



CUSTOMER CHURN ANALYSIS REPORT

10000

Total Customers

5151

Active customers

4849

Inactive customers

7055

Credit card holders

2945

Non credit card hold...

2037

Exit customers

7963

Retain customers

year

Multiple selections

Month Name

All

Geographic location

All

Active Category

All

Exit Category

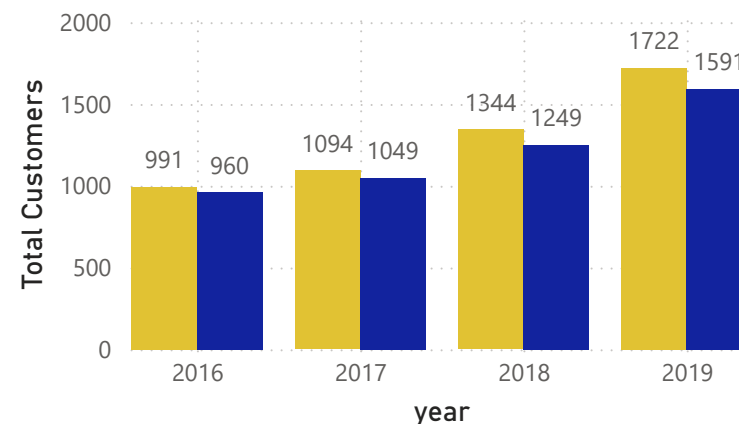
All

Gender Category

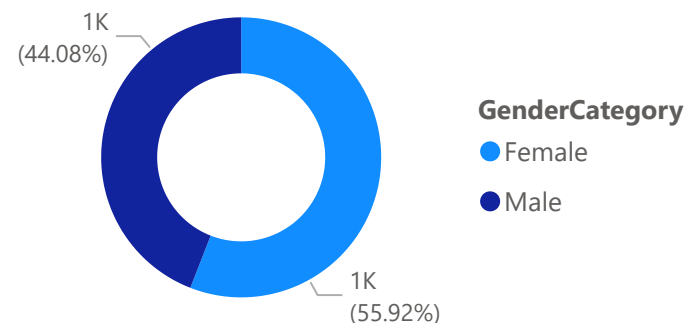
All

Total Customers by year and ActiveCategory

ActiveCateg... ● Active Member ● Inactive Member

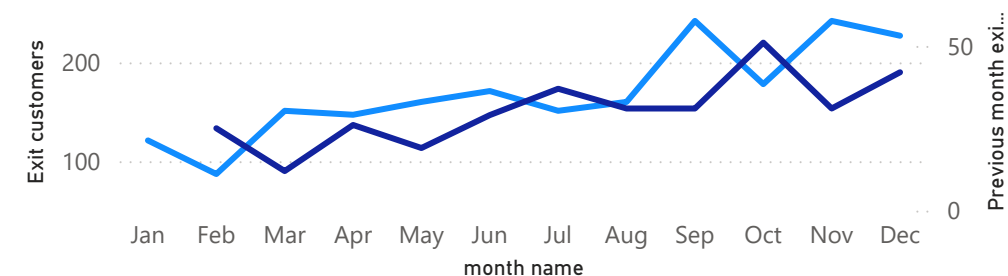


Exit customers by GenderCategory

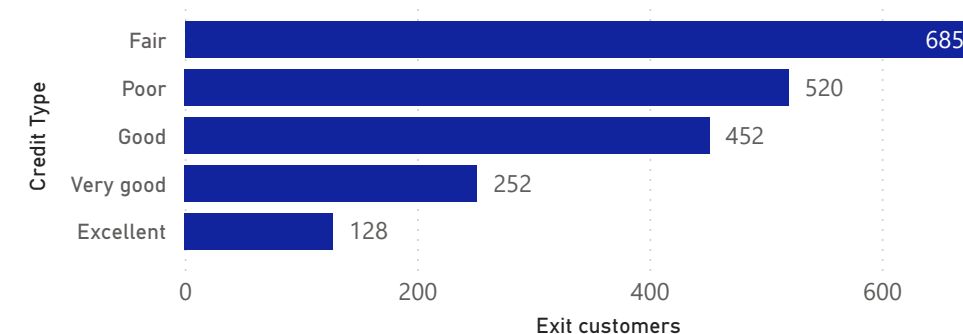


Exit customers and Previous month exit customers by month name

● Exit customers ● Previous month exit customers



Exit customers by Credit Type



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