Customer Churn Analysis

→

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 Name
All ⌄

Geography Location
All ⌄

ActiveCategory
All ⌄

ExitCategory
All ⌄

GenderCategory
All ⌄

Total Customers by Month Name and ActiveCategory

● Active Member ● Inactive Member
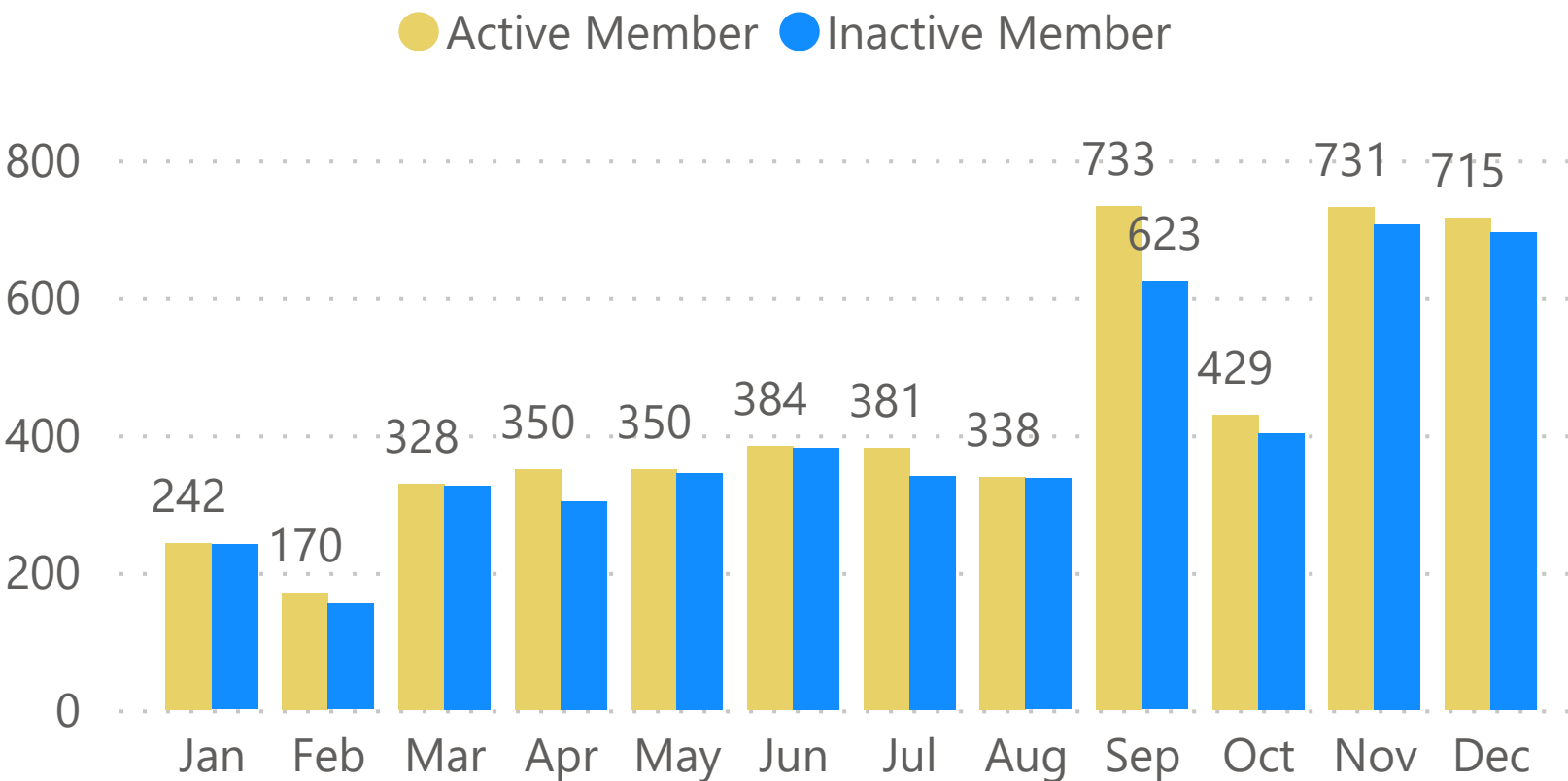
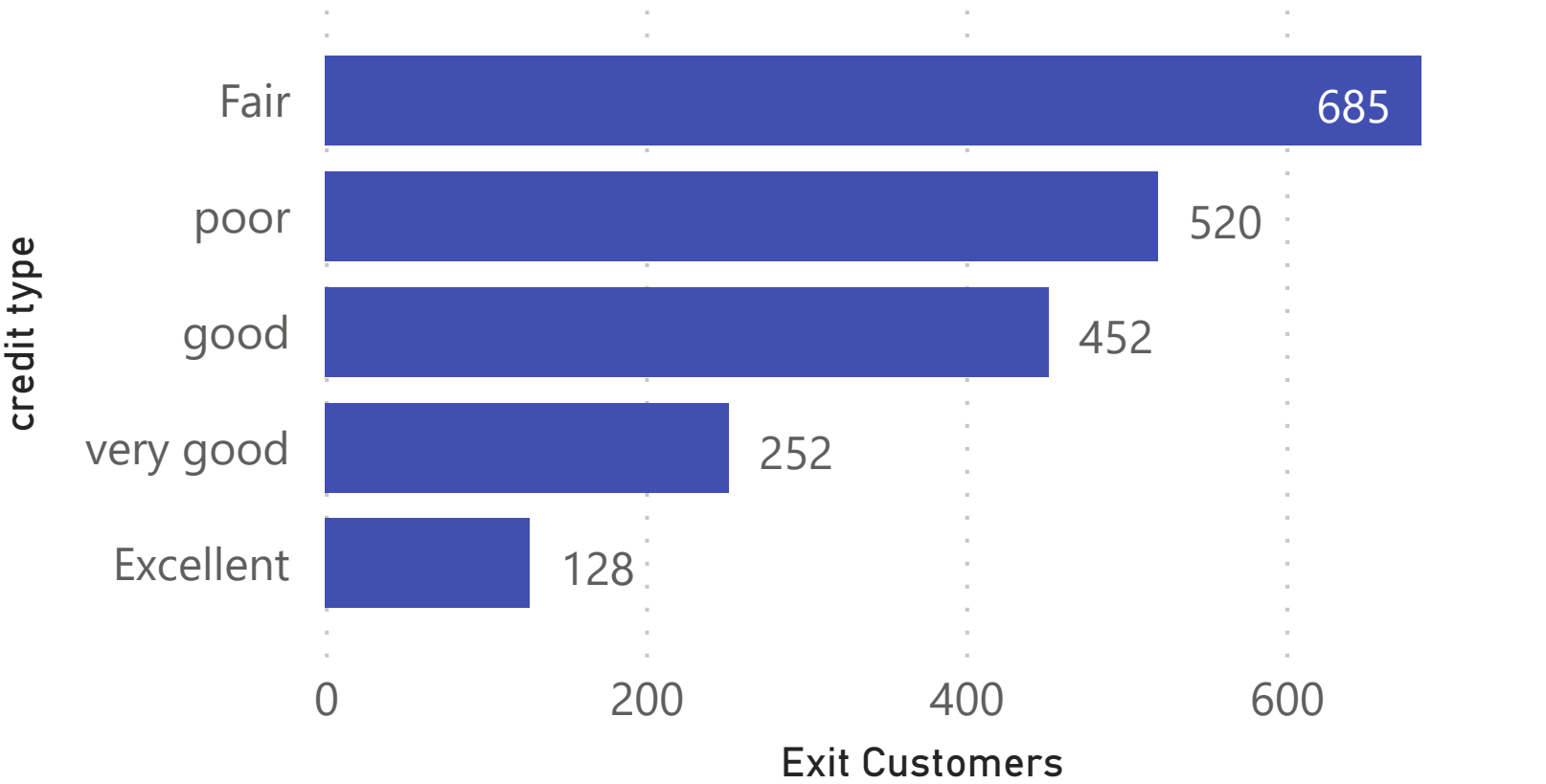## Exit Customers and previous month exit customers by Month Name
