

Customer churn Analysis



10000

Total customers

5151

Active customers

4849

Inactive customer

7055

credit card holders

2945

non credit card hol...

2037

Exit customers

7963

Retained customers

Location

All



Year

All



Gender

All



Credit card

All

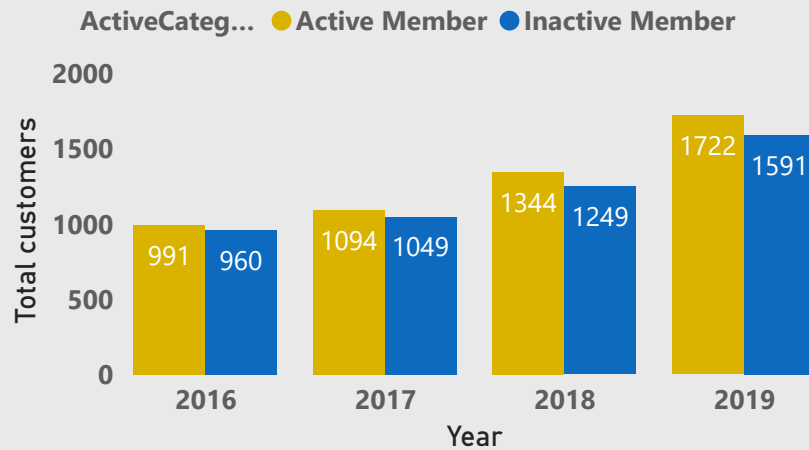


Exit/Retained

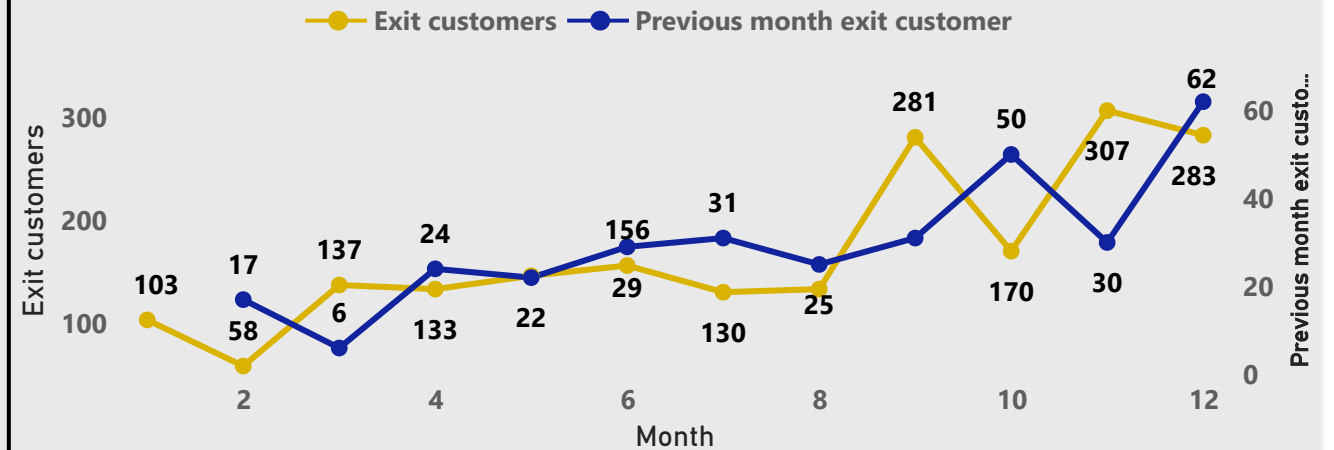
All



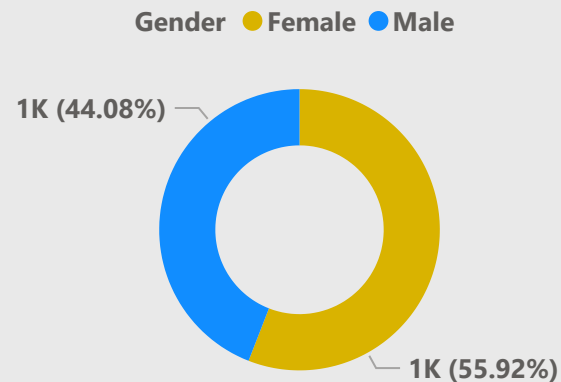
Total customers by Activity



Exit customers and Previous month exit customer by Month



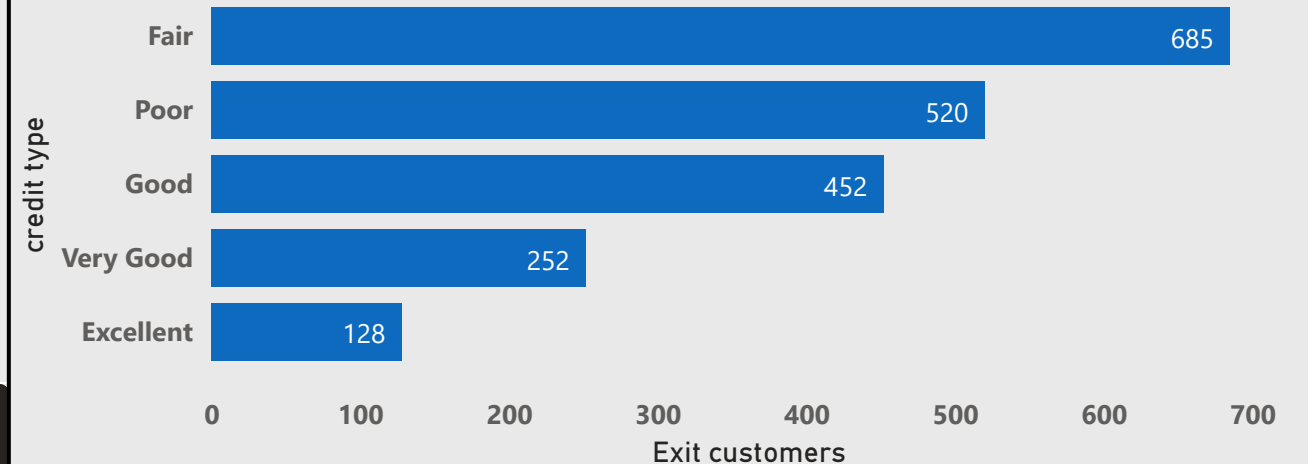
