

# Customer Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Holders

2037

Exit Customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

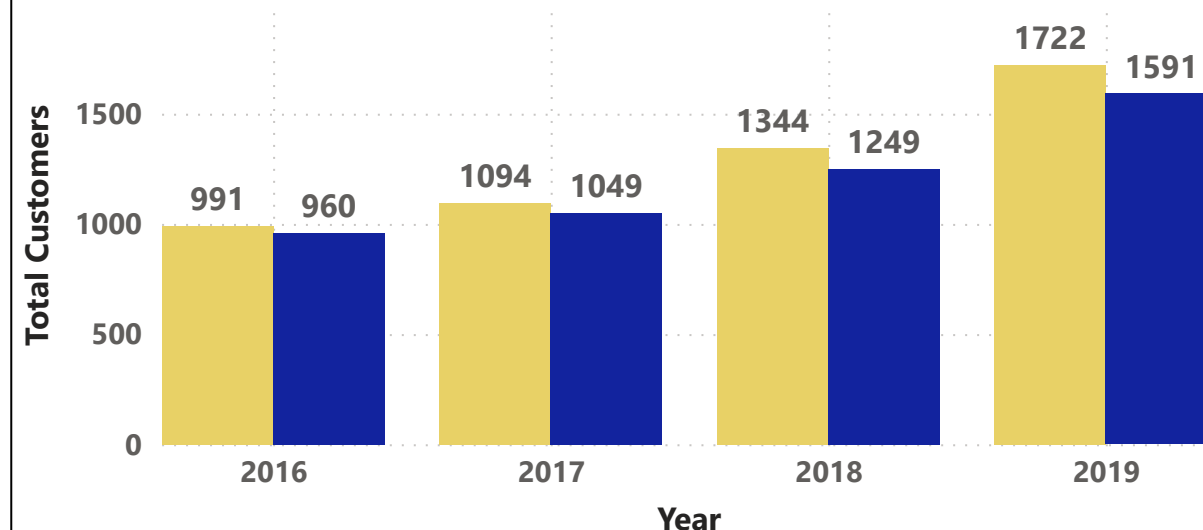
All

GenderCategory

All

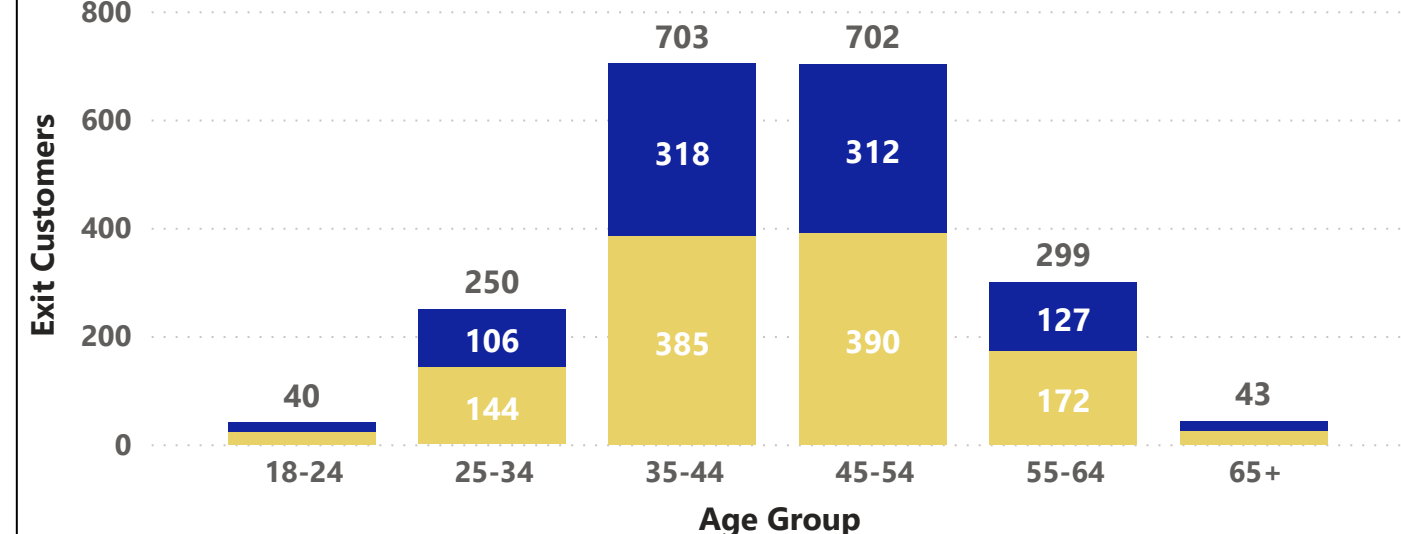
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

