Customer Churn Analysis

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

Year
All

Month Name
All

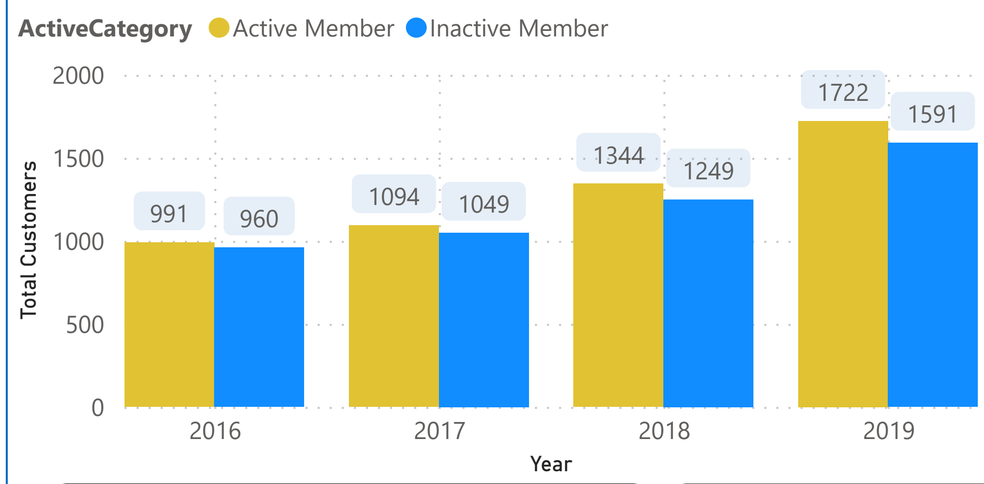
GeographyLocation
All

ActiveCategory
All

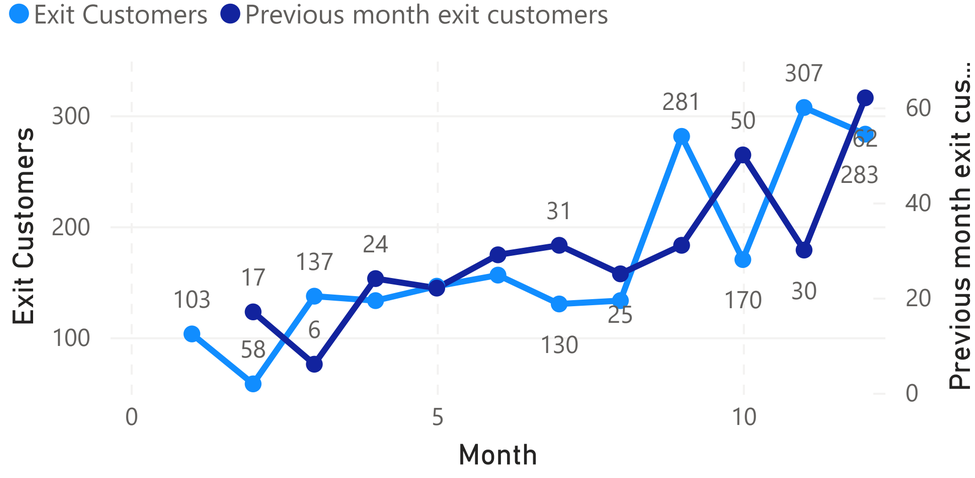
ExitCategory
All

GenderCategory
All

Total Customers by Year and ActiveCategory



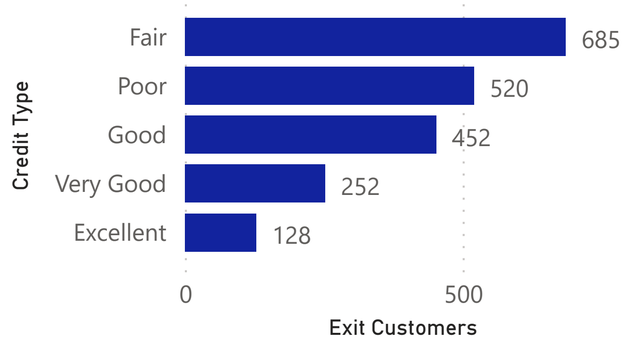
Exit Customers and Previous month exit customers by Month



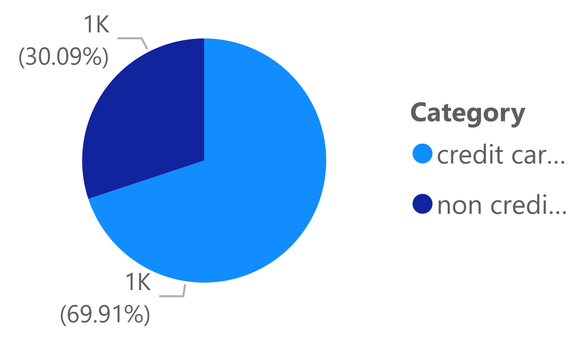
Customers left by Credit Type

Customer left by Gender Category

Exit Customers by Credit Type



Exit Customers by Category



Smart Narrative

At 307, 11 had the highest Exit Customers and was 429.31% higher than 2, which had the lowest Exit Customers at 58.

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

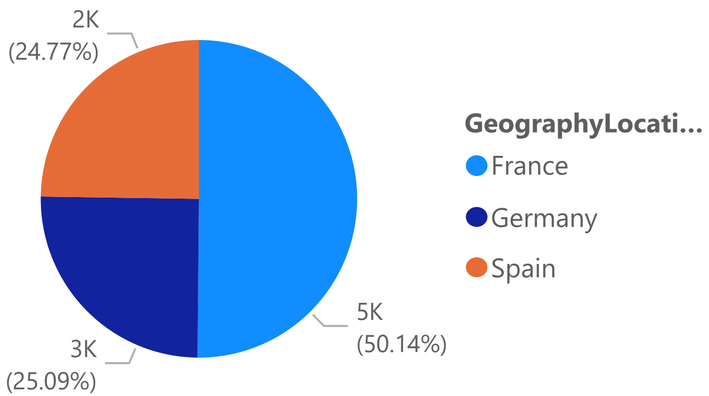
Exit Customers and Previous month exit customers diverged the most when the Month was 11, when Exit Customers were 277 higher than Previous month exit customers.

% calculation & Artificial Intelligence

Churn %

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

Total Customers by GeographyLocation



ASK ME A QUESTION

Ask a question about your data

Try one of these to get started

- top credit types by total customers
- top credit types by churn %
- top credit types by exit customers

Show all suggestions

Inactive Customers by Year