Exit customers by Gender



Customers by credit type

Customers by gender

Total customers by Credit Score

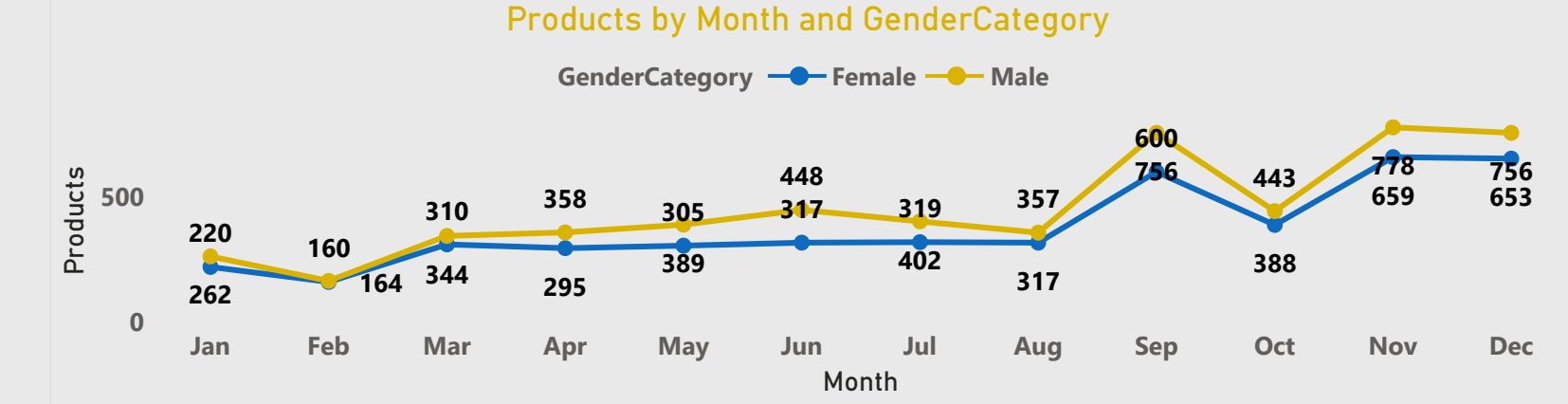
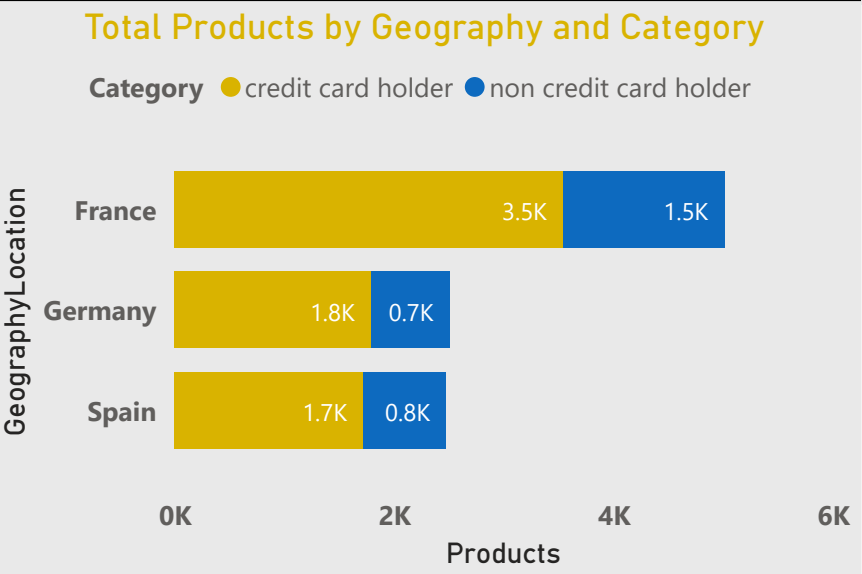
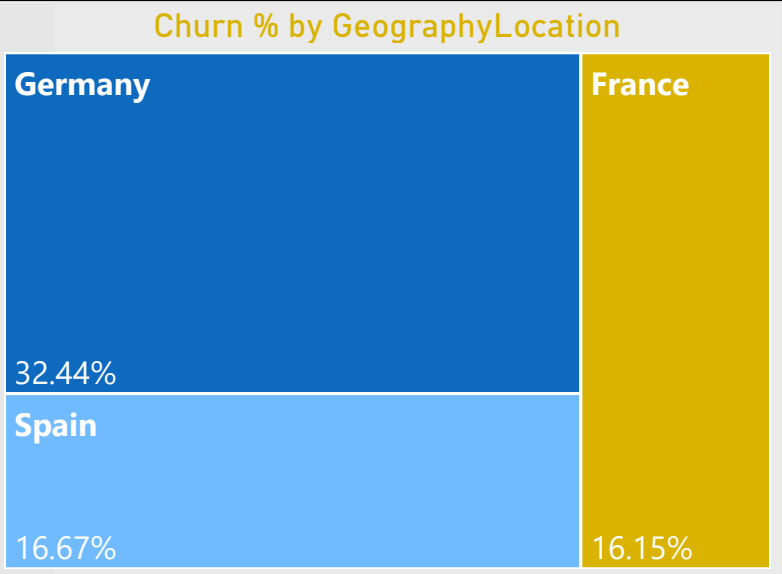
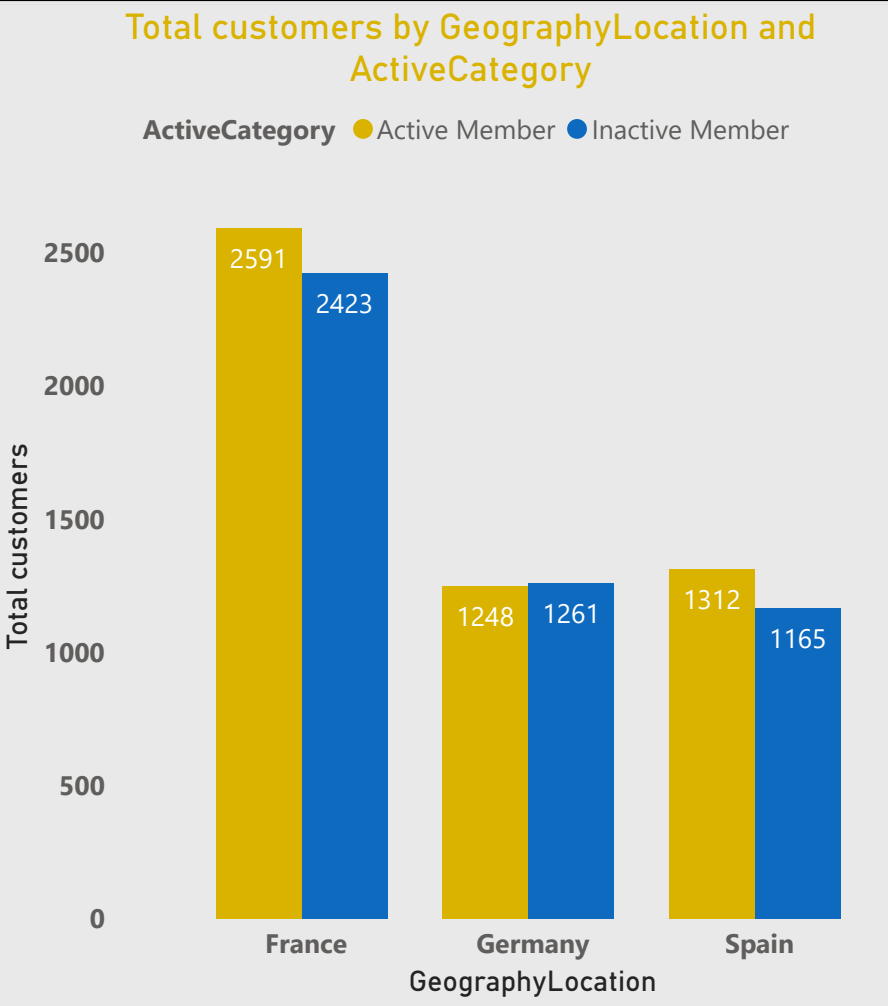


