

Customer Churn Analysis



10000

TotalCustomers

5151

ActiveCustomers

4849

InactiveCustomers

7055

CreditCardHolders

2945

NonCreditCardHold...

7963

RetainedCustomers

2037

ExitCustomers

Year

All

GeographyLocation

All

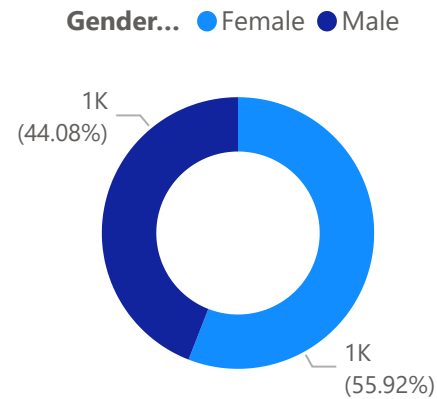
ActiveCategory

All

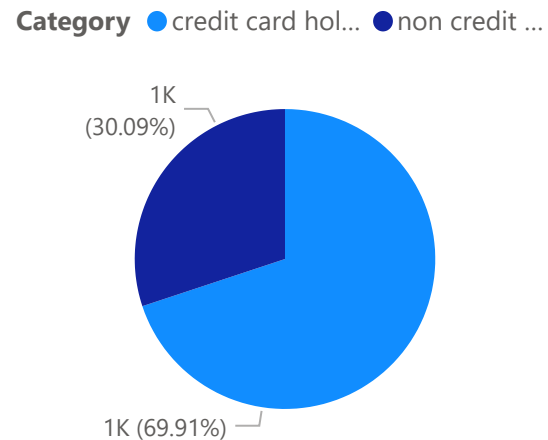
ExitCategory

All

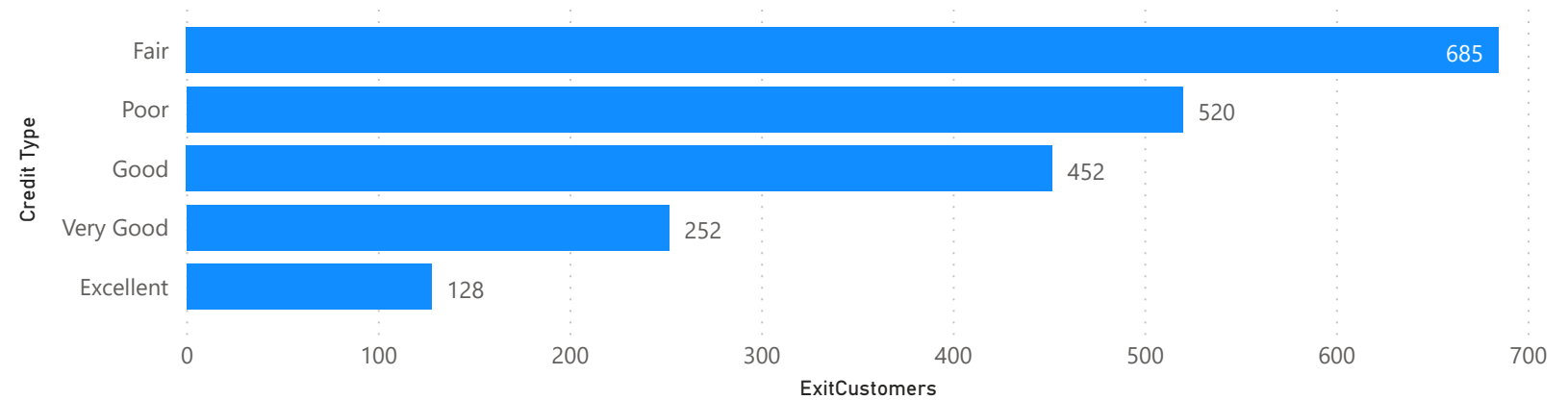
ExitCustomers by GenderCategory



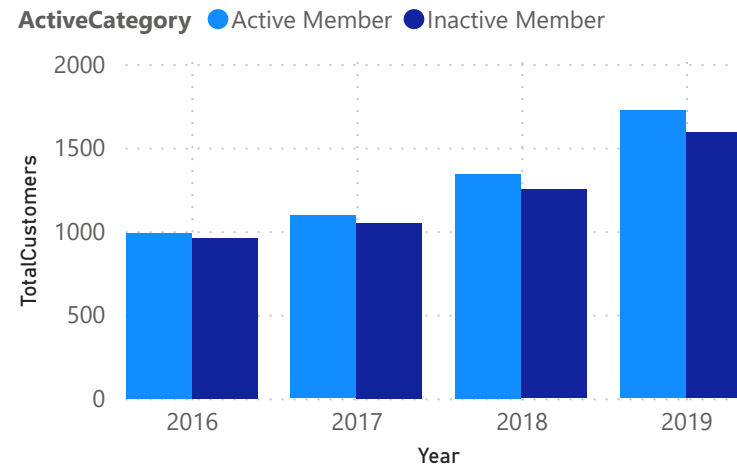
ExitCustomers by Category



ExitCustomers by Credit Type



TotalCustomers by Year and ActiveCategory



ExitCustomers for Female (1139) was higher than Male (898).

At 685, Fair had the highest ExitCustomers and was 435.16% higher than Excellent, which had the lowest ExitCustomers at 128.

Across all 5 Credit Type, ExitCustomers ranged from 128 to 685.

Total TotalCustomers was higher for Active Member (5151) than Inactive Member (4849).

2019 in ActiveCategory made up 17.22% of TotalCustomers.

Average TotalCustomers was higher for Active Member (1,287.75) than Inactive Member (1,212.25).



Churn Percentage over the years

month	2016	2017	2018	2019	Total
1	▲ 22.12%	◆ 30.00%	▲ 20.89%	● 17.31%	21.27%
2	● 16.22%	● 18.40%	● 16.52%	● 18.13%	17.54%
3	● 15.85%	◆ 27.70%	● 18.75%	● 19.43%	20.11%
4	● 18.27%	◆ 26.86%	▲ 22.80%	● 16.67%	21.18%
5	▲ 21.01%	▲ 22.82%	● 18.37%	▲ 22.10%	21.08%
6	◆ 27.21%	● 16.03%	▲ 21.19%	▲ 21.14%	21.35%
7	● 18.56%	● 18.71%	● 19.83%	▲ 20.93%	19.64%
8	● 17.71%	● 19.35%	▲ 20.81%	● 20.08%	19.63%
9	▲ 20.65%	● 19.72%	● 20.37%	▲ 21.39%	20.60%
10	● 19.87%	◆ 28.57%	● 17.89%	▲ 23.33%	22.50%
11	● 17.36%	▲ 22.55%	● 20.52%	● 18.94%	19.84%
12	● 17.87%	▲ 21.00%	▲ 21.91%	● 17.73%	19.57%
Total	19.27%	22.35%	20.21%	19.86%	20.37%

Churn Percentage by Year