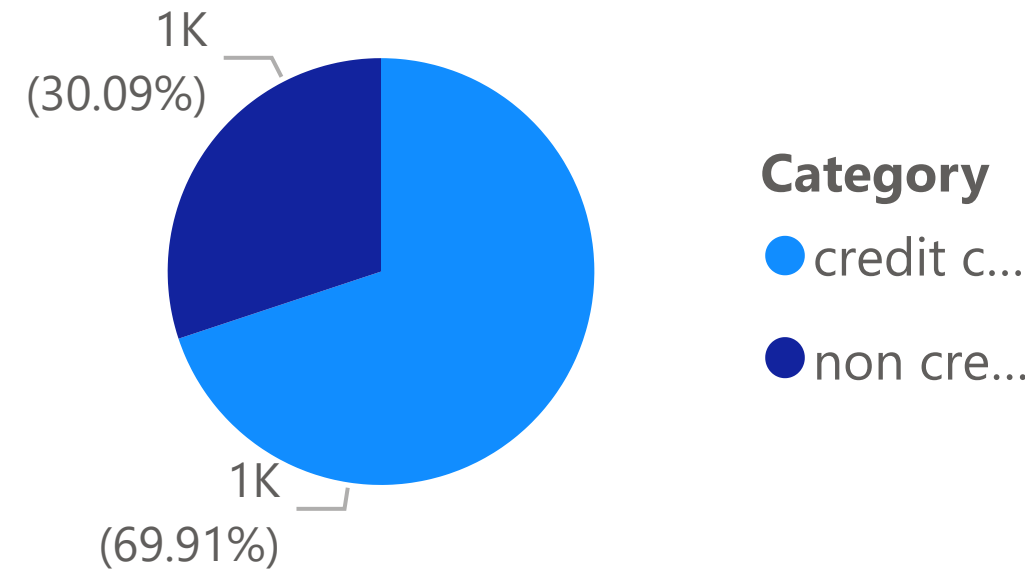
● Exit Customers ● previous month exit customers
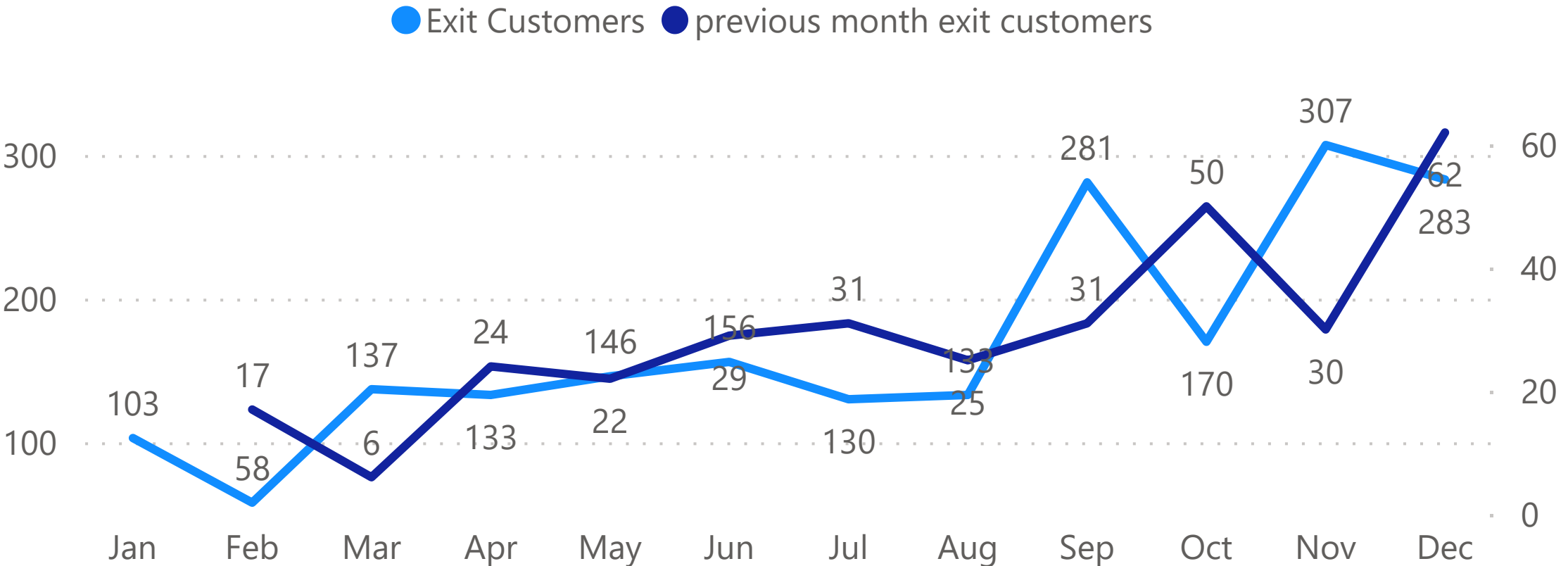
Customer left Based on credit type

Customers left by gender

Exit Customers by credit type

Exit Customers by Category

1K (30.09%)

1K (69.91%)

Category
● credit c...
● non cre...

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 diverged the most when the Month Name was Nov, when Exit Customers were 277 higher than previous month exit customers.

Total Total Customers was higher for Active Member (5151) than Inactive Member

Churn %

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%

Total Customers by GeographyLocation

2K (24.77%)

5K (50.14%)

3K (25.09%)

GeographyLocation
- ● France
- ● Germany
- ● Spain