

Customer Churn Analysis

10K

Total Customers

2037

Exit Customers

2945

Non credit card holders

7963

Retain customers

4849

Inactive members

5151

ActiveMembers

7055

Credit Card Holders

year

All

Month Name

All

GeographyLoc...

All

ActiveCategory

All

GenderCatego...

Female

Male

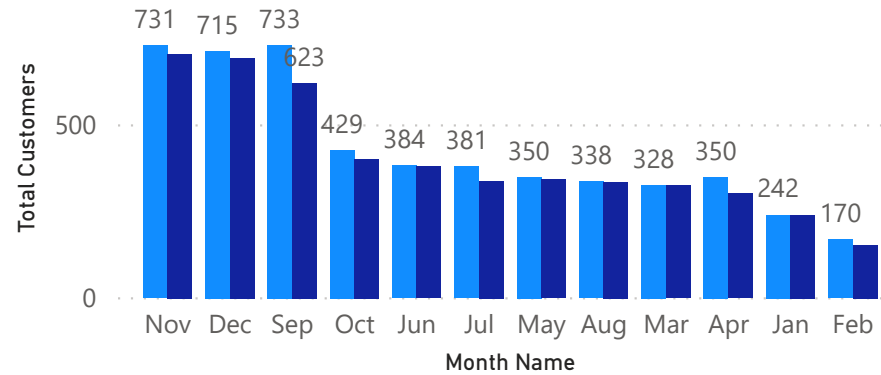
ExitCategory

Exit

Retain

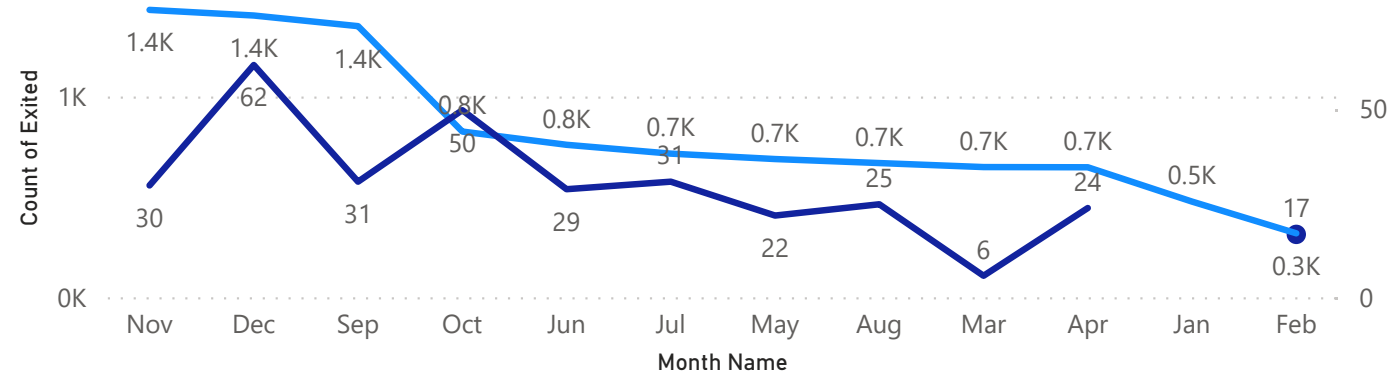
Total Customers

Active Category ● Active Member ● Inactive Member

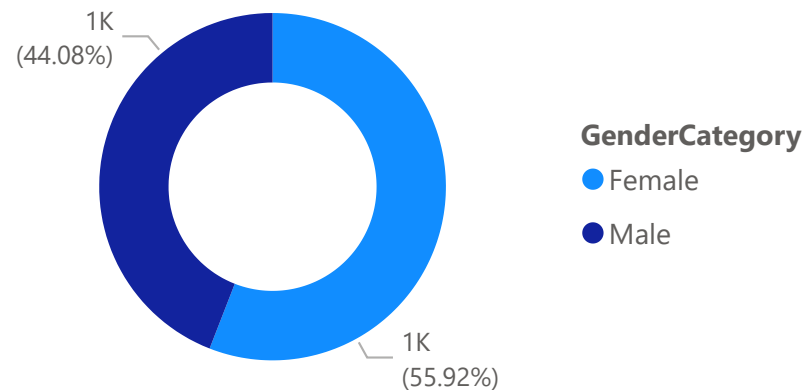


Exit Comparisons

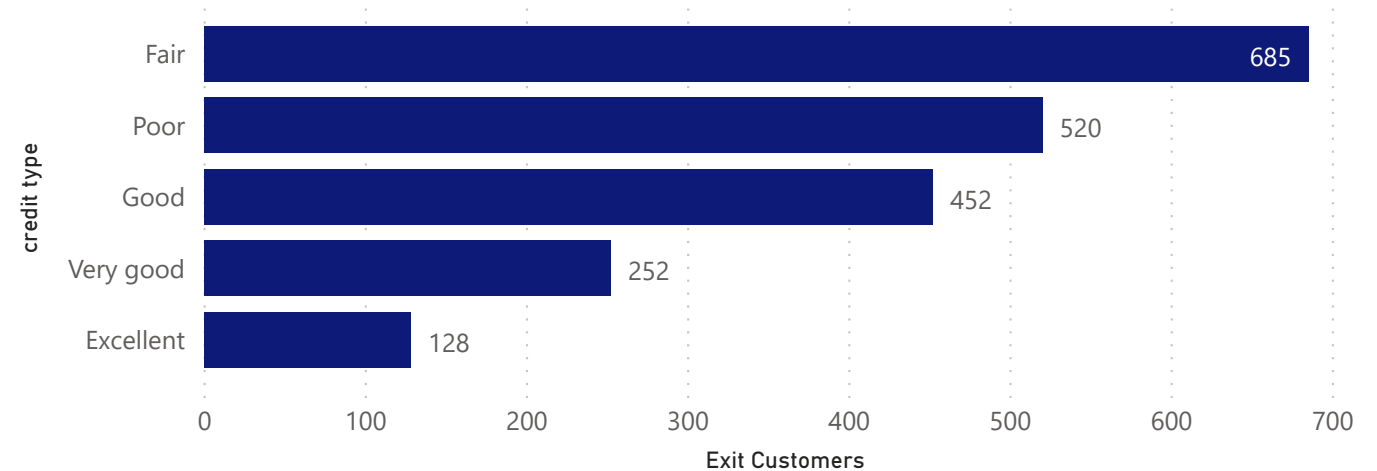
● Count of Exited ● Previous month exit customers



Exit Customers by Gender Category



Exit Customers by credit type



