

CUSTOMER CHURN ANALYSIS



10K	5151	4849	7055	2945	2037	7963
Total customers	Active customers	Inactive custom...	Credit card holder	Non credit card ...	Exit customers	Retain customers

Year

All

Monthname

All

GeographyLocation

All

ActiveCategory

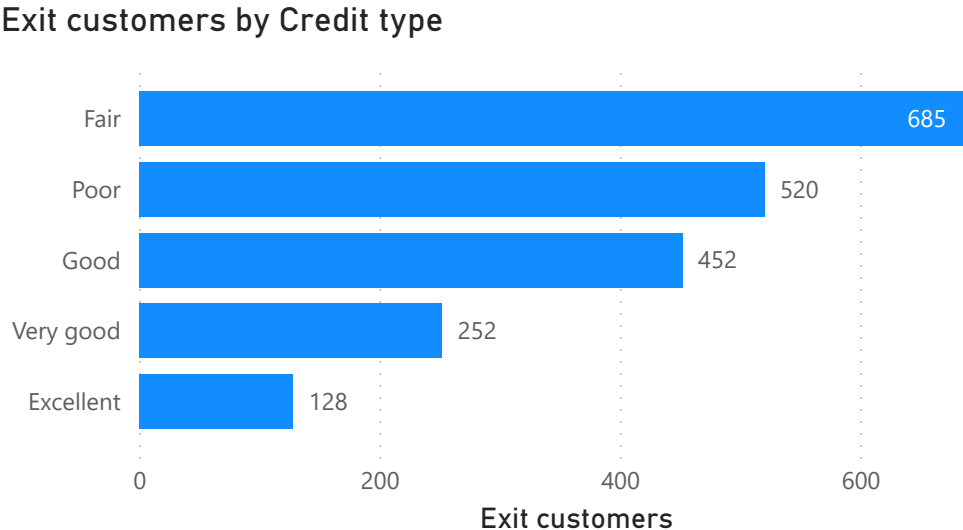
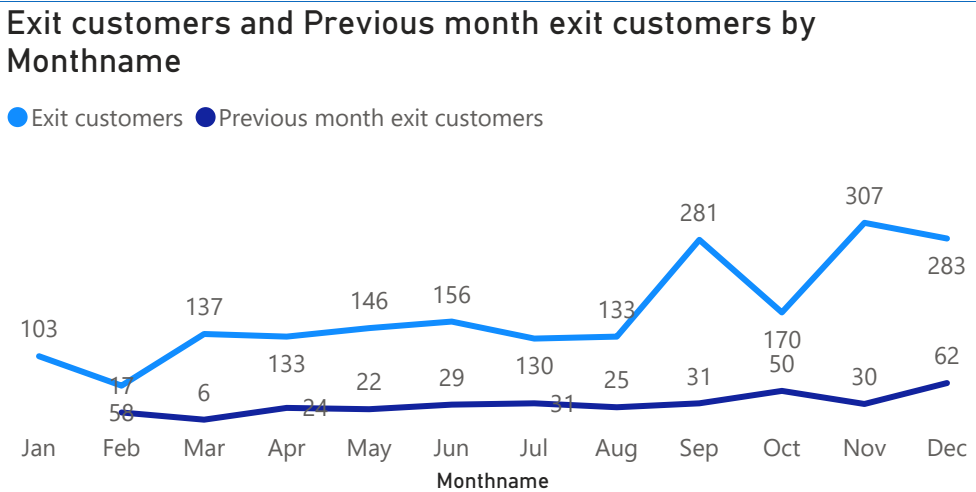
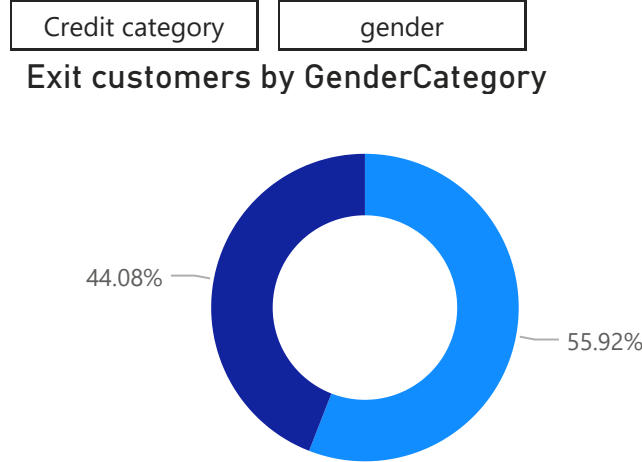
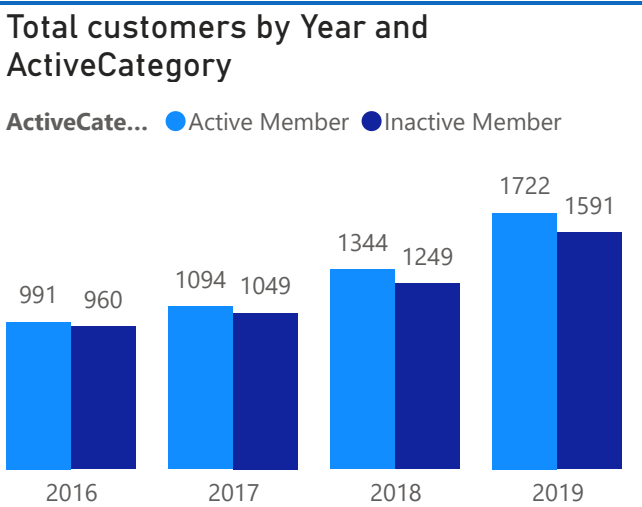
All

