



RBC Bank Customer Churn Analysis

Total Customer

10000

↓ -1.95%



Active Customer

5151

↓ -2.19%



Inactive Customer

4849

↓ -1.70%



Credit Card Holder

7055

↓ -0%



Non Credit Card Holder

2945

↓ -5.42%



Retained Customers

7963

↓ -0.35%



Exit Customers

2037

↓ -7.82%



% values in bottom are Month on Month Change

2016

2018

2017

2019

Jan

May

Sep

Feb

Jun

Oct

Mar

Jul

Nov

Apr

Aug

Dec

GeographyLocation

France

Spain

Germany

ActiveCategory

Active Member

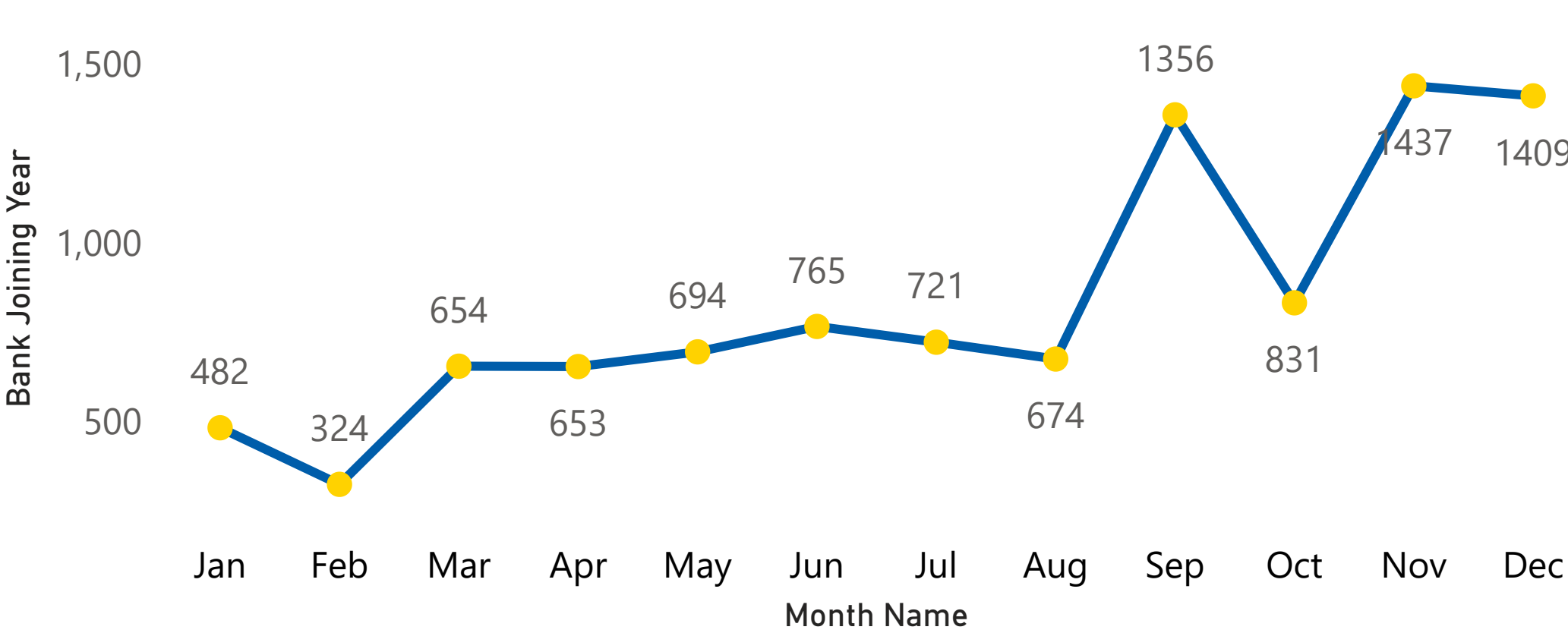
Inactive Member

ExitCategory

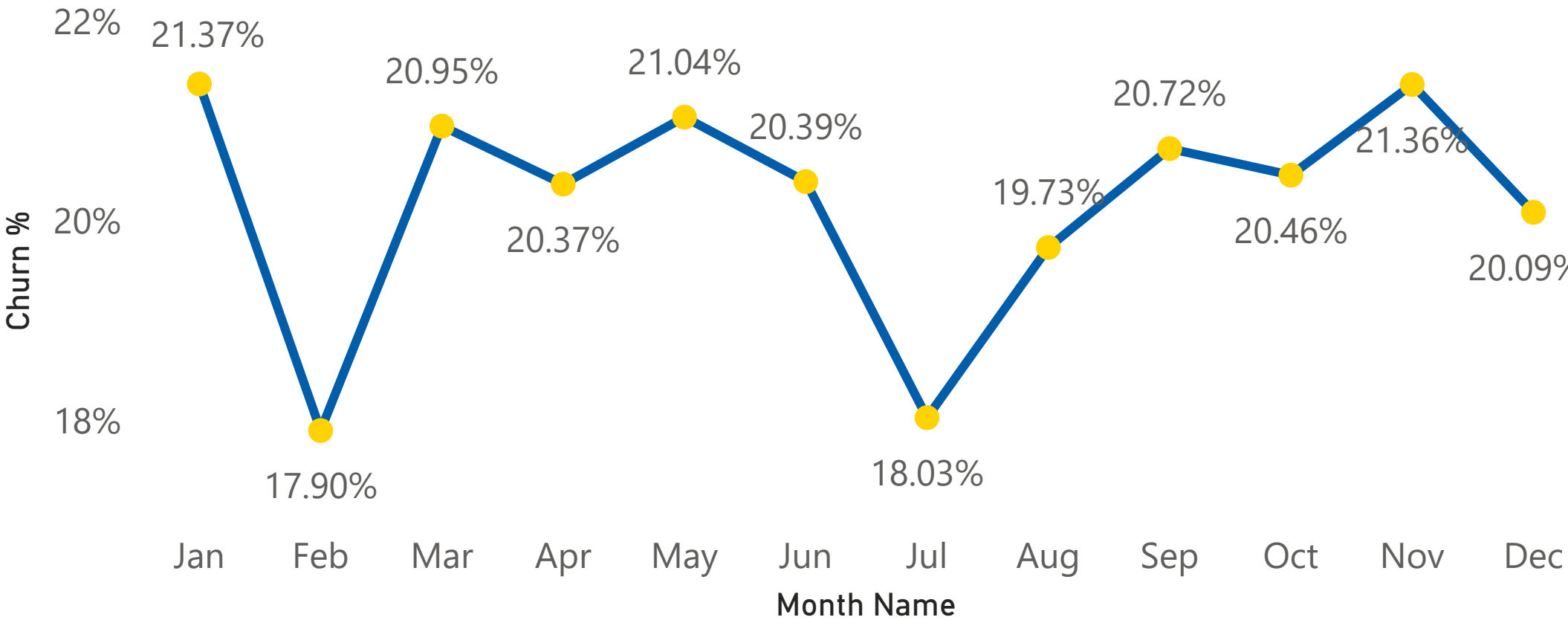
