

Customer Churn Analysis, Royal Bank Of Canada

→ Details Page

Total Customer

10,000

Active Customer

5,151

Inactive Customer

4,849

Credit Card Holder

7,055

Non Credit Card
Holder

2,945

Retained Customer

7,963

Exited Customer

2,037

Year

All

Month

All

GeographyLocati...

All

ExitCategory

All

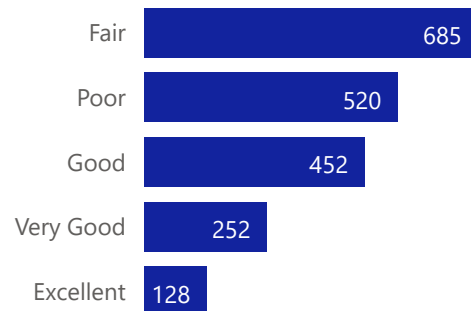
GenderCategory

All

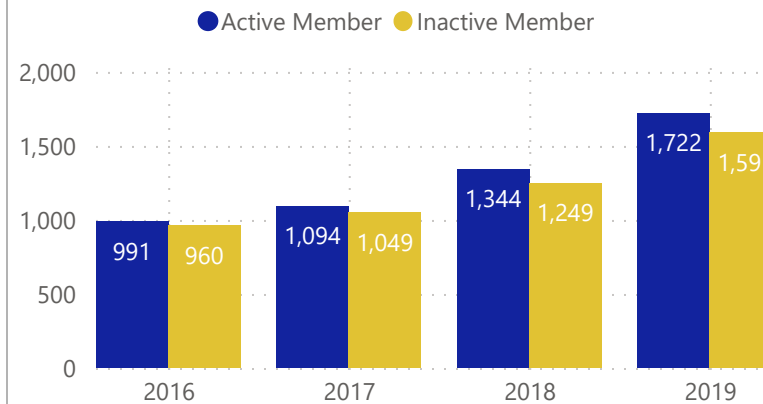
ActiveCategory

All

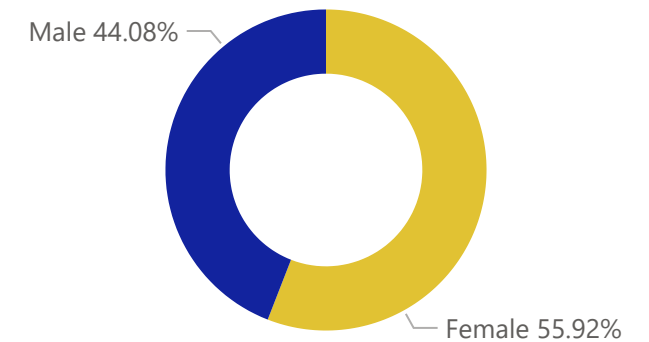
Exited Customer by Credit Score Group



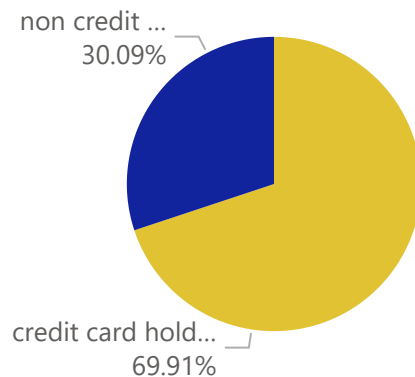
Active Customers (Year/Month)



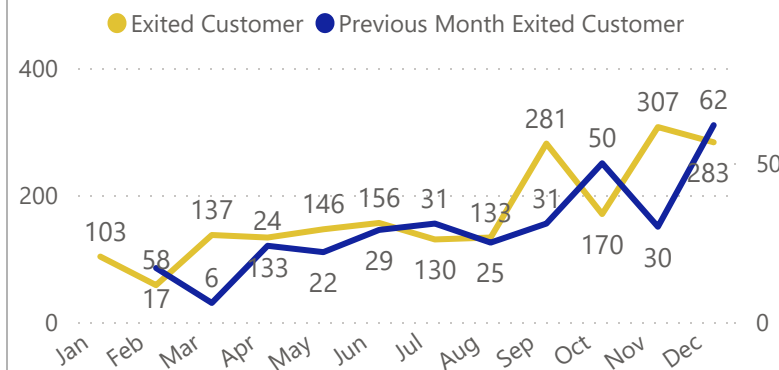
Exited Customer (Gender)



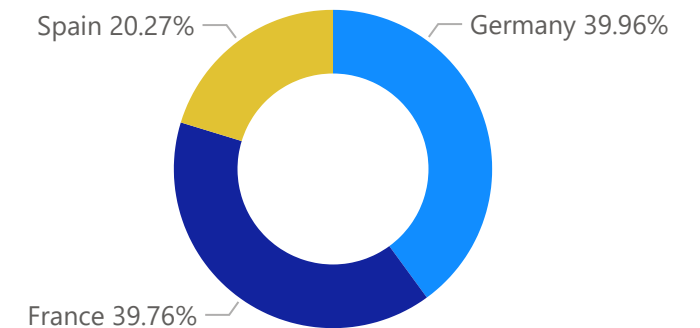
Exited Customer (credit Card)



Exited Customer Vs Previous Month



Exited Customer by GeographyLocation





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Customer Churn Analysis

Total Customer	Active Customer	Inactive Customer	Credit Card Holder	Non Credit Card Holder	Retained Customer	Exited Customer
10,000	5,151	4,849	7,055	2,945	7,963	2,037

Year

All

Month

All

GeographyLocati...

All

ExitCategory

All

GenderCategory

All

ActiveCategory

All

Churn Percentage												
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%

CustomerId	Surname	GenderCategory	GeographyLocation	Credit Score Group	ActiveCategory	Age	Category	Tenure
15565701	Ferri	Female	Spain	Good	Inactive Member	39	non credit card holder	4
15565706	Akobundu	Male	Spain	Fair	Active Member	35	credit card holder	4
15565714	Cattaneo	Male	France	Fair	Active Member	47	non credit card holder	3
15565779	Kent	Female	Germany	Fair	Inactive Member	30	credit card holder	4
15565796	Docherty	Male	Germany	Very Good	Inactive Member	48	credit card holder	4
15565806	Toosey	Male	France	Poor	Inactive Member	38	non credit card holder	5
15565878	Bates	Male	Spain	Fair	Active Member	29	credit card holder	4
15565879	Riley	Female	France	Excellent	Active Member	28	credit card holder	5