ExitCategory

All

GenderCategory

All



Detailed Insight

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 Previous month exit customers are positively correlated with each other.

Exit customers and Previous month exit customers

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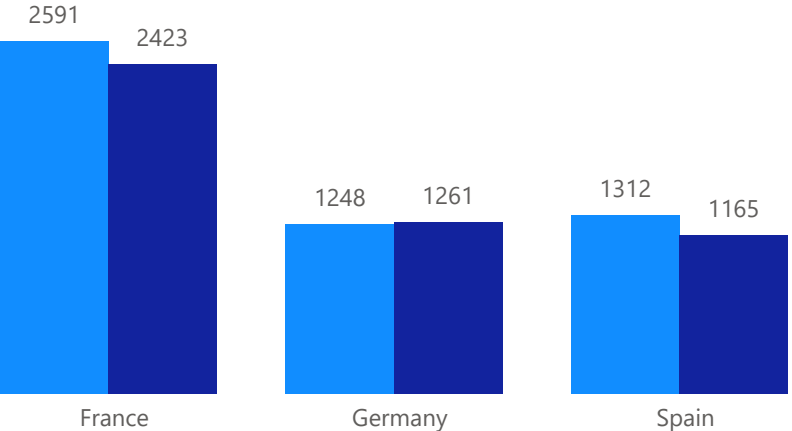
All

GenderCategory

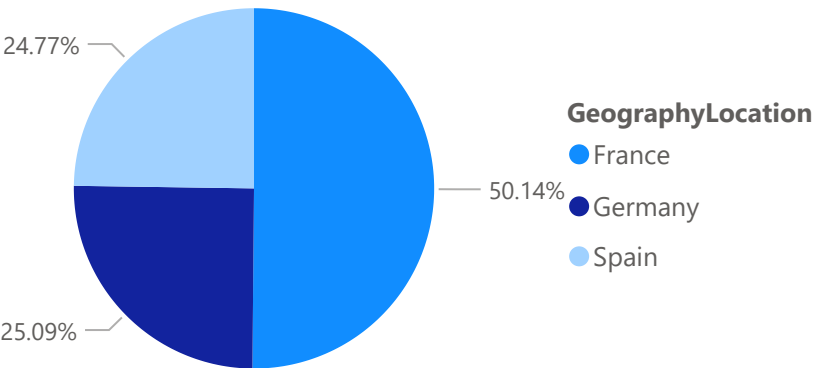
All

Total customers by GeographyLocation and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Total customers by GeographyLocation



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%	▲ 21.32%	▲ 18.78%	▲ 20.16%	▲ 19.34%	● 16.22%	▲ 17.26%	▲ 21.24%	▲ 21.36%	▲ 21.60%	▲ 19.57%
Total	21.37%	17.90%	20.95%	20.37%	21.04%	20.39%	18.03%	19.73%	20.72%	20.46%	21.36%	20.09%