Exit

Retain

Bank Joining Year by Month Name



Churn % by Month Name

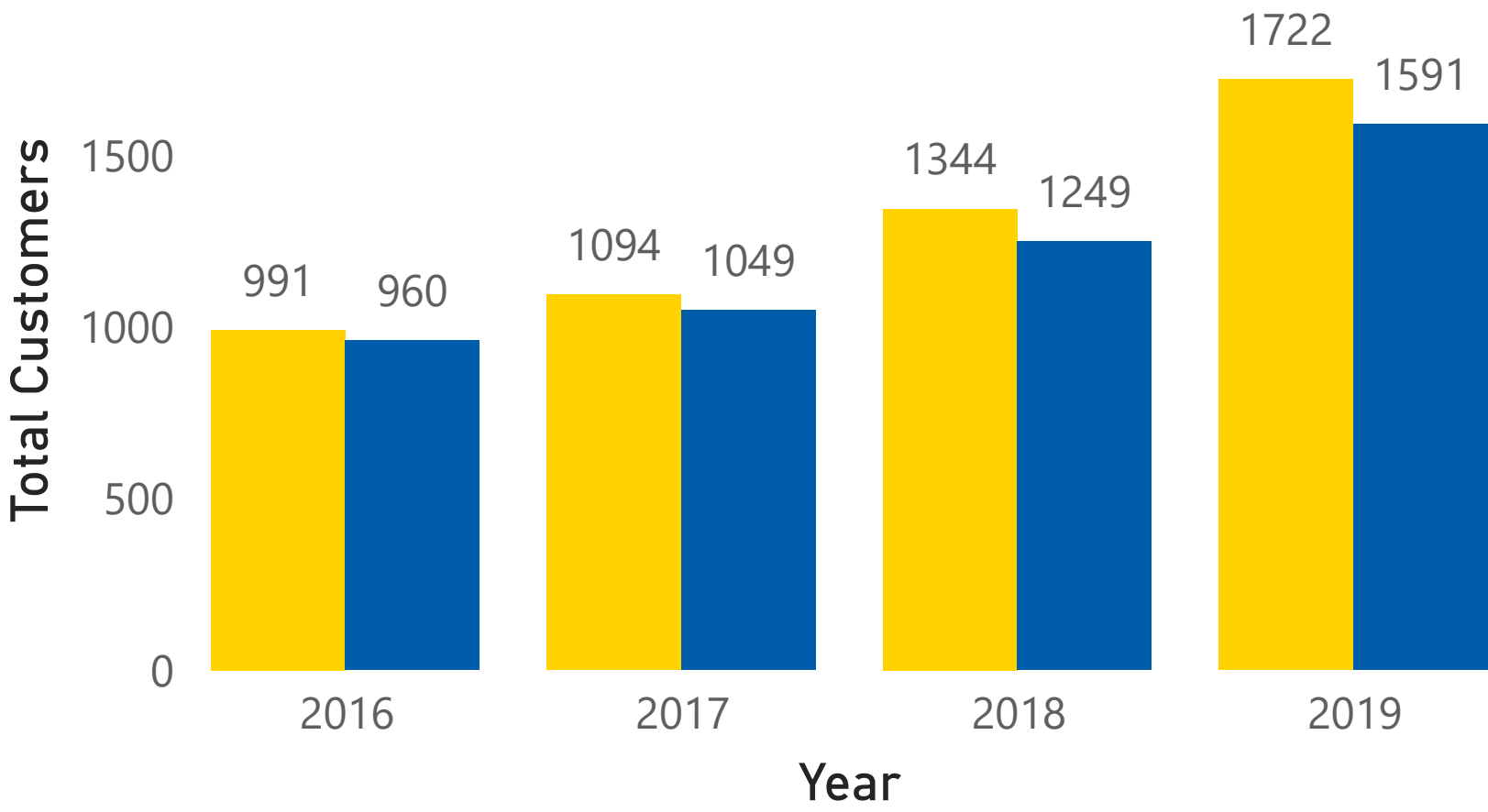


Customer Based on Credit Type

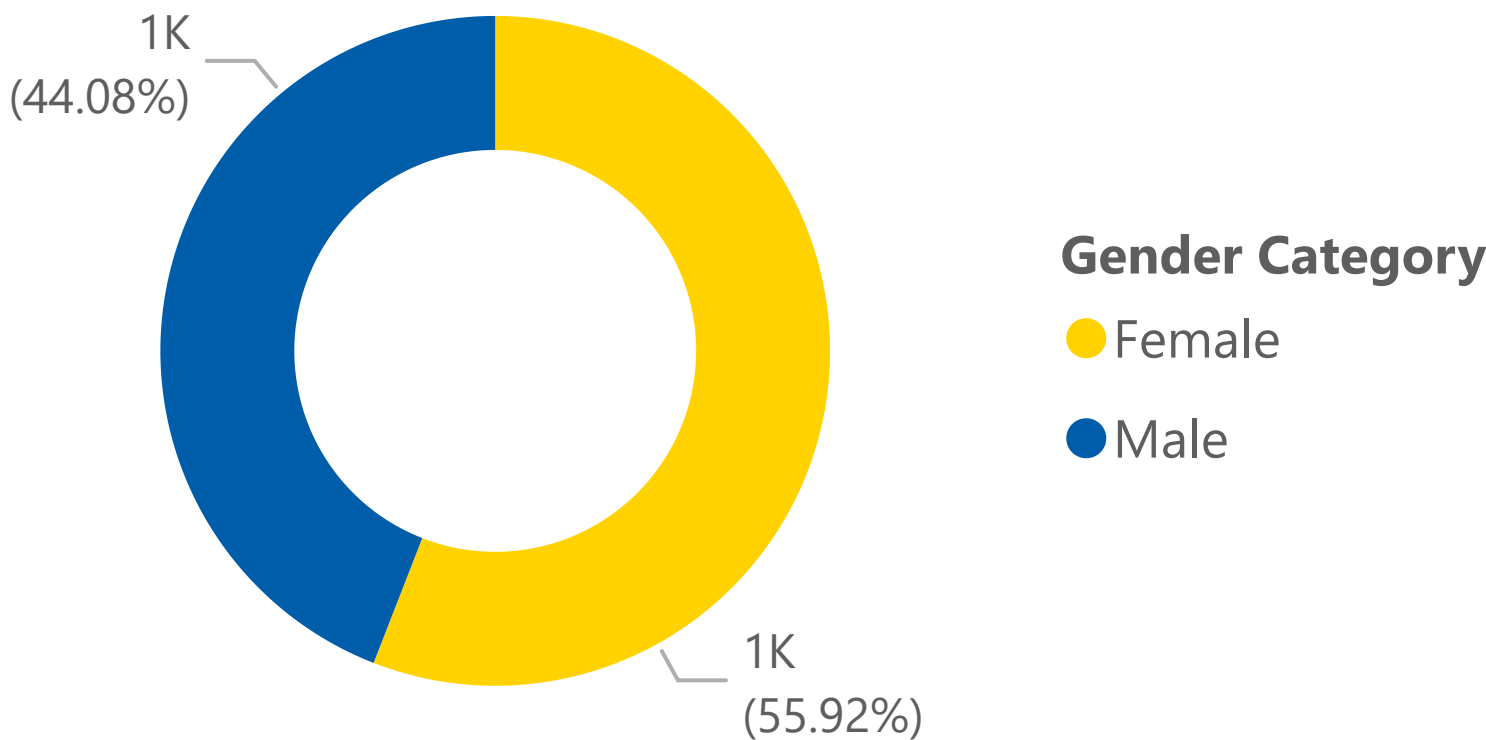
Customer Based on Gender

Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Exit Customer by Gender Category



