

Bank Customer Churn Analysis

10K

Total customers

5151

Active customers

4849

Inactive custom...

7055

Credit Card Hol...

2945

Non Credit Card...

2037

Exit customers

7963

Retain customers

Year

2016
2017
2018
2019

Month Name

All

ActiveCategory

All

ExitCategory

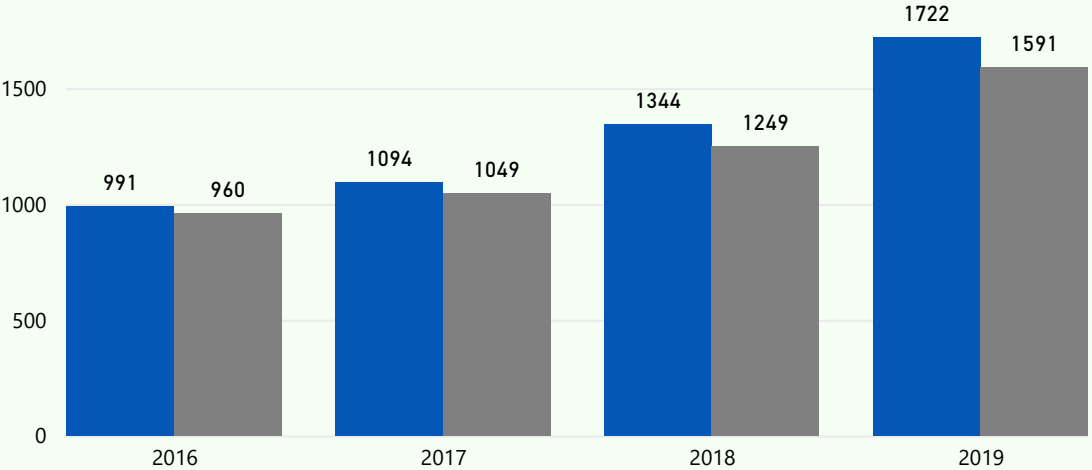
All

GenderCategory

Female
Male

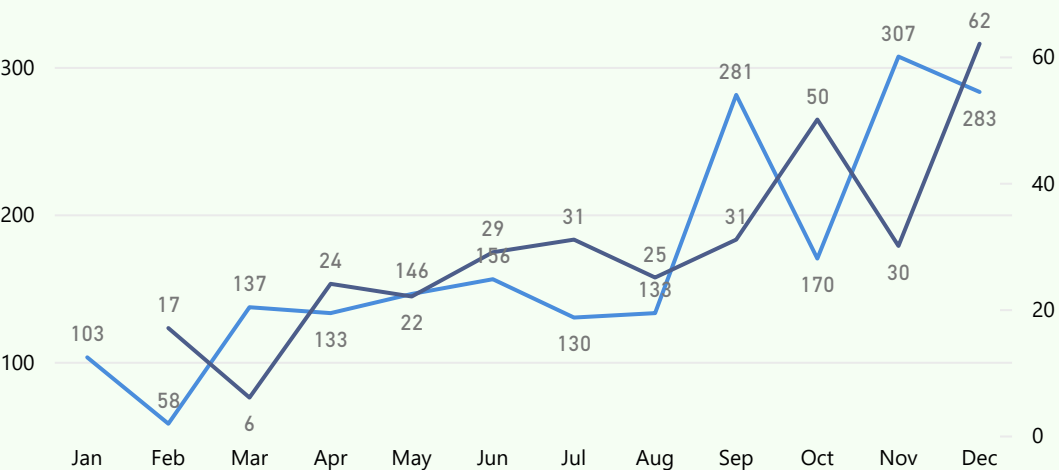
Total customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

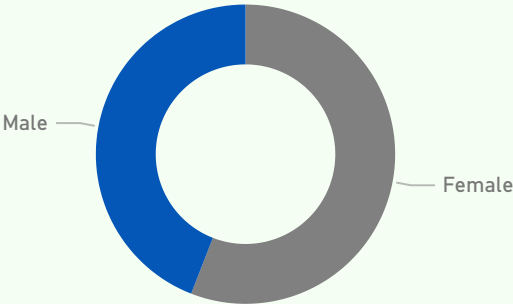


Exit customers and Previous month exit customers by Month Name

● Exit customers ● Previous month exit customers



Exit customers by GenderCategory



Exit customers by Credit type



Churn % by year and month

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2016	21%	12%	17%	16%	23%	23%	17%	21%	20%	18%	20%
2017	28%	14%	26%	27%	18%	21%	19%	17%	21%	26%	24%
2018	22%	21%	20%	20%	23%	19%	20%	25%	20%	17%	20%
2019	17%	20%	21%	19%	20%	19%	16%	17%	21%	21%	22%
Total	21%	18%	21%	20%	21%	20%	18%	20%	21%	20%	21%