

# Customer Churn Analysis



10000

Total Customer

5151

Active Customer

4849

InActive Cust...

7055

Credit Card Hol...

2945

NonCredit Card H...

2037

Exit Customer

7963

Retain Customer

Year

All

Month

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

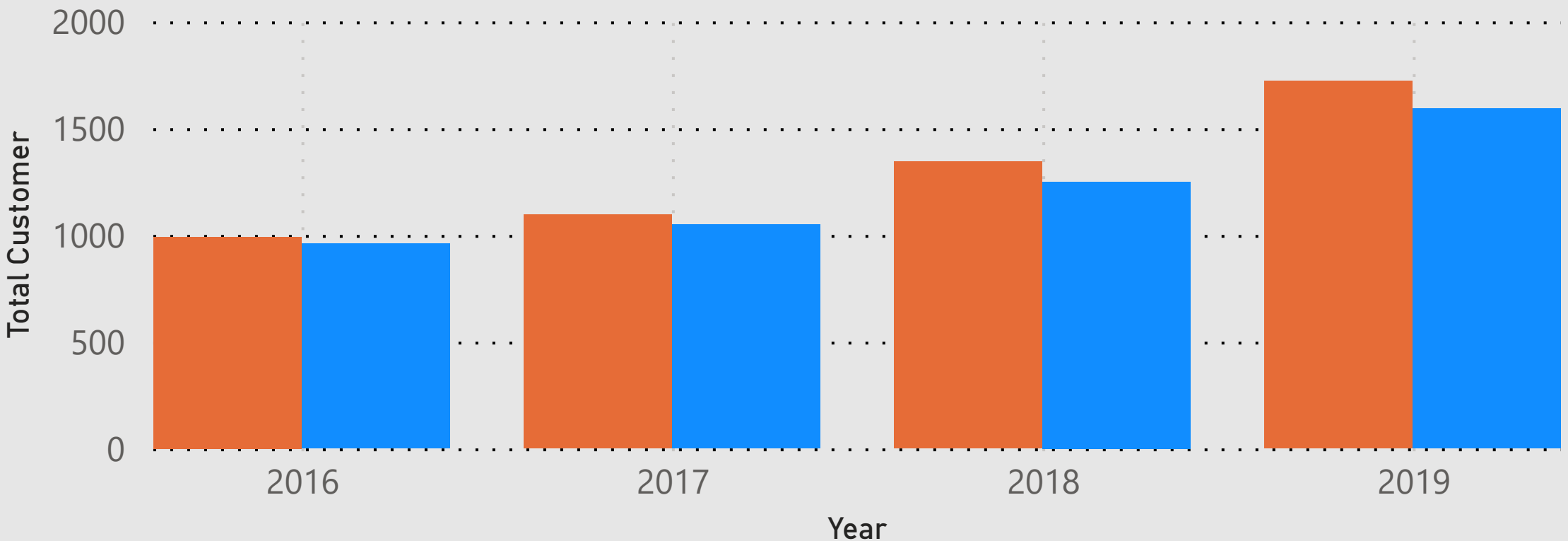
All

GenderCategory

All

Total Customer by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Exit Customer by Category



Category

● credit card holder

● non credit card h...

