BANK CUSTOMER CHURN ANALYSIS

10000	5151	4849	7055	2945	2037	7963
Total Customer	**Active Customer**	**Inactive Customer**	**Credit Card Holder**	**Non Credit Card Holder**	**Exit Customer**	**Retained Customer**

Executive Insights

Demographic Insights

Year
All

Month
All

Geography Location
All

Exit Customer
All

Gender
All

Customer Count By Year

● Active Customer ● Inactive Customer

Year	Active Customer	Inactive Customer
2016	991	960
2017	1094	1049
2018	1344	1249
2019	1722	1591

MoM Exited Customer Count

● Exit Customer ● Previous Month Exit Customer

Month: Nov, Dec, Sep, Oct, Jun, May, Mar, Apr, Aug, Jul, Jan, Feb

Customer Churn Rate By Income Class

Income Class	Churn Rate
Lower Middle Cl...	18.30%
Middle Class	21.04%
Poor	22.03%
Rich	20.60%
Upper Middle Cl...	19.57%

Exit Customer by Credit type

Customer Credit Score Type	Exit Customer Count
Fair	685
Poor	520
Good	452
Very Good	252
Excellent	128

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Executive Insights

Demographic Insights
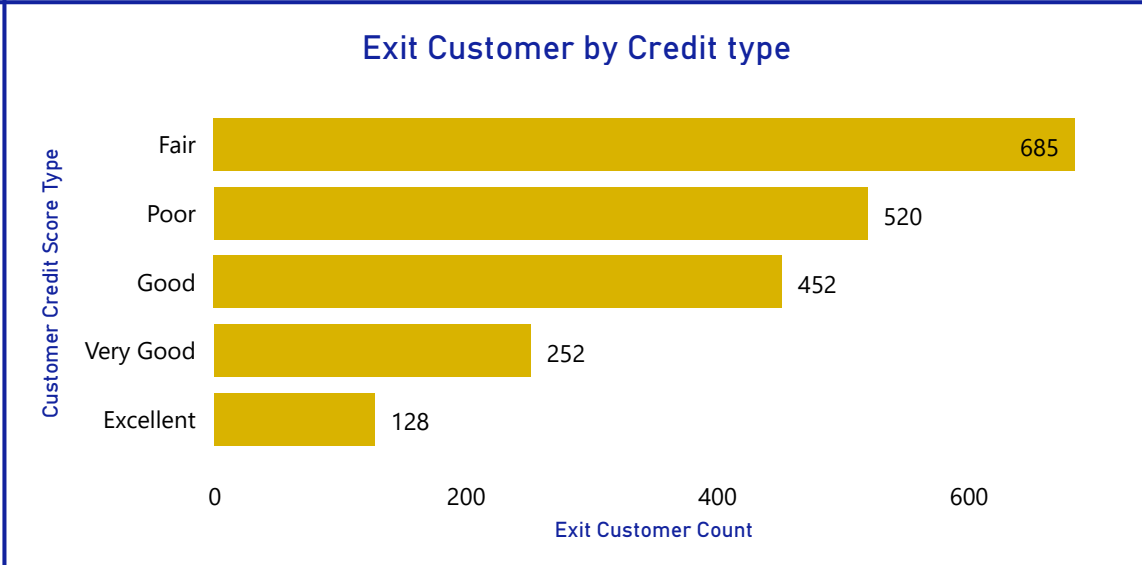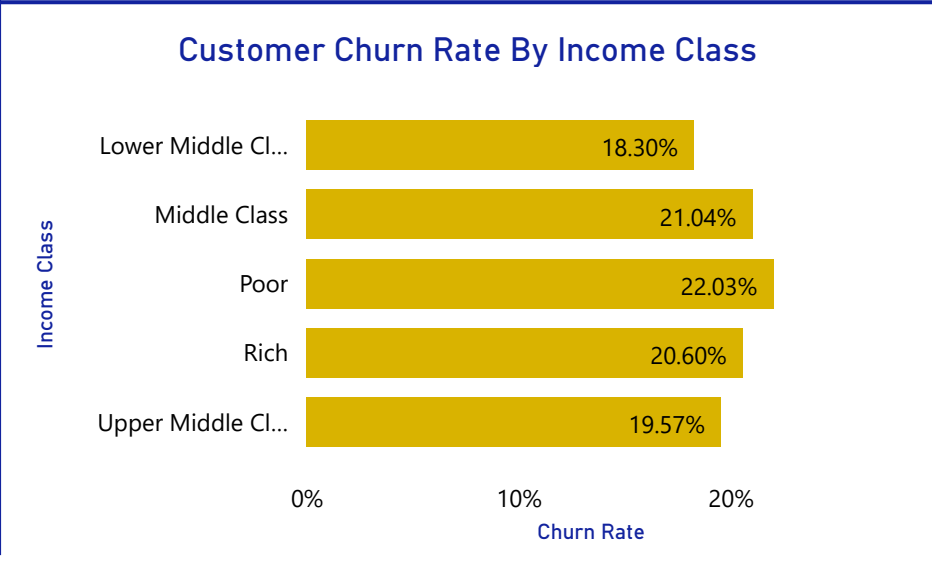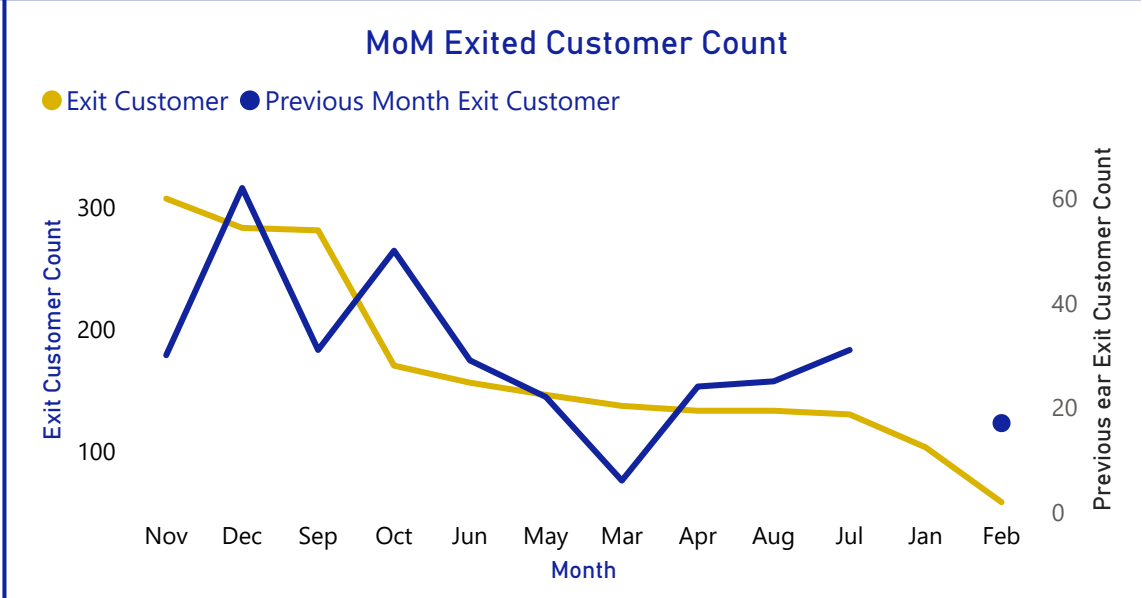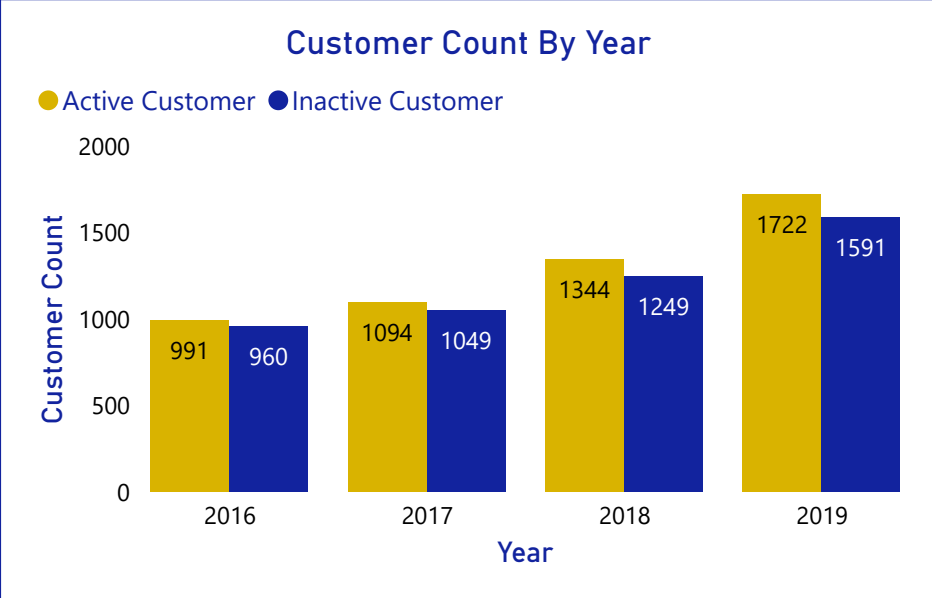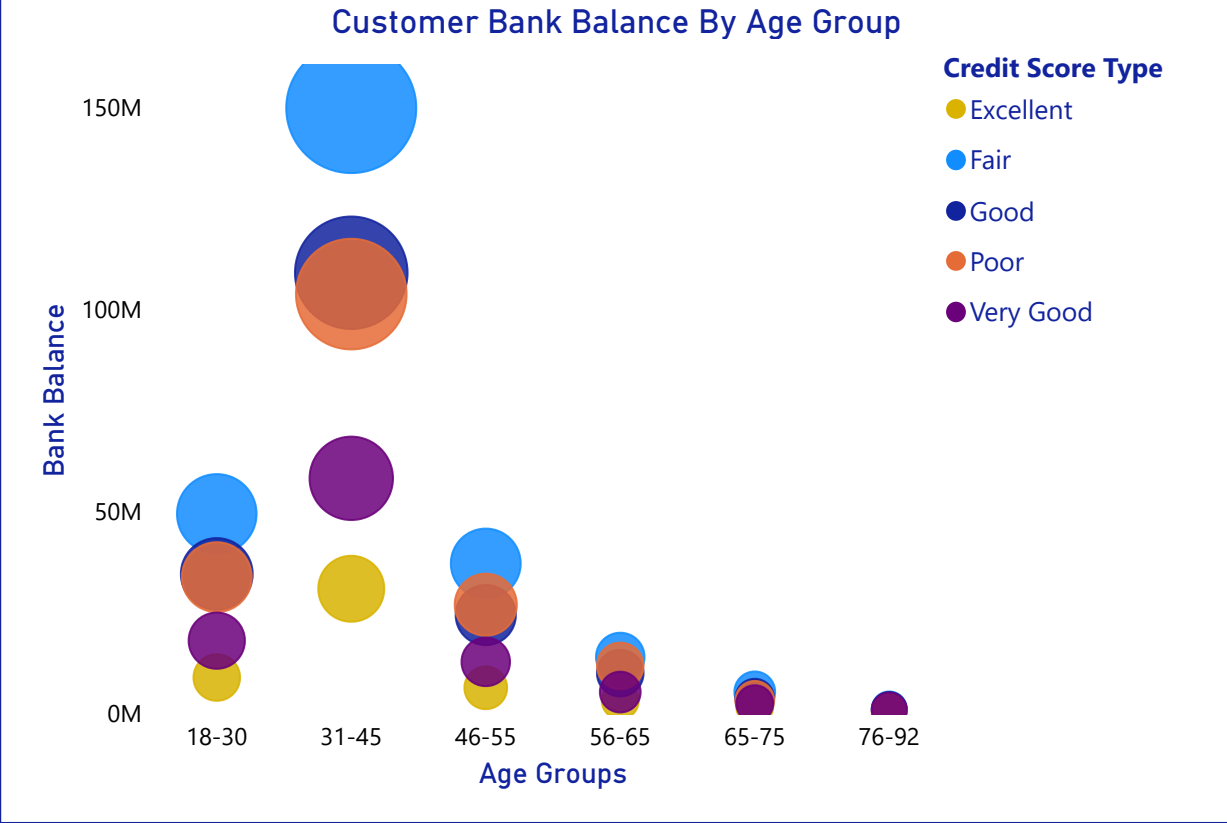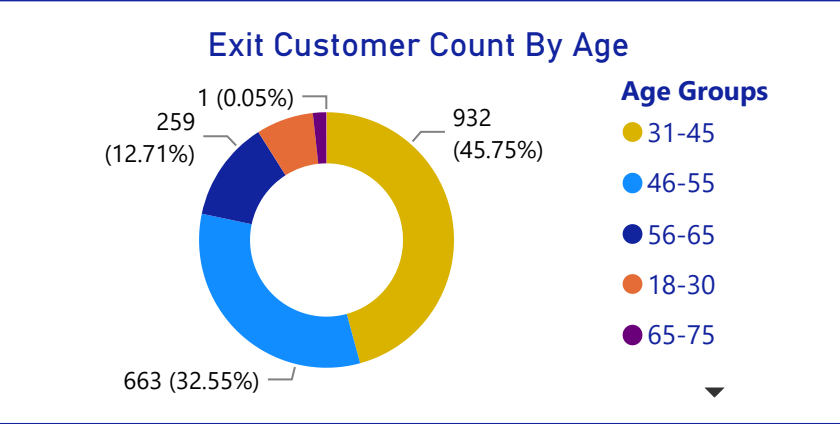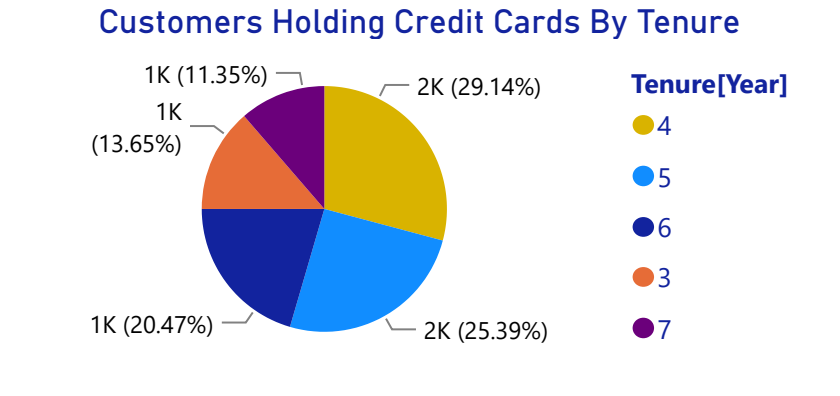
Year
All

Month
All

Geography Location
All

Exit Customer
All

Gender
All

Customers Holding Credit Cards By Tenure

1K (11.35%)
2K (29.14%)
1K (13.65%)
1K (20.47%)
2K (25.39%)

Tenure[Year]
- 4
- 5
- 6
- 3
- 7

Exit Customer Count By Age

1 (0.05%)
932 (45.75%)
259 (12.71%)
663 (32.55%)

Age Groups
- 31-45
- 46-55
- 56-65
- 18-30
- 65-75

Customer Bank Balance By Age Group

Bank Balance
150M
100M
50M
0M

18-30 31-45 46-55 56-65 65-75 76-92

Age Groups

Credit Score Type
- Excellent
- Fair
- Good
- Poor
- Very Good

Customer Churn Rate(%)

year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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%