CUSTOMER CHURN ANALYSIS

22-11-2024 13:29:54

2143
Total_Customer

1171

972

LOCATION
- [ ] France
- [ ] Germany
- [ ] Spain

YEAR
| 2016 | 2018 |
| 2017 | 2019 |

MONTH
All

AGE
| 18 | 92 |

TOTAL GENDER BY CATEGORY

- credit card holder: 1526 (TOTAL_FEMALE 699, TOTAL_MALE 827)
- non credit card holder: 617 (TOTAL_FEMALE 273, TOTAL_MALE 344)

Legend: ● TOTAL_MALE ● TOTAL_FEMALE

RETAINED CUSTOMER BY CREDIT TYPE

Legend: ● FAIR! ● GOOD! ● VERY POOR! ● VERY GOOD! ● EXCELLENT!!

- FAIR! — 561
- VERY POOR! — 369
- GOOD! — 427
- VERY GOOD! — 207
- EXCELLENT!!

EXIT CUSTOMER BY CREDIT TYPE

- FAIR! — 170
- VERY POOR! — 128
- GOOD! — 97
- VERY GOOD! — 61
- EXCELLENT!! — 23
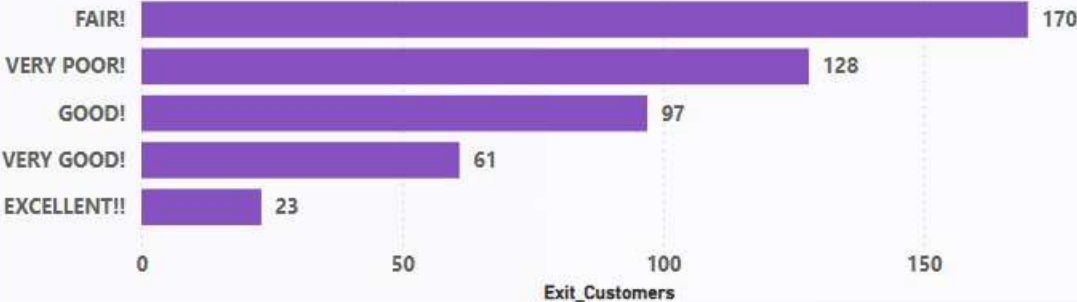
Exit_Customers

1049
Inactive__Customers

1094
Active_Customers

Exit Customers by Category

- 147 (30.69%)
- 332 (69.31%)

Legend: ● credit card holder ● non credit card holder
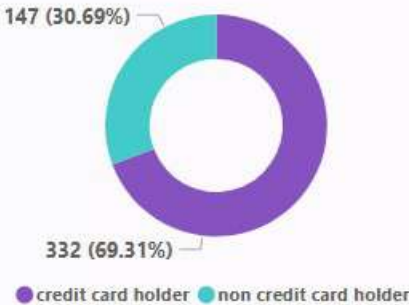
DETAILED REPORT

CHURN %

Month NAME	2016	2017	2018	2019	Total
Total	19.27%	22.35%	20.21%	19.86%	20.37%
January	▲ 20.73%	● 27.59%	▲ 21.62%	▲ 17.34%	21.37%
February	◆ 12.00%	◆ 14.06%	▲ 20.65%	▲ 20.34%	17.90%
March	◆ 17.02%	● 25.95%	▲ 19.75%	▲ 21.33%	20.95%
April	◆ 16.30%	● 26.71%	▲ 20.00%	▲ 18.78%	20.37%
May	● 23.02%	▲ 18.44%	● 22.83%	▲ 20.16%	21.04%
June	● 23.48%	▲ 21.15%	▲ 19.23%	▲ 19.34%	20.39%
July	◆ 16.56%	▲ 19.46%	▲ 20.10%	◆ 16.22%	18.03%
August	▲ 20.81%	◆ 16.78%	● 25.00%	▲ 17.26%	19.73%
September	▲ 20.16%	▲ 21.45%	▲ 19.89%	▲ 21.24%	20.72%
October	▲ 17.75%	● 26.35%	◆ 16.50%	▲ 21.36%	20.46%
November	▲ 19.81%	● 23.78%	▲ 20.38%	▲ 21.60%	21.36%
December	▲ 19.22%	▲ 22.16%	▲ 19.43%	▲ 19.57%	20.09%

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TOTAL CUSTOMER BY YEAR, MONTH AND ACTIVE CATEGORY

ActiveCategory ● Inactive Member ● Active Member

EXIT CUSTOMERS VS PREVIOUS MONTH EXIT BY MONTH

● Exit_Customers ● Pmonth EXIT

CustomerId	Age	GeographyLocation	ExitCategory
15565701	39	Spain	Retain
15565706	35	Spain	Exit
15565714	47	France	Retain
15565779	30	Germany	Retain