Exit Customer by GenderCategory

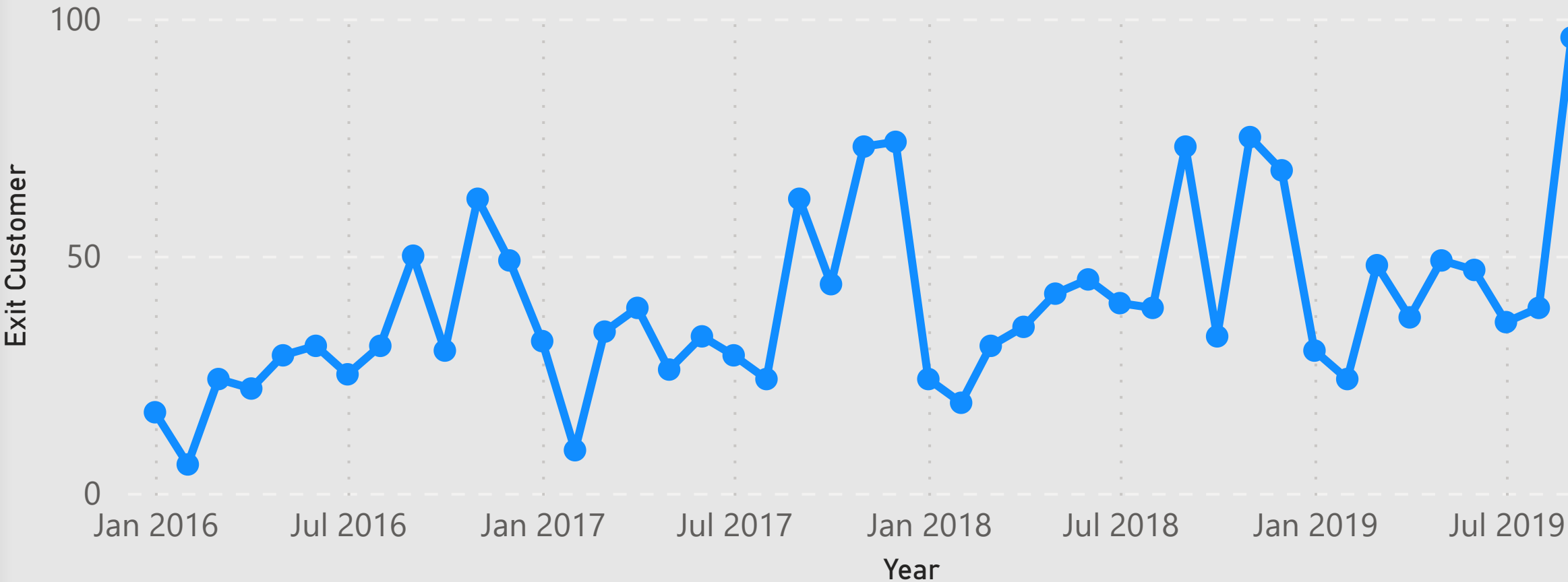
GenderCategory

● Female

● Male












Exit Customer by Year and Month

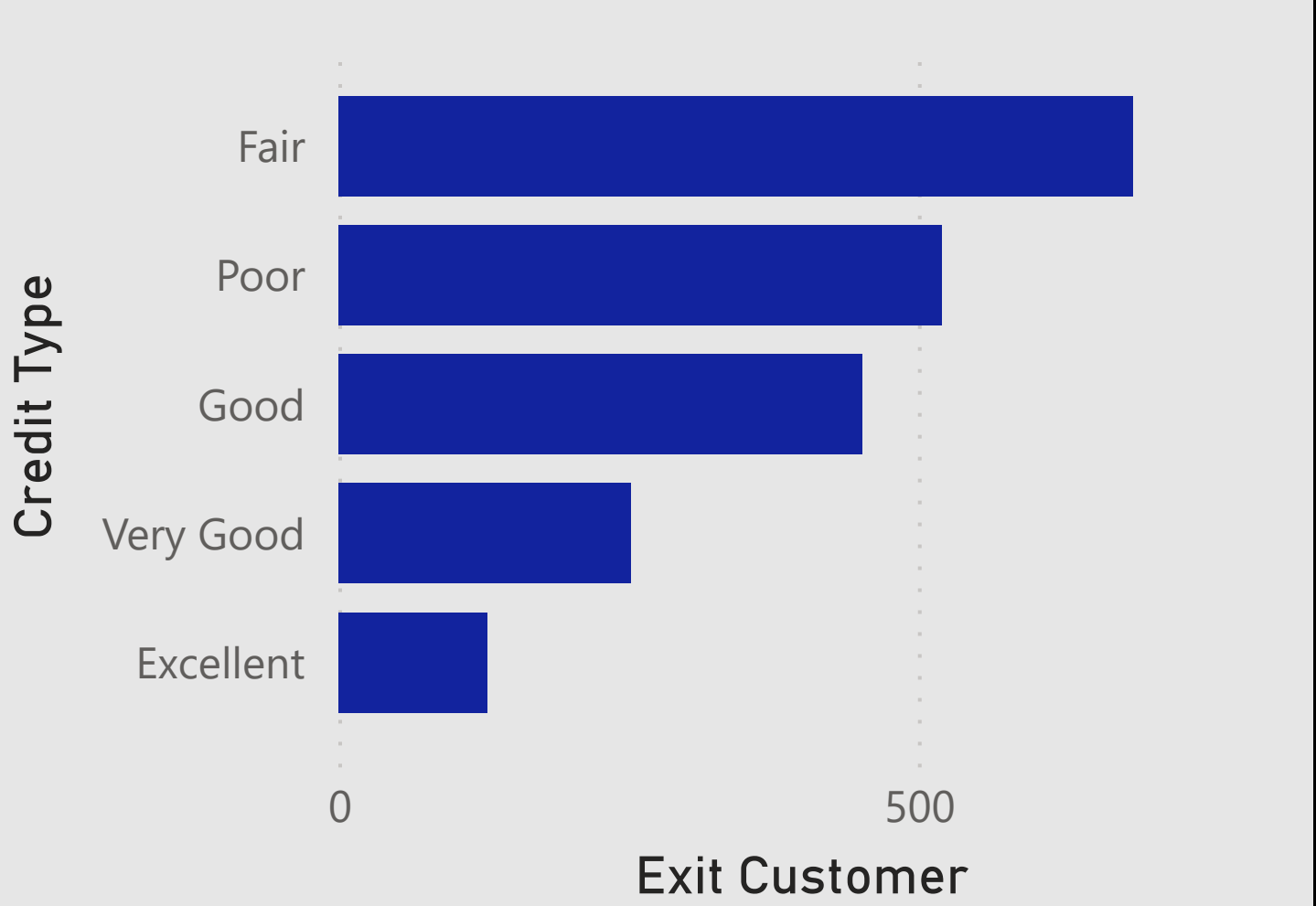




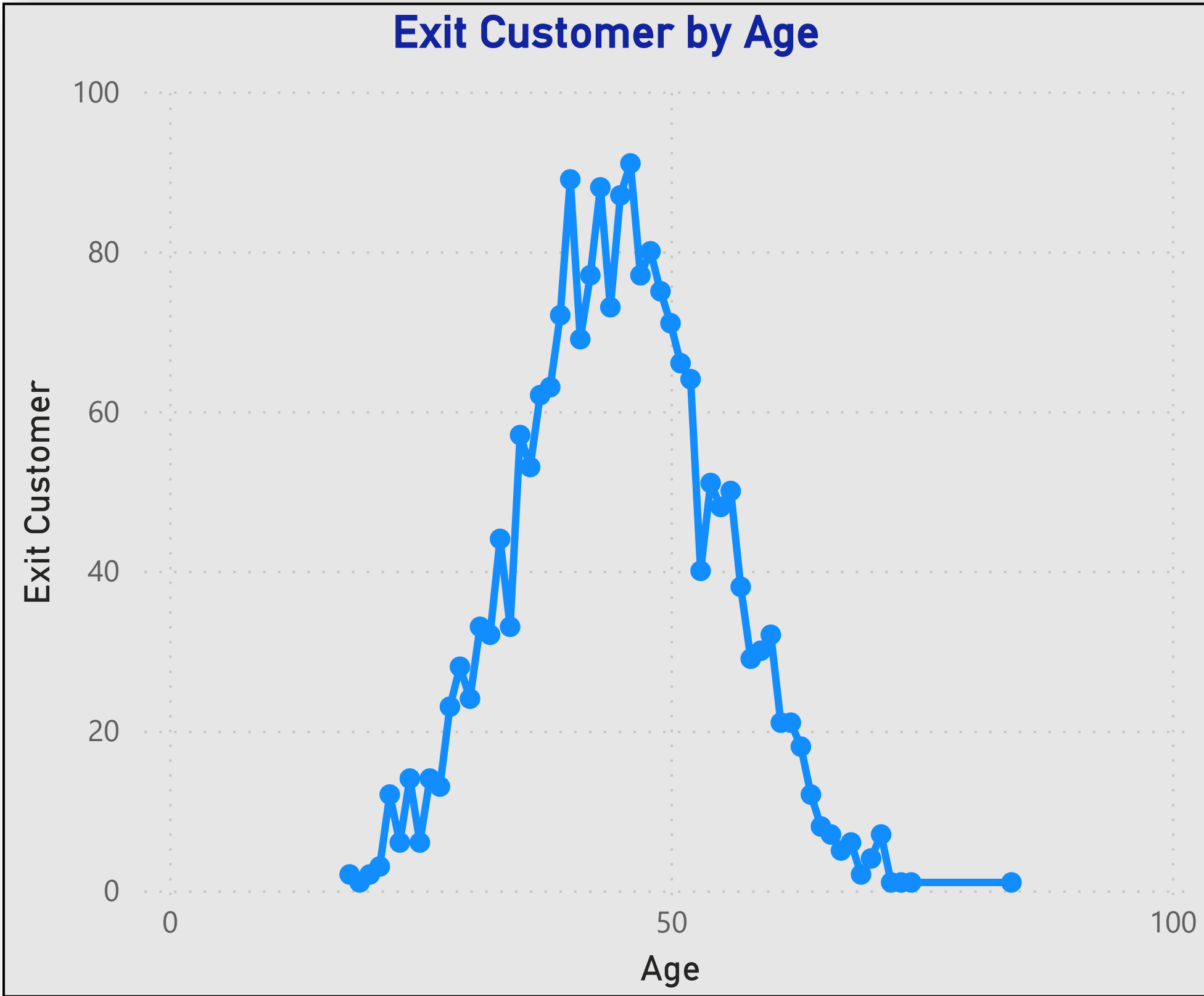
## Churn Percentage By Year

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
