Customer Churn Analysis

RBC

Customer left by credit type	Customer left by Gender

10000	5151	4849	7055	2945	2037	7963
Total Customers	Active customers	Inactive customers	Credit Card Holders	Non Credit Card Holders	Exit Customers	Retain Customers

Year
All

Month
All

GeographyLocation
All

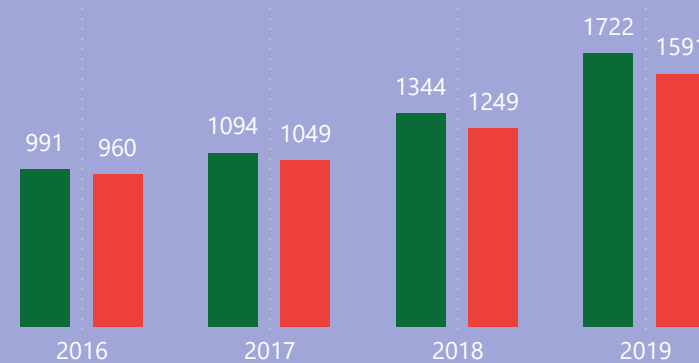**ExitCategory**
All

GenderCategory
All

Credit card Category
All

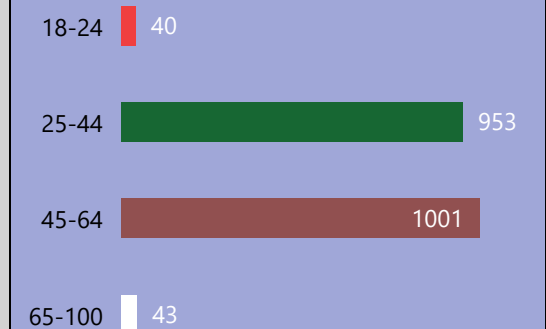## Active and inactive customers by years

● Active Member ● Inactive Member

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

Exit Customers by month and previous month

● Exit Customers ● Previous month exit customer

Month	Exit Customers	Previous month exit customer
Jan	103	17
Feb	58	6
Mar	137	133
Apr	24	22
May	146	29
Jun	156	130
Jul	31	25
Aug	133	31
Sep	281	170
Oct	50	30
Nov	307	283
Dec	62	

Exit Customers by Age group

Age group	Value
18-24	40
25-44	953
45-64	1001
65-100	43

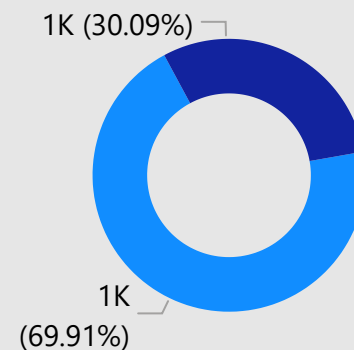## Details of exit customers by year visual:

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 customer are positively correlated with each other.
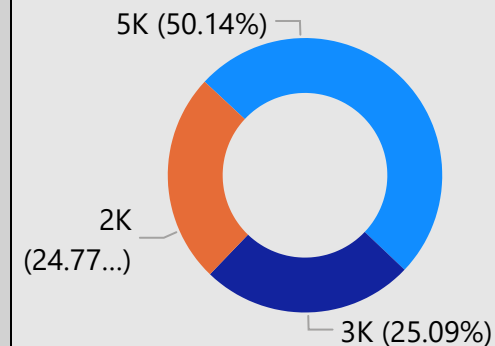
Exit Customers and

Exit Customers by credit card Category
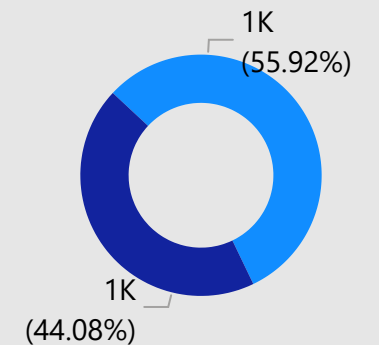
● credit card holder ● non credit card holder

1K (30.09%)
1K (69.91%)

Total Customers by GeographyLocation

● France ● Germany ● Spain

5K (50.14%)
2K (24.77…)
3K (25.09%)

Exit Customers by Gender

● Female ● Male

1K (55.92%)
1K (44.08%)

Customer Churn Analysis

RBC

10000	5151	4849	7055	2945	2037	7963
Total Customers	Active customers	Inactive customers	Credit Card Holders	Non Credit Card Holders	Exit Customers	Retain Customers

