

Customer Churn Analysis



10K

Total Customers

5151

Active customers

4849

Inactive Customers

7055

Credit card holders

2945

Non credit card holder

2037

Exit Customers

7963

Retain Customers

Year



All



Month Name



All



GeographyLocation



All



ActiveCategory



All



ExitCategory



All



GenderCategory

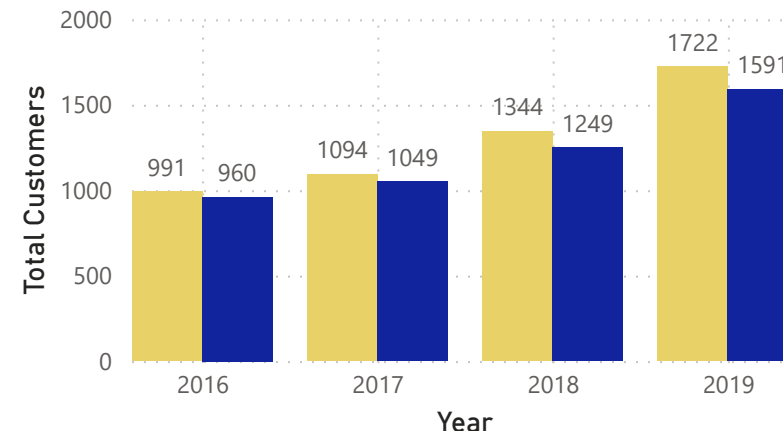


All

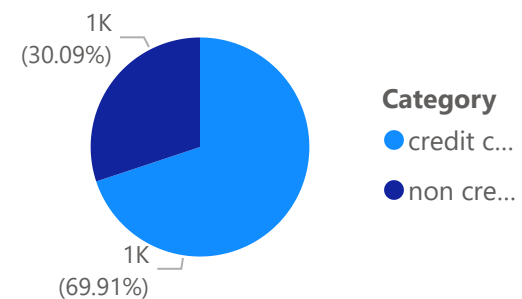


Total Customers by Year and ActiveCategory

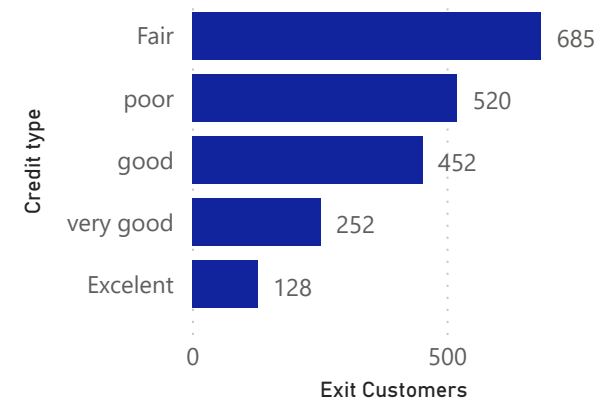
ActiveCategory ● Active Member ● Inactive Member



Exit Customers by Category

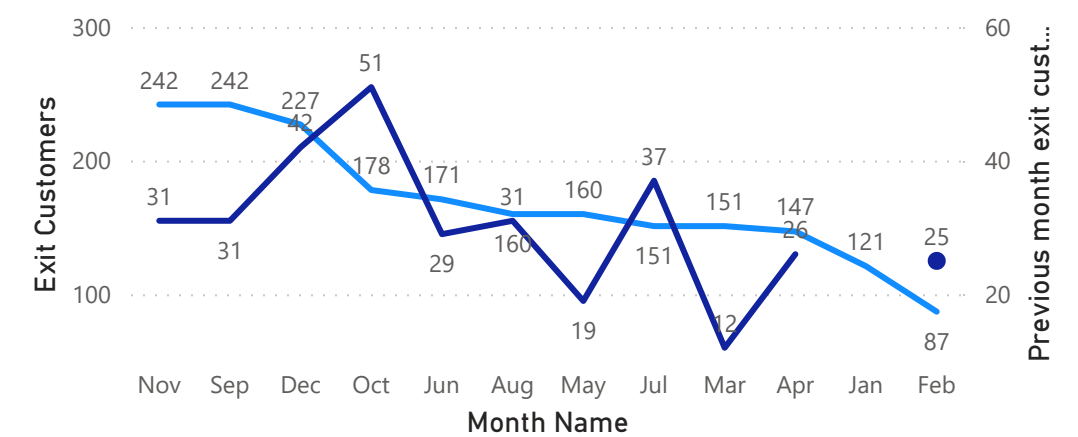


Exit Customers by Credit type



Exit Customers and Previous month exit customers by Month Name

● Exit Customers ● Previous month exit customers



















































Exit Customers and total Previous month exit customers are positively correlated with each other.

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

2019 in ActiveCategory made up 17.22% of Total Customers.

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

Exit Customers for credit card holder (1424) was higher

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	 18.27%	 17.71%	 17.87%	 16.22%	 22.12%	 18.56%	 27.21%	 15.85%	 21.01%	 17.36%	 19.87%	 20.65%	19.27%
2017	 26.86%	 19.35%	 21.00%	 18.40%	 30.00%	 18.71%	 16.03%	 27.70%	 22.82%	 22.55%	 28.57%	 19.72%	22.35%
2018	 22.80%	 20.81%	 21.91%	 16.52%	 20.89%	 19.83%	 21.19%	 18.75%	 18.37%	 20.52%	 17.89%	 20.37%	20.21%
2019	 16.67%	 20.08%	 17.73%	 18.13%	 17.31%	 20.93%	 21.14%	 19.43%	 22.10%	 18.94%	 23.33%	 21.39%	19.86%
Total	21.18%	19.63%	19.57%	17.54%	21.27%	19.64%	21.35%	20.11%	21.08%	19.84%	22.50%	20.60%	20.37%