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GeographyLoc...



All



ActiveCategory



All



GenderCatego...



- ☐ Female
- ☐ Male

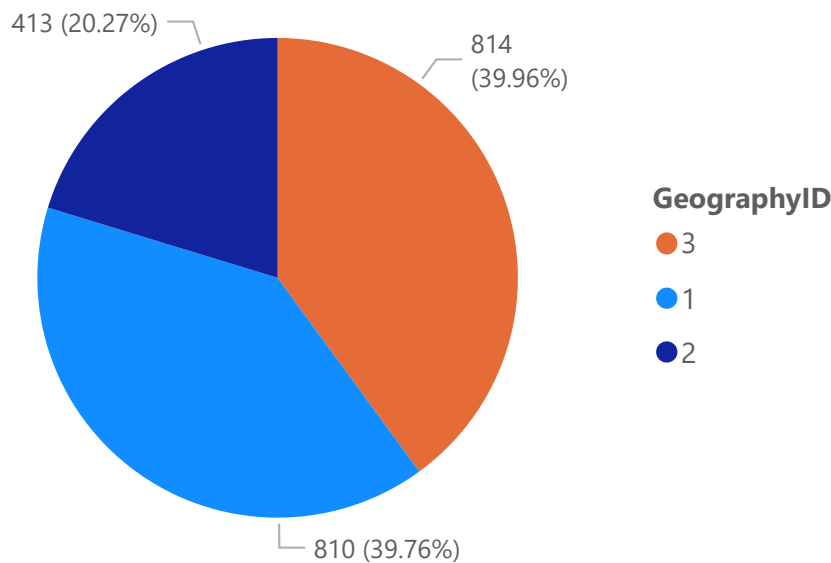
ExitCategory



- ☐ Exit
- ☐ Retain

year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
2016	16.30%	20.81%	19.22%	12.00%	20.73%	16.56%	23.48%	17.02%	23.02%	19.81%	17.75%	20.16%
2017	26.71%	16.78%	22.16%	14.06%	27.59%	19.46%	21.15%	25.95%	18.44%	23.78%	26.35%	21.45%
2018	20.00%	25.00%	19.43%	20.65%	21.62%	20.10%	19.23%	19.75%	22.83%	20.38%	16.50%	19.89%
2019	18.78%	17.26%	19.57%	20.34%	17.34%	16.22%	19.34%	21.33%	20.16%	21.60%	21.36%	21.24%

Exit Customers by GeographyID



Exit Customers by credit type