Year
All

Month
All

GeographyLocation
All

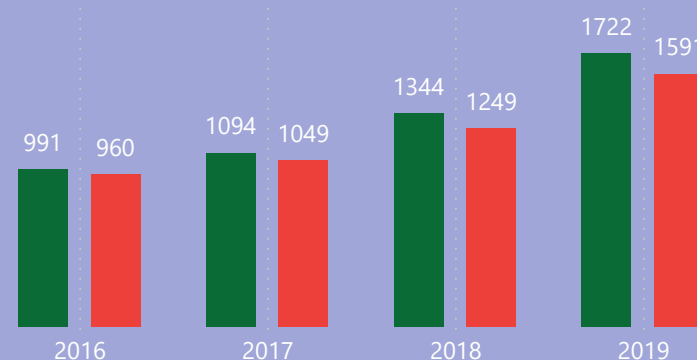**ExitCategory**
All

GenderCategory
All

Credit card Category
All

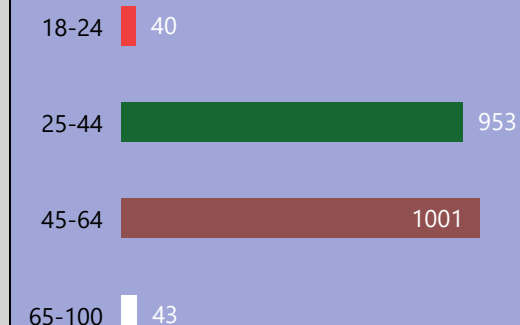## Active and inactive customers by years

● Active Member ● Inactive Member

- 2016: 991 (Active), 960 (Inactive)
- 2017: 1094 (Active), 1049 (Inactive)
- 2018: 1344 (Active), 1249 (Inactive)
- 2019: 1722 (Active), 1591 (Inactive)

Exit Customers by month and previous month

● Exit Customers ● Previous month exit customer

Month	Exit Customers	Previous month exit customer
Jan	103	17
Feb	58	6
Mar	137	133
Apr	24	22
May	146	29
Jun	156	130
Jul	31	25
Aug	133	31
Sep	281	170
Oct	50	30
Nov	307	283
Dec	62	

Exit Customers by Age group

- 18-24: 40
- 25-44: 953
- 45-64: 1001
- 65-100: 43
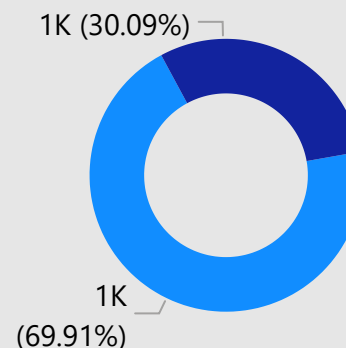
Details of exit customers by year visual:

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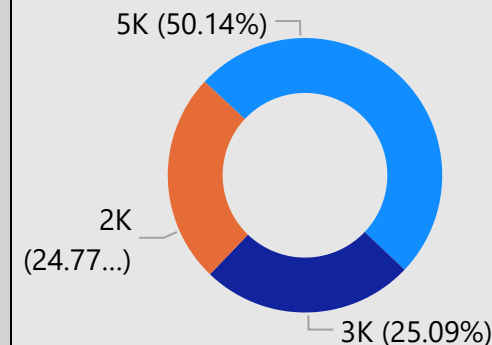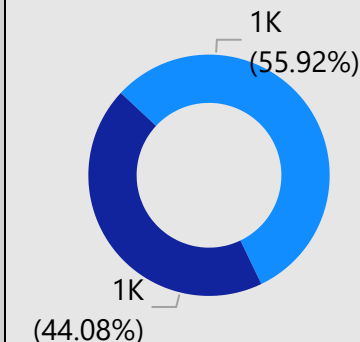
Exit Customers and Previous month exit cust...

Exit Customers by credit card Category

● credit card holder ● non credit card holder

- 1K (30.09%)
- 1K (69.91%)

Total Customers by GeographyLocation

● France ● Germany ● Spain

- 5K (50.14%)
- 2K (24.77...)
- 3K (25.09%)

Exit Customers by Gender

● Female ● Male

- 1K (55.92%)
- 1K (44.08%)

Churn percentage:

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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%	**22.35%**
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%	**20.21%**
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%	**19.86%**
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%	**19.27%**
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%**	**20.37%**

Active customers by Age group

● 25-44 ● 45-64 ● 65-100 ● 18-24

0K (4.64%)
0K (4.74%)
4K (69.38%)
1K (21.24%)