

Customer Churn Analysis



Total Customer

10000

Active customers

5151

Inactive Customers

4849

Credit Card Holder

7055

Non credit card holder

2945

Exit Customers

2037

Retain Customers

7963

Yaer

All

Month of Name

All

GeographyLocation

All

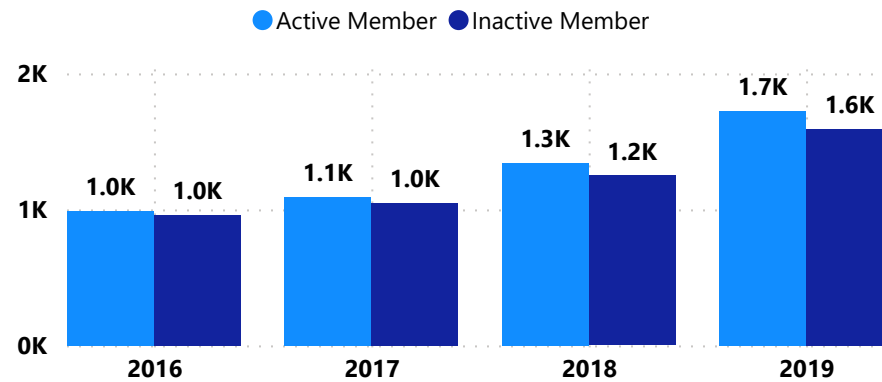
ExitCategory

All

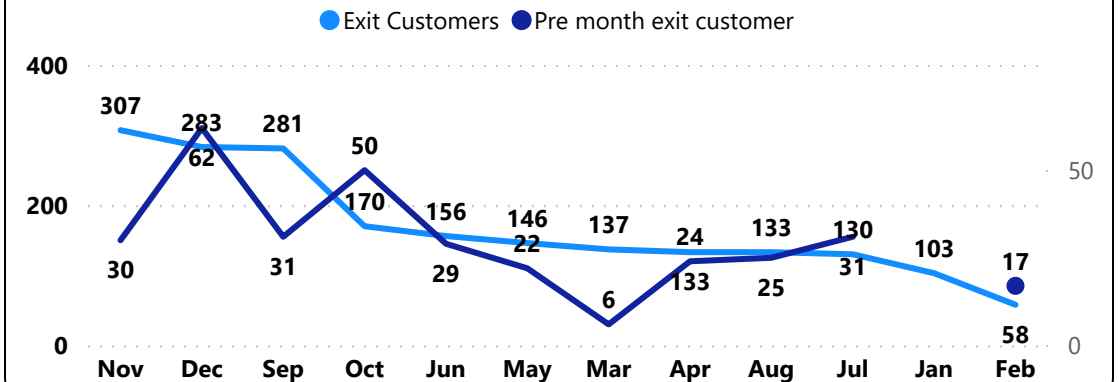
GenderCategory

All

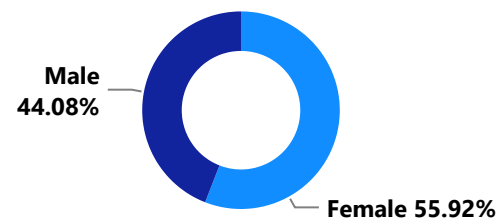
Total Customer by Yaer and ActiveCategory



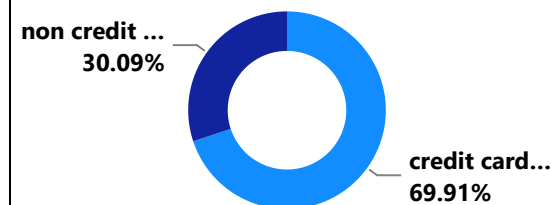
Exit Customers and Pre month exit customer by Month of Name



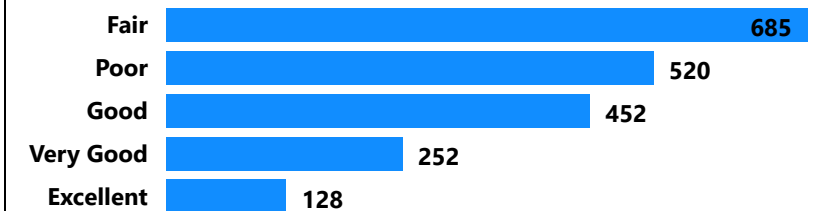
Exit Customers by Gender



Exit Customers by Category



Exit Customers by Credit type





Yaer	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%