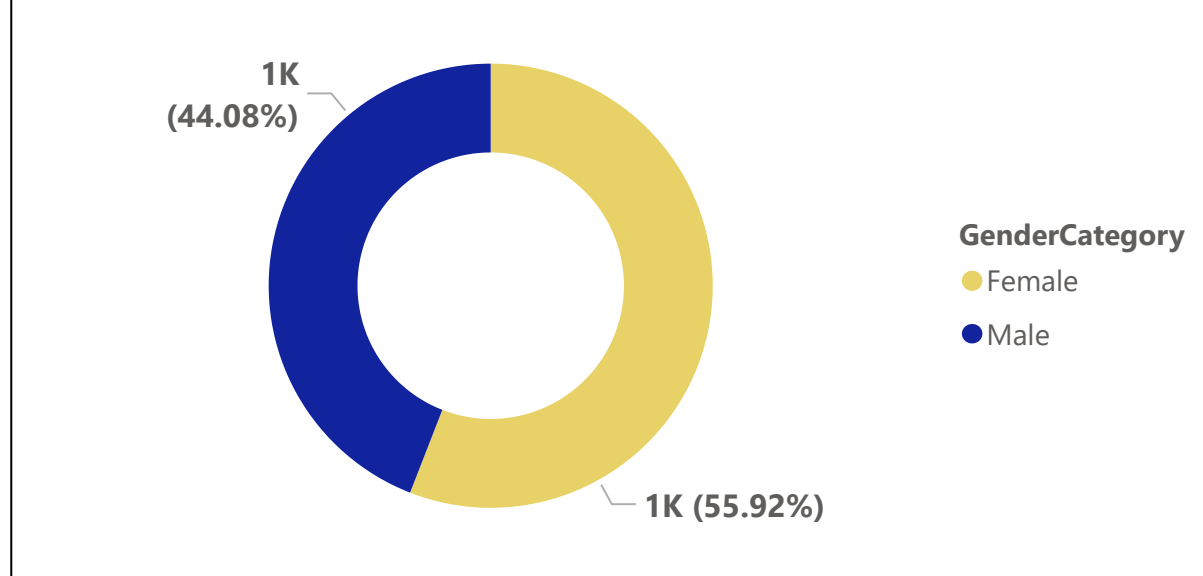


Exit Customers by Age Group and GenderCategory

GenderCategory ● Female ● Male

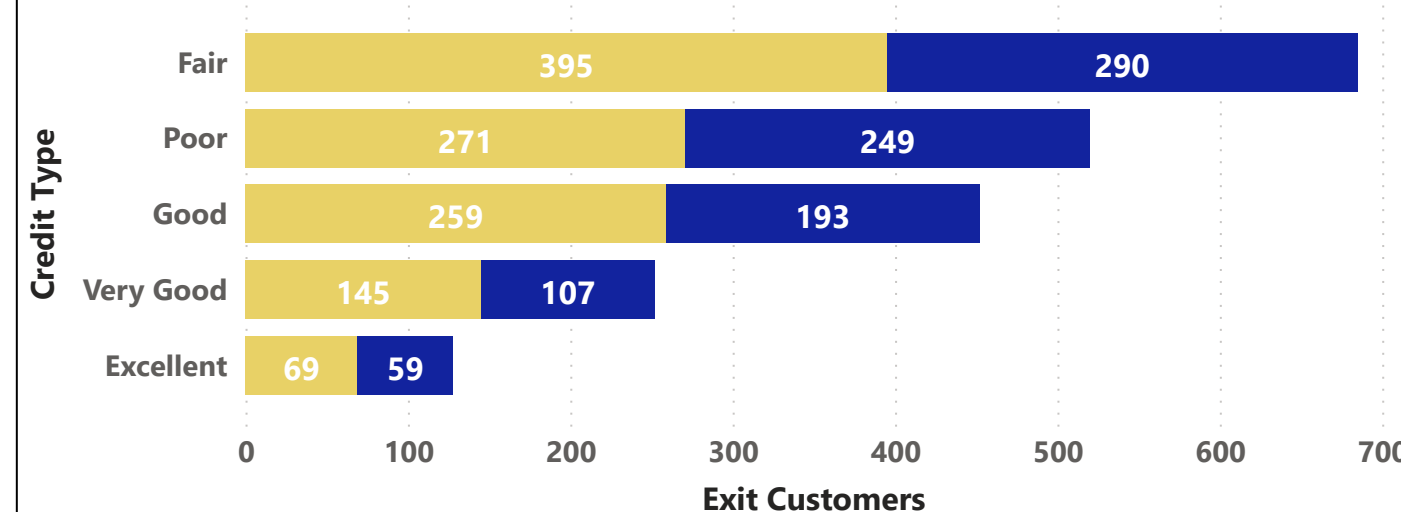


Exit Customers by GenderCategory



Exit Customers by Credit Type and GenderCategory

GenderCategory ● Female ● Male



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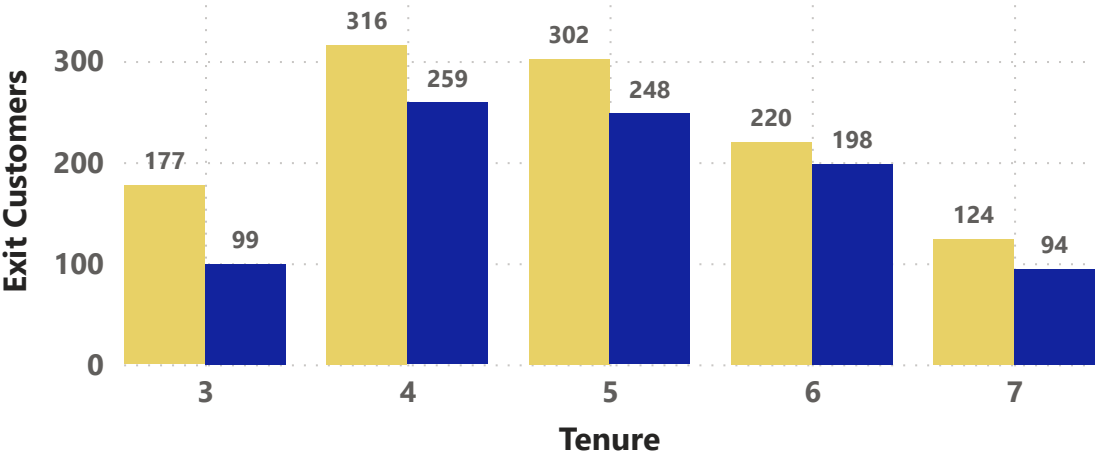
All

GenderCategory

All

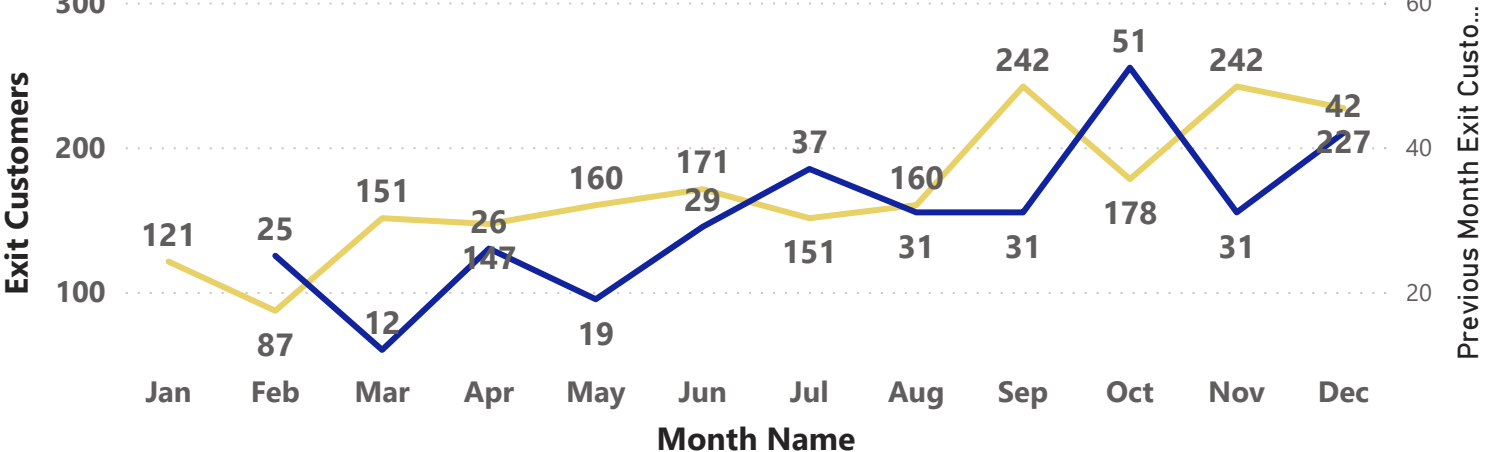
Exit Customers by Tenure and GenderCategory

GenderCategory ● Female ● Male



Exit Customers and Previous Month Exit Customer by Month Name

● Exit Customers ● Previous Month Exit Customer



Churn %													
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
2016	▲ 22.12%	● 16.22%	● 15.85%	● 18.27%	▲ 21.01%	◆ 27.21%	● 18.56%	● 17.71%	▲ 20.65%	● 19.87%	● 17.36%	● 17.87%	
2017	◆ 30.00%	● 18.40%	◆ 27.70%	◆ 26.86%	▲ 22.82%	● 16.03%	● 18.71%	● 19.35%	● 19.72%	◆ 28.57%	▲ 22.55%	▲ 21.00%	
2018	▲ 20.89%	● 16.52%	● 18.75%	▲ 22.80%	● 18.37%	▲ 21.19%	● 19.83%	▲ 20.81%	● 20.37%	● 17.89%	● 20.52%	▲ 21.91%	
2019	● 17.31%	● 18.13%	● 19.43%	● 16.67%	▲ 22.10%	▲ 21.14%	▲ 20.93%	● 20.08%	▲ 21.39%	▲ 23.33%	● 18.94%	● 17.73%	

Exit Customers by NumOfProducts