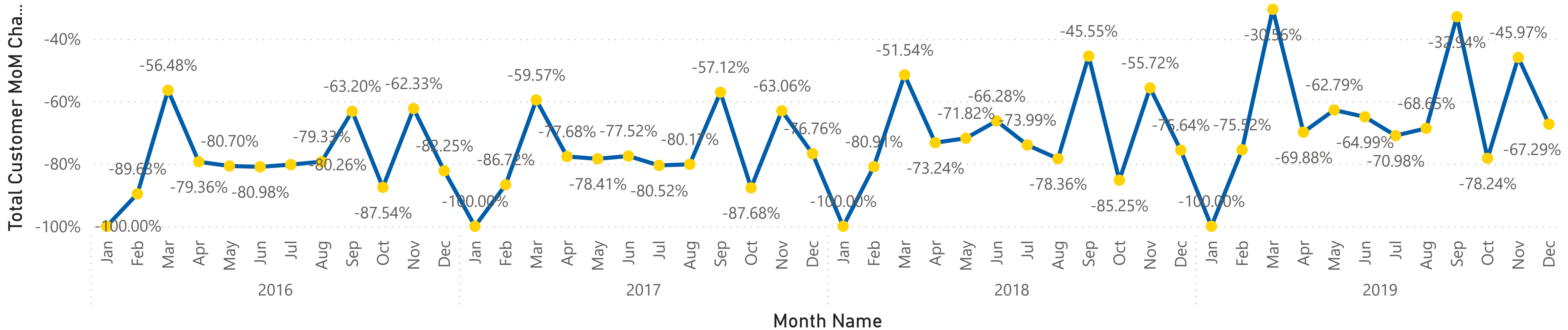
Location Vs Churn%

Location	Churn %
France	16.15%
Germany	32.44%
Spain	16.67%
Total	20.37%

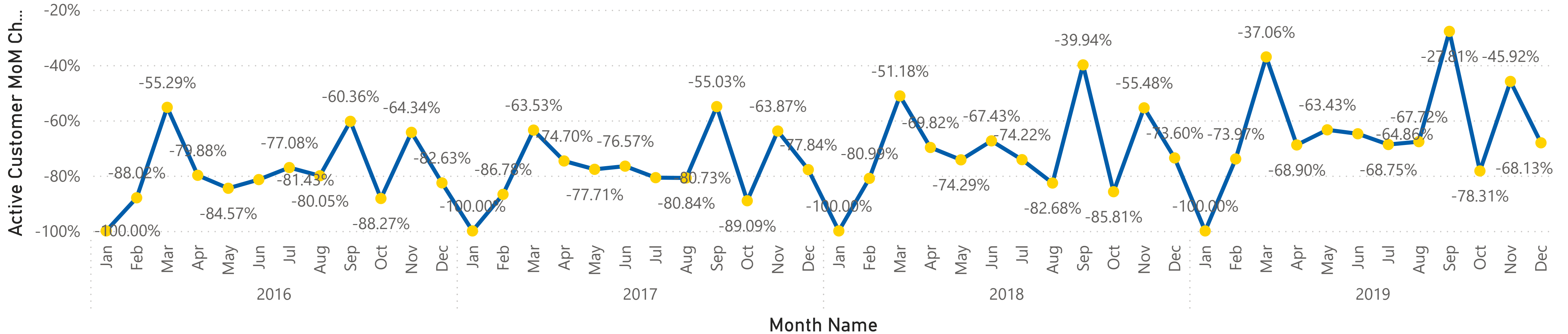
No of Products Vs Churn%

Products	Churn %
1	27.71%