←

Customer churn Analysis

→

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





Customer churn Analysis

3617

Zero balance Acc.

36%

% Zero balance ...

5681

Tenure >= 5 Years

50%

% saralry >1Lac

48%

% balance >1Lac

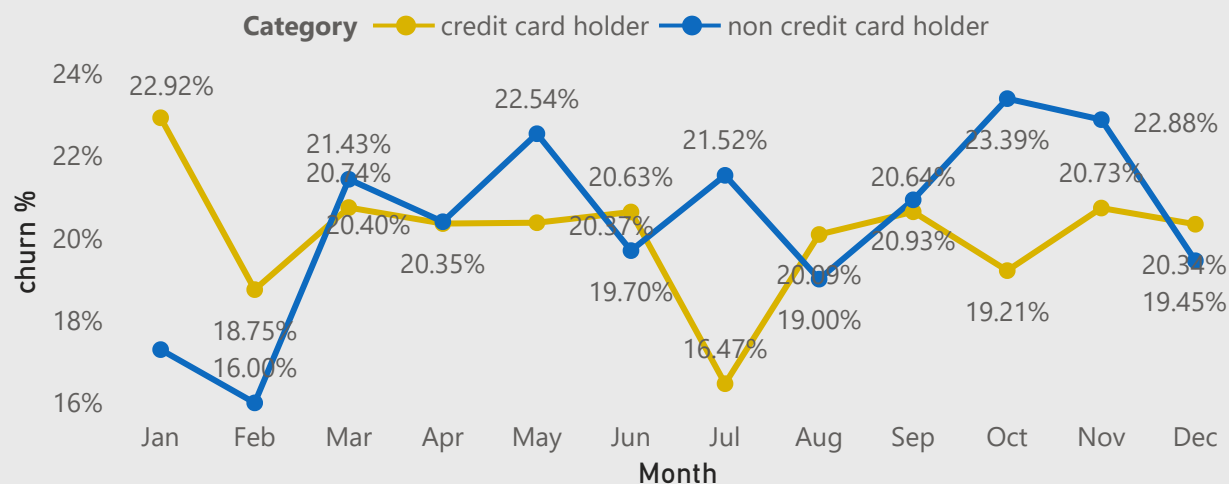
5010

Salary >1Lac

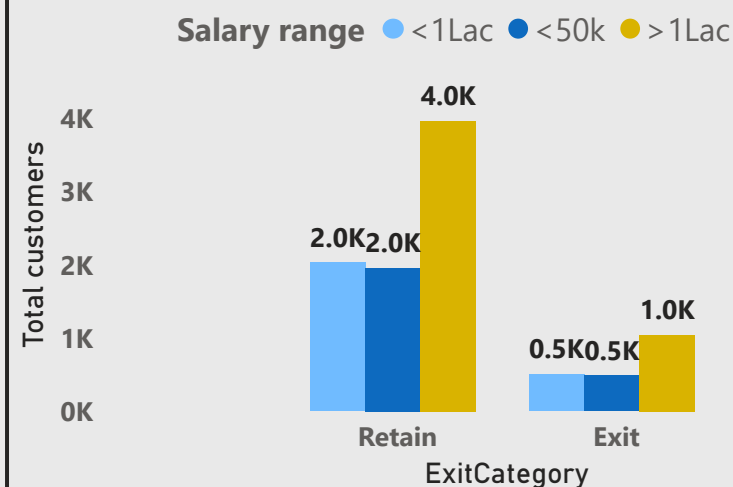
4799

