Customer Churn Analysis
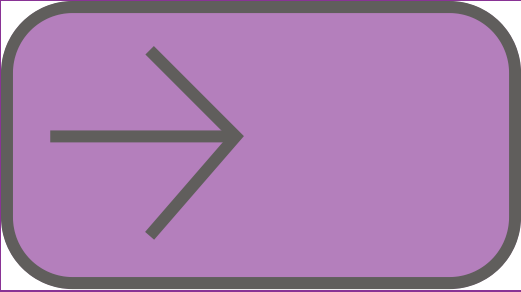
5151	7055	2037	4849	2945	7963	10K
Active customers	Credit card holder	Exit customer	Inactive costumers	No credit card holder	Retain costomer	Total customers

Year

All ▼

Month Name

All ▼

GeographyLocation

All ▼

ActiveCategory
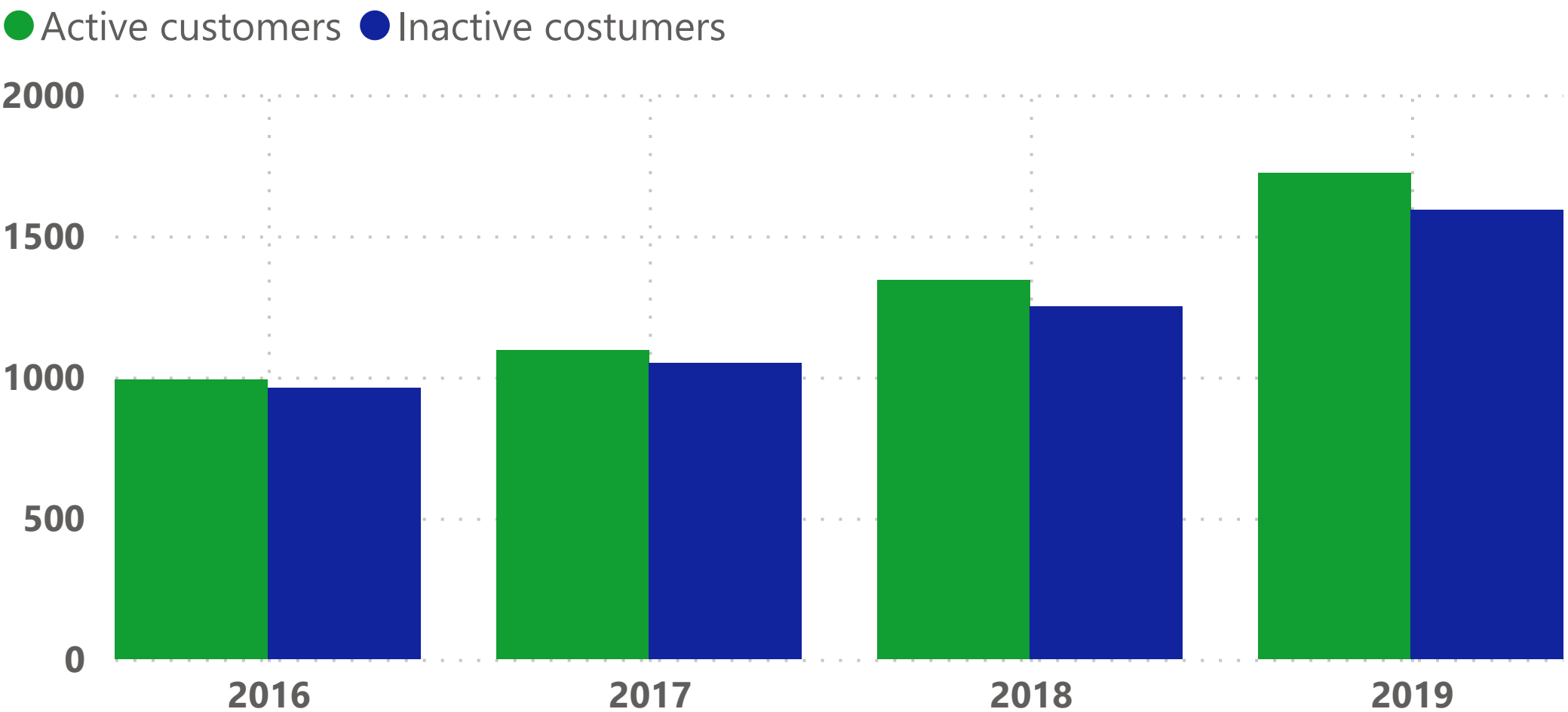
All ▼

ExitCategory

All ▼

GenderCategory

All ▼

Active customers and Inactive costumers by Year