2	7.58%
3	82.71%
4	100.00%
Total	20.37%

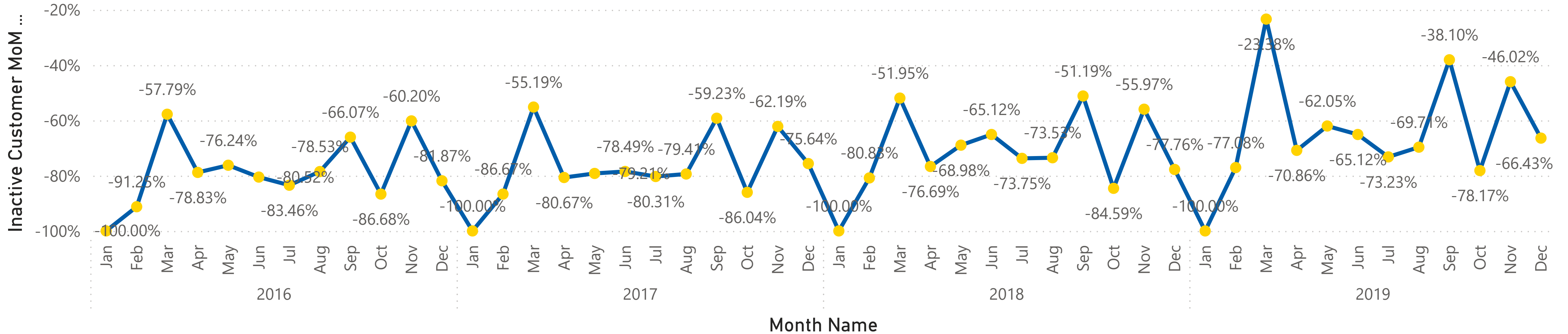
Total Customer MoM Change % by Year and Month Name



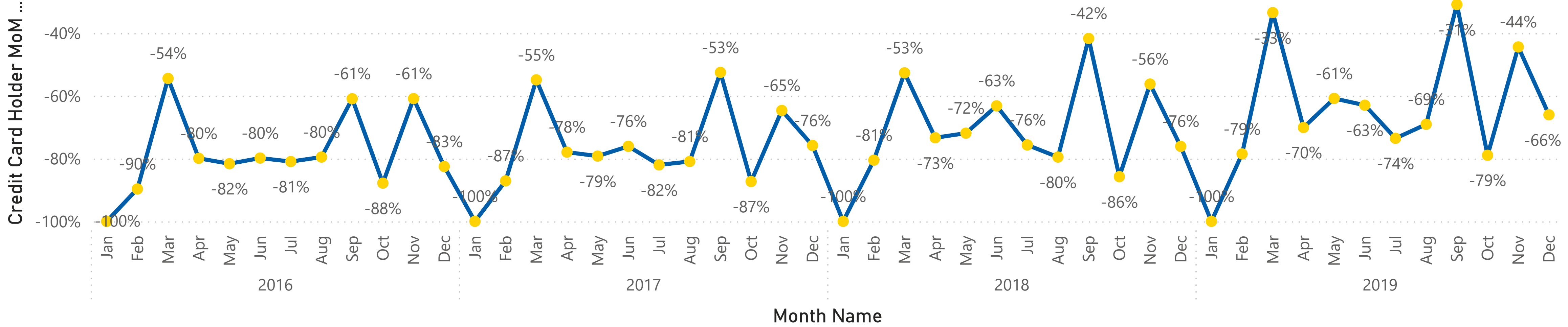
Active Customer MoM Change % by Year and Month Name