Balance >=1Lac

Churn % by Year,Quarter,Month



Total customers by ExitCategory and Salary range



Location

All

Year

All

Gender

All

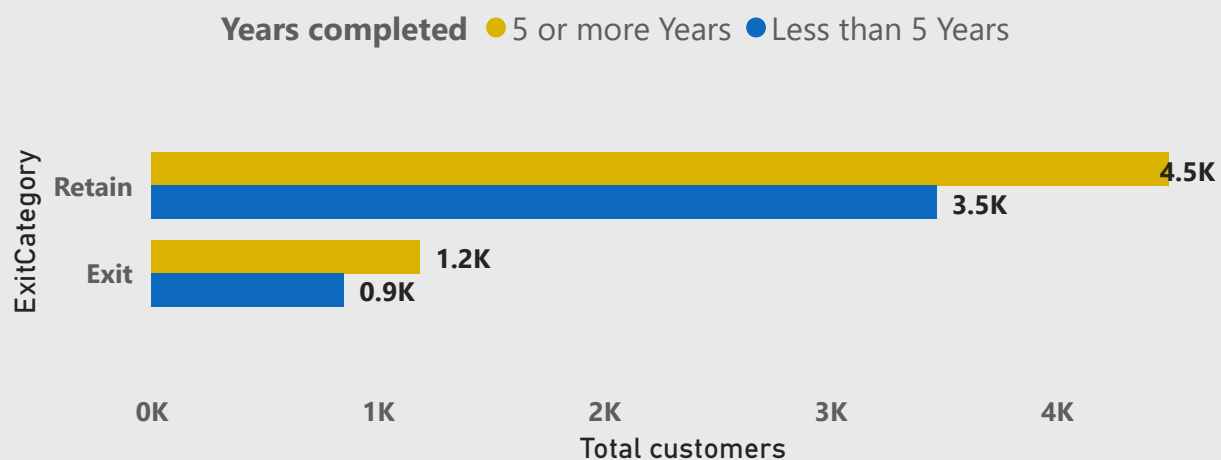
Credit card

All

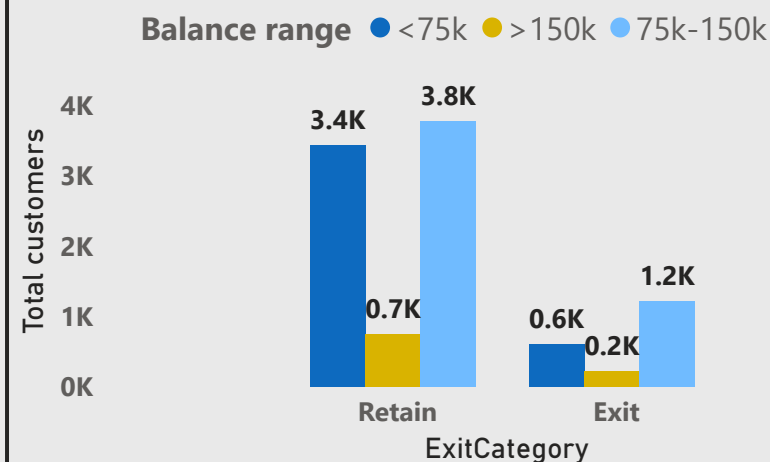
Exit/Retained

All

Total customers by ExitCategory and Years completed

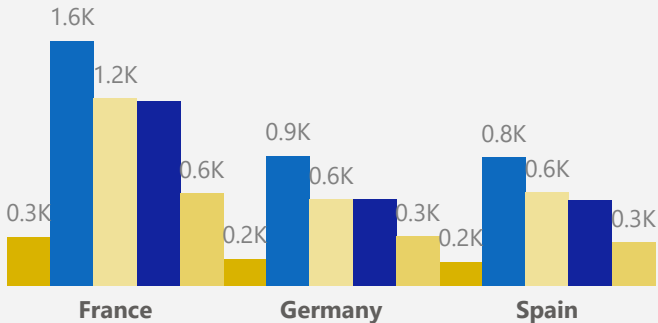


