

Customer Churn Analysis

10000

Total Customers

5151

Active customers

4849

Inactive customers

7055

Credit Card Holders

2945

Non Credit Card Holders

7963

Retain Customers

2037

Exit Customers

Year

Tout

Month Name

Tout

GeographyLocati...

Tout

ActiveCategory

Tout

ExitCategory

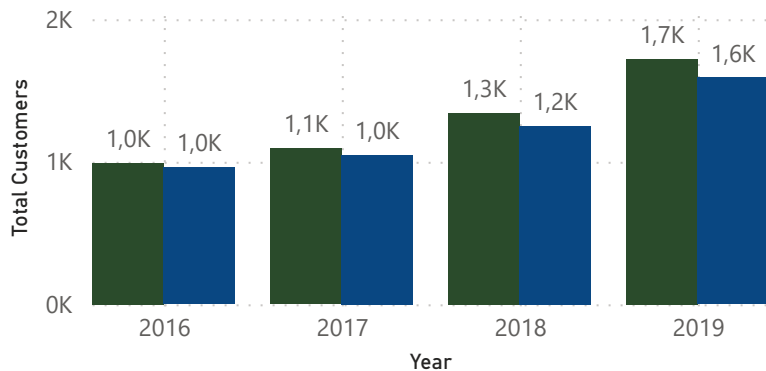
Tout

GenderCategory

Tout

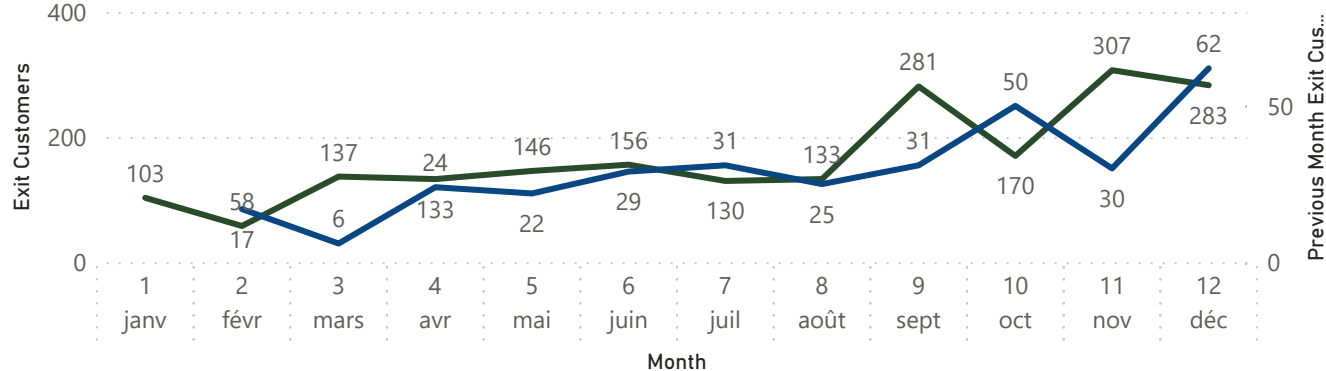
Total Customers par Year et ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

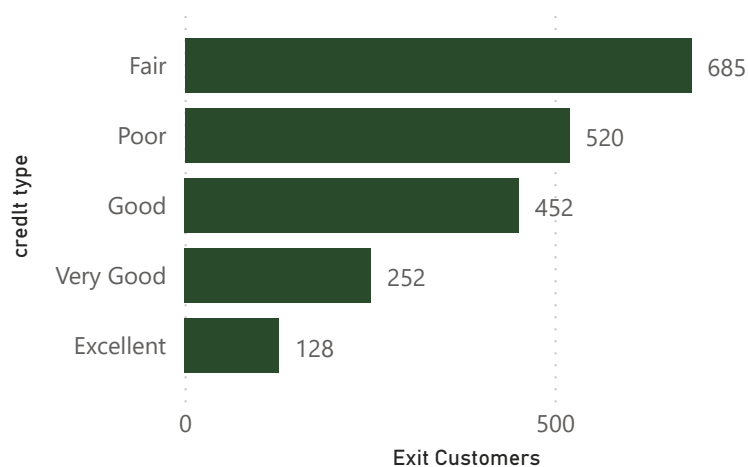


Exit Customers et Previous Month Exit Customers par Month Name et Month

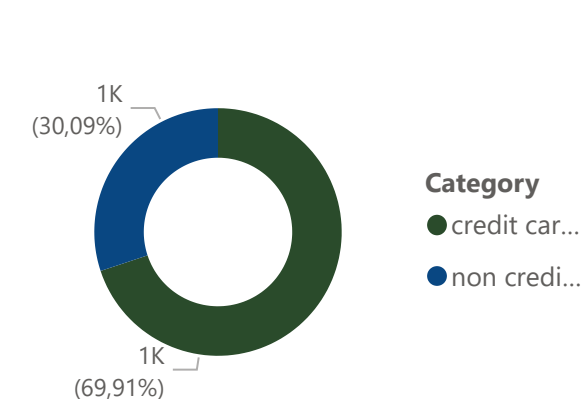
● Exit Customers ● Previous Month Exit Customers



Exit Customers par credit type



Exit Customers par Category



In November, there was the highest Exit Customers and it was 429.31% higher than February, which had the lowest Exit Customers with 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 Name was November, when Exit Customers were 277 higher than Previous Month Exit Customers.

Year	janv	févr	mars	avr	mai	juin	juil	août	sept	oct	nov	déc
2016	▲ 20,73 %	● 12,00 %	● 17,02 %	● 16,30 %	◆ 23,02 %	◆ 23,48 %	● 16,56 %	▲ 20,81 %	▲ 20,16 %	▲ 17,75 %	▲ 19,81 %	▲ 19,22 %
2017	◆ 27,59 %	● 14,06 %	◆ 25,95 %	◆ 26,71 %	▲ 18,44 %	▲ 21,15 %	▲ 19,46 %	● 16,78 %	▲ 21,45 %	◆ 26,35 %	◆ 23,78 %	▲ 22,16 %
2018	▲ 21,62 %	▲ 20,65 %	▲ 19,75 %	▲ 20,00 %	◆ 22,83 %	▲ 19,23 %	▲ 20,10 %	◆ 25,00 %	▲ 19,89 %	● 16,50 %	▲ 20,38 %	▲ 19,43 %
2019	▲ 17,34 %	▲ 20,34 %	▲ 21,33 %	▲ 18,78 %	▲ 20,16 %	▲ 19,34 %	● 16,22 %	▲ 17,26 %	▲ 21,24 %	▲ 21,36 %	▲ 21,60 %	▲ 19,57 %

Total Customers par GeographyLocation