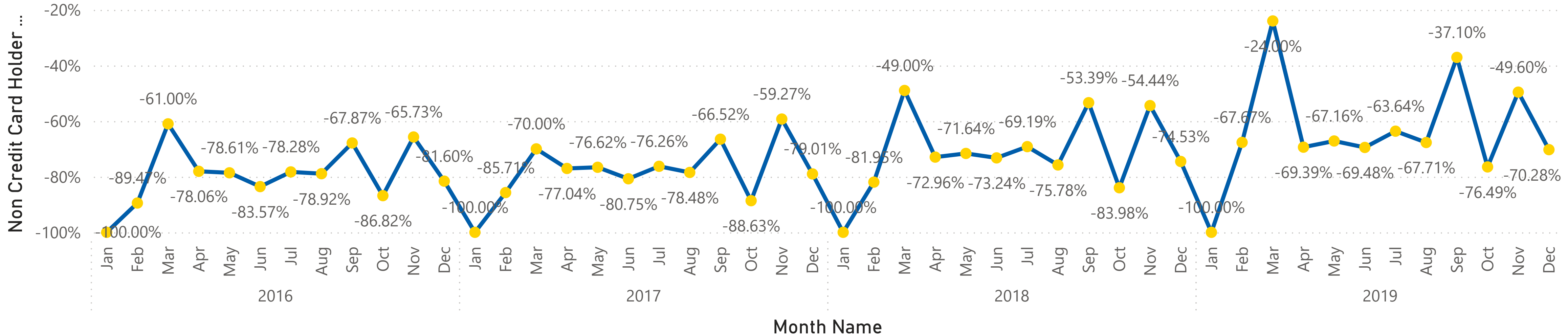
Inactive Customer MoM Change by Year and Month Name



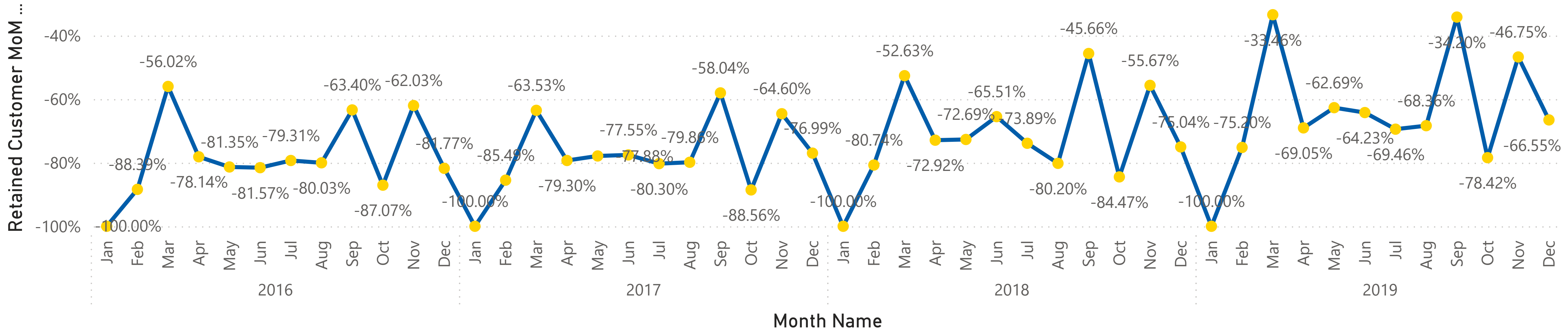
Credit Card Holder MoM % Change by Year and Month Name



Non Credit Card Holder MoM % Change by Year and Month Name



Retained Customer MoM % Change by Year and Month Name



Exit Customer MoM Change % by Year and Month Name