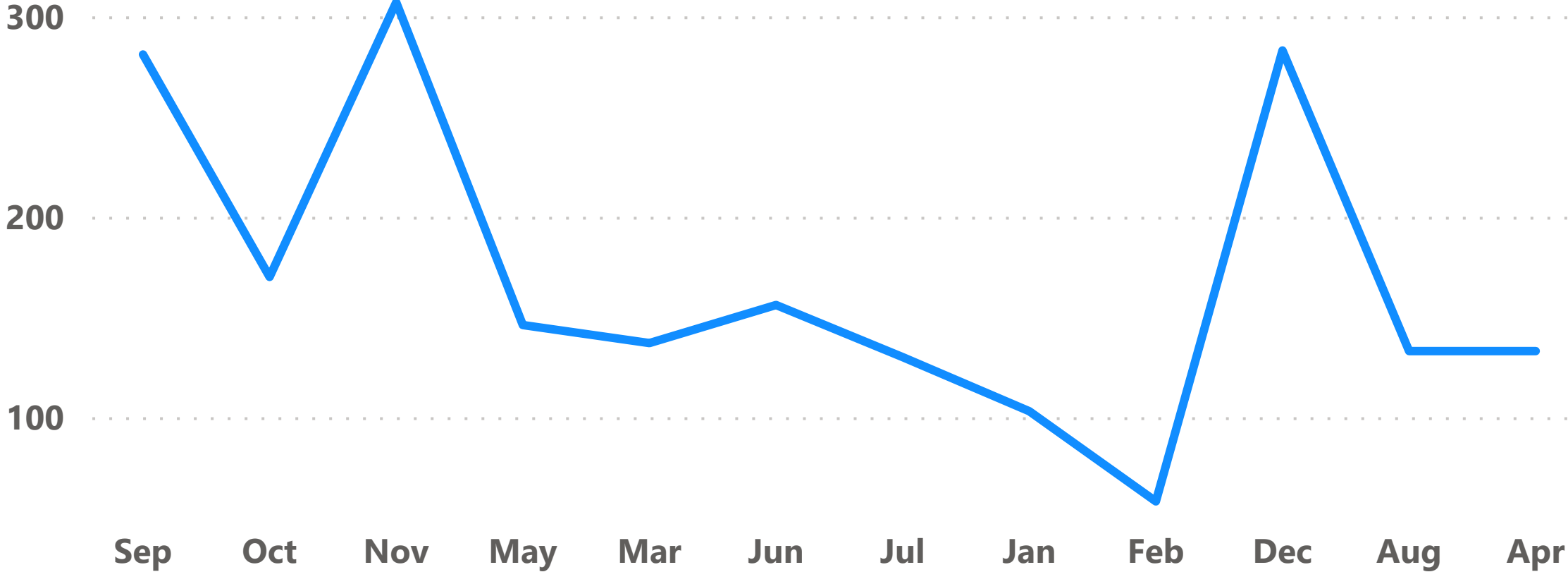
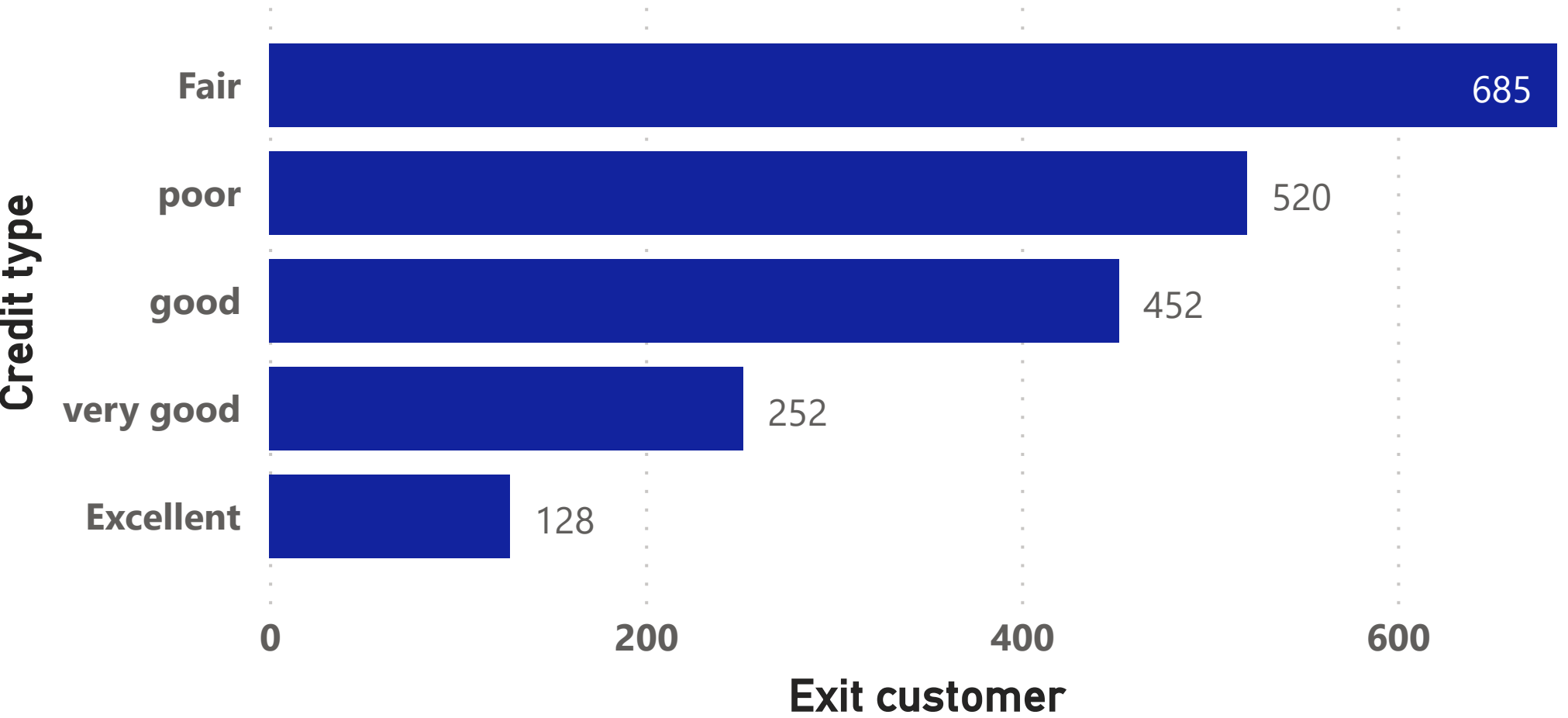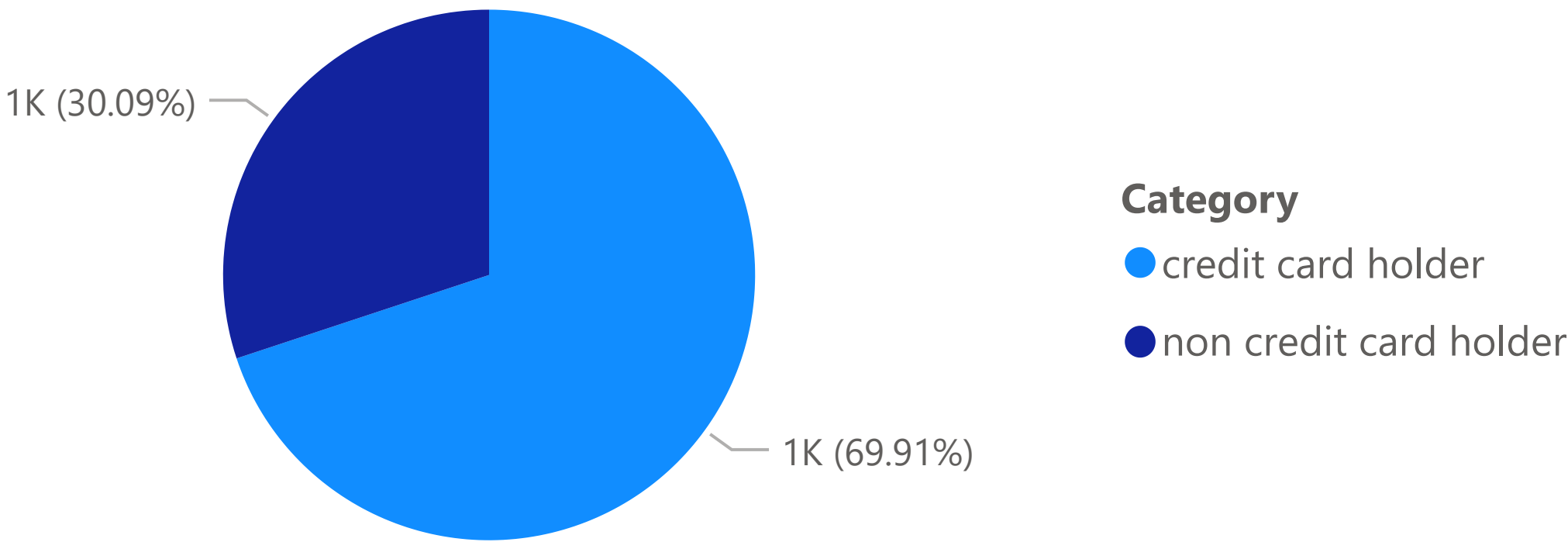● Active customers   ● Inactive costumers

Exit customer by Month Name
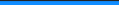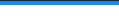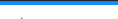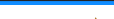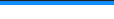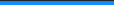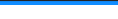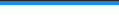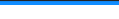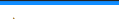
Exit customer by Credit type

Credit type	Exit customer
Fair	685
poor	520
good	452
very good	252
Excellent	128

Exit customer by Category

1K (30.09%)

1K (69.91%)

Category
● credit card holder
● non credit card holder

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