

Bank Customer Churn Analysis

10000

Total customers

4849

Inactive Customer

5151

Active Customers

7055

Credit Card Cust...

2945

Non CreditCard Cu...

2037

Exit customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

All

GenderCategory

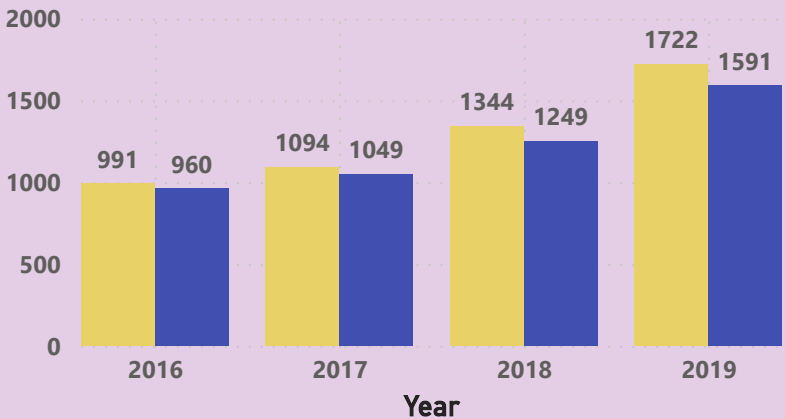
All

ActiveCategory

Active Member

Inactive Member

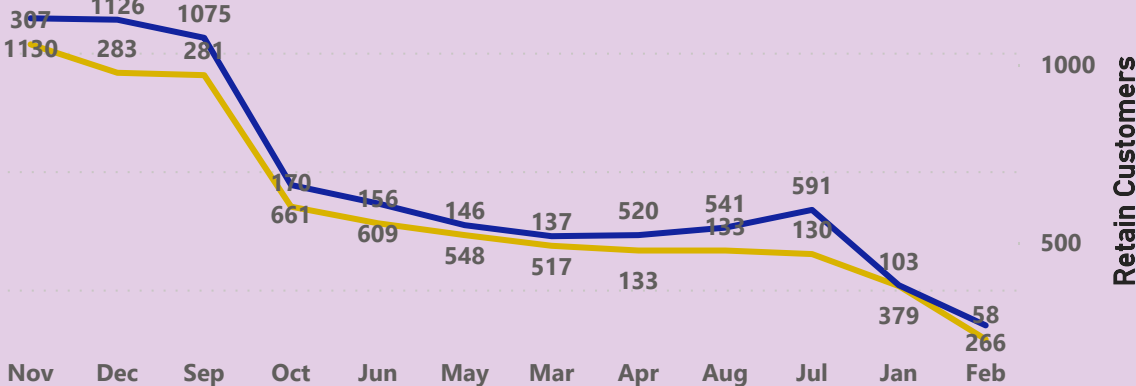
Total customers



Exit customers

Retain Customers

Exit customers

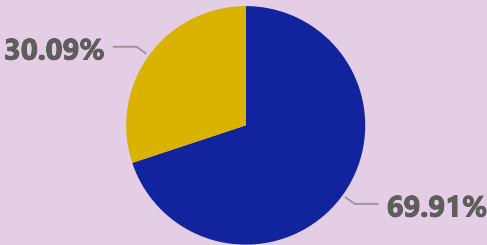


Customers Exit By Gender

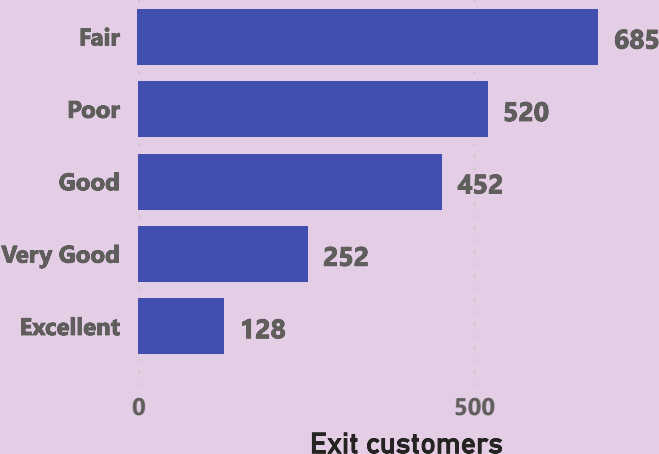
Customers Exit By Credit

credit card holder

non credit card holder



Credit Type



Insight Details :-

At 307, Nov had the highest Exit customers and was 429.31% higher than Feb, which had the lowest Exit customers at 58.

Exit customers and total Retain Customers are positively correlated with each other.

Retain Customers and Exit customers diverged the most when the Month Name was Dec, when Retain Customers were 843 higher than Exit customers.

Total Total customers was higher for