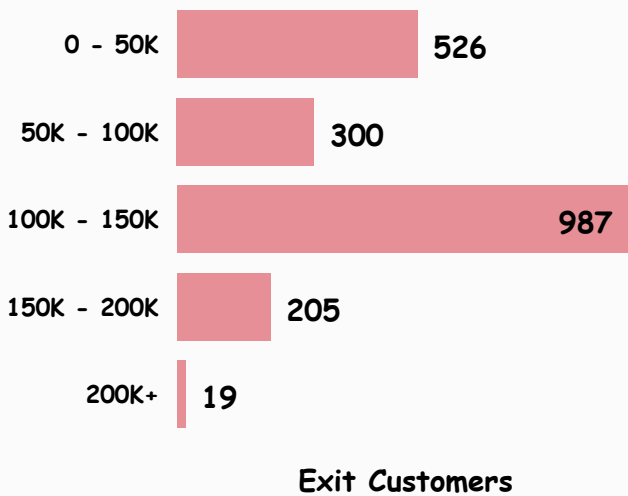


Exit Customers by Gender

● Female ● Male

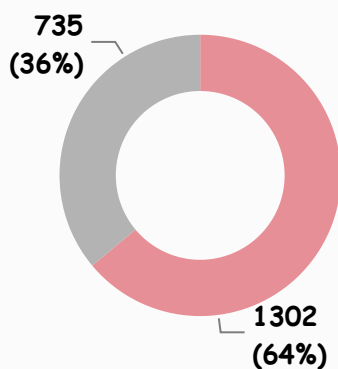


Exit Customers by Balance



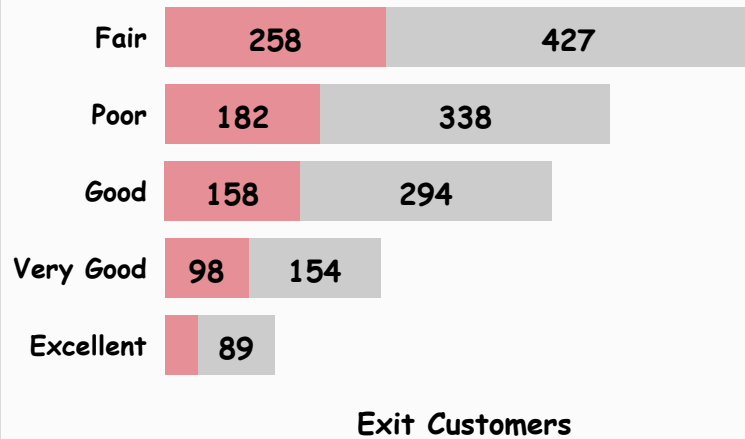
Exit Customers by Active Category

● Inactive Member ● Active Member



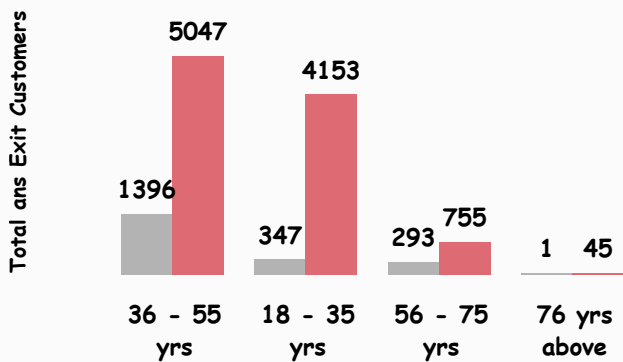
Exit Customers by Credit Score

● Active Member ● Inactive Member

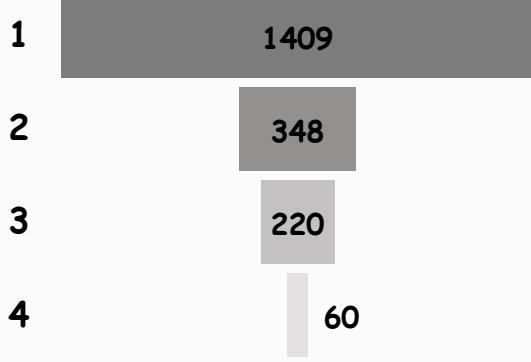


Total and Exit Customers by Age Group

● Exit Customers ● Total Customers



Exit Customers by Number of Products



Exit Customers by Est. Salary