2016	 16.30	 20.81	 19.22	 12.00	 20.73	 16.56	 23.48	 17.02	 23.02	 19.81	 17.75	 20.16
2017	 26.71	 16.78	 22.16	 14.06	 27.59	 19.46	 21.15	 25.95	 18.44	 23.78	 26.35	 21.45
2018	 20.00	 25.00	 19.43	 20.65	 21.62	 20.10	 19.23	 19.75	 22.83	 20.38	 16.50	 19.89
2019	 18.78	 17.26	 19.57	 20.34	 17.34	 16.22	 19.34	 21.33	 20.16	 21.60	 21.36	 21.24

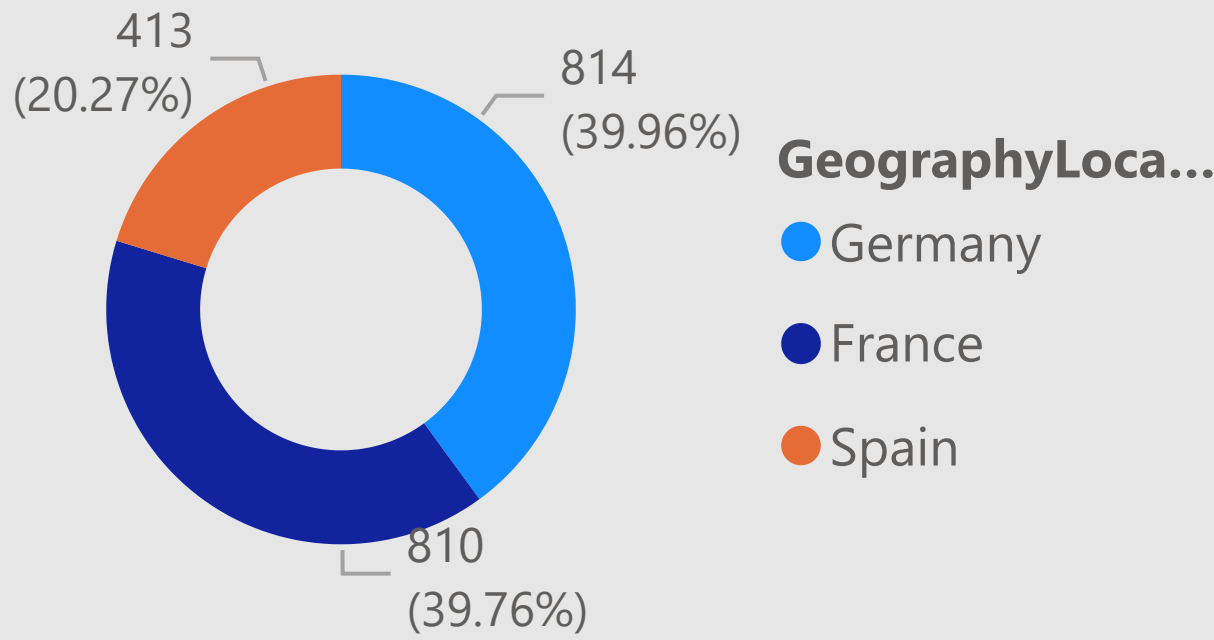
## Exit Customer by Credit Type



## Exit Customer by Age



## Exit Customer by GeographyLocation



## Total Customer by GeographyLocation