Total customers by ExitCategory and Balance range



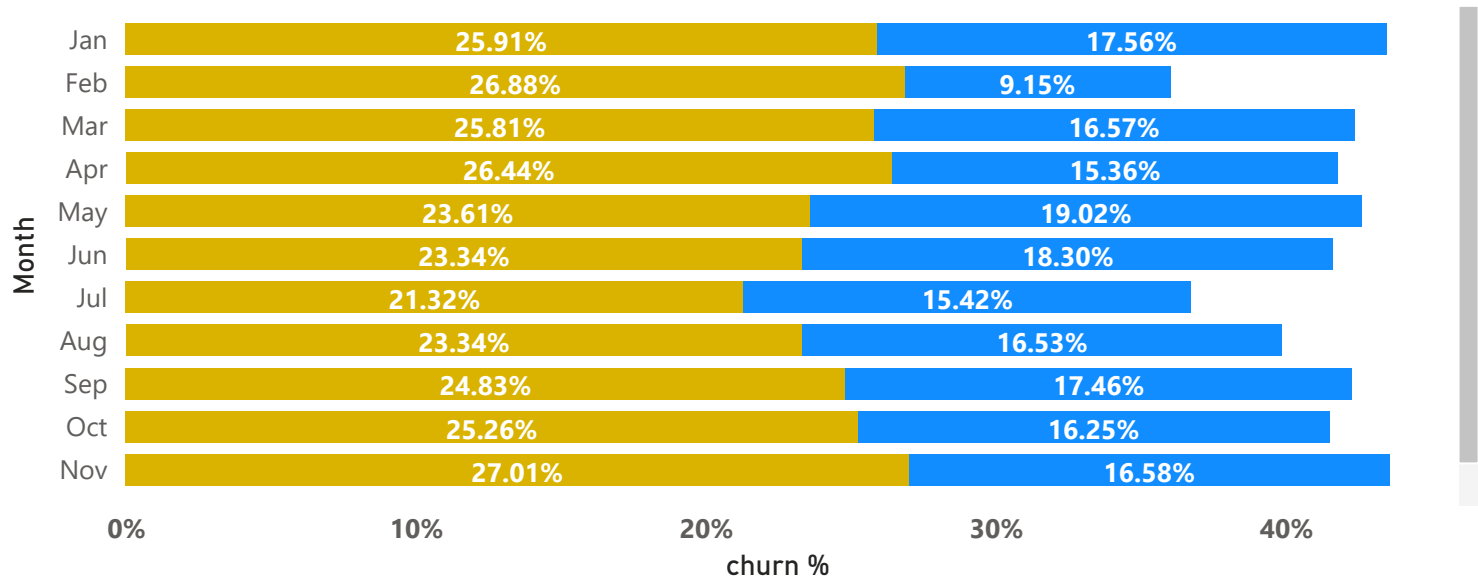
Total customers by Location and credit type

credit type ● Excellent ● Fair ● Good ● Poor ● Very Good



Churn % by Gender

GenderCategory ● Female ● Male



Churn % by Geography

GeographyLocation ● France ● Germany ● Spain

