

Customer Churn Analysis



5151

Total Customer

5151

Active customers

4849

InactiveCustomer

1544

Non credit card holder

735

Exit Customer

3607

CreditCard Holder

4416

RetainCustomer

Year

All

MonthName

All

GeographyLocation

All

ActiveCategory

Active Member

ExitCategory

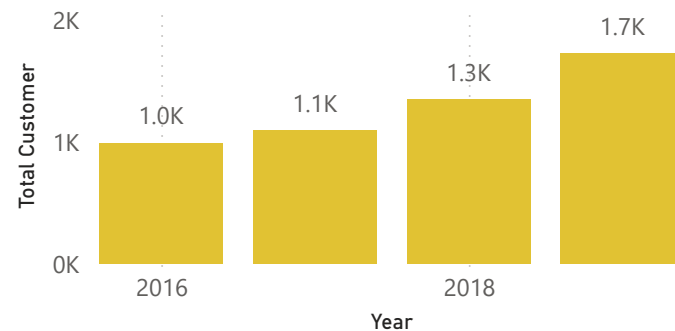
All

GenderCategory

All

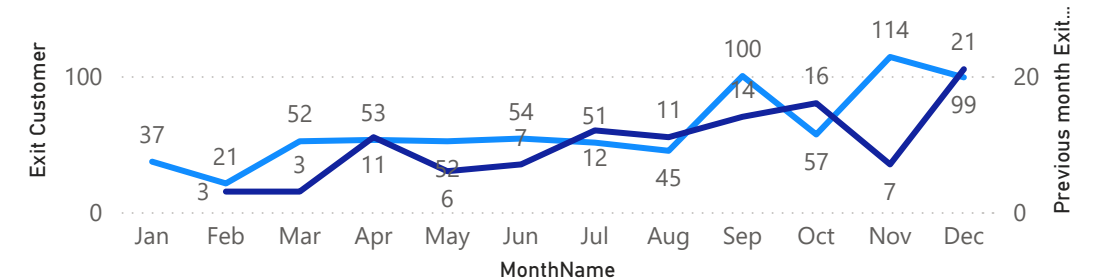
Total Customer by Year and ActiveCategory

ActiveCateg... ● Active Member



Exit Customer and Previous month Exit Customer by MonthName

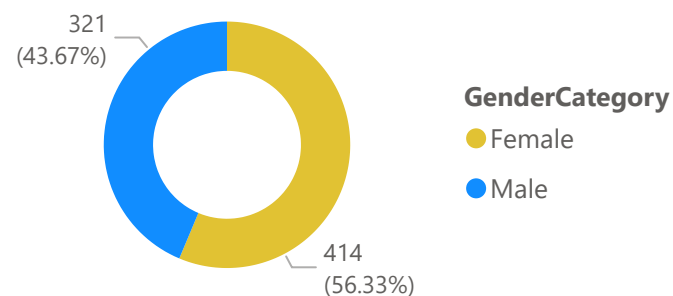
● Exit Customer ● Previous month Exit Customer



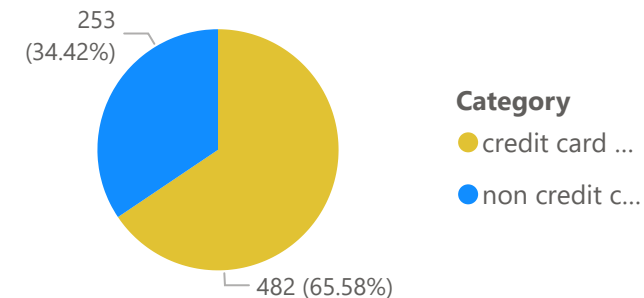
Customers left based on credit type

Customers left by Gender

Exit Customer by GenderCategory



Exit Customer by Category



At 114, Nov had the highest Exit Customer and was 442.86% higher than Feb, which had the lowest Exit Customer at 21.

Exit Customer and total Previous month Exit Customer are positively correlated with each other.

Exit Customer and Previous month Exit Customer diverged the most when the MonthName was Nov, when

Churn %

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%

YearPrevious Year Exit CustomerPrevious month Exit Customer

📅 2017	376	49
📅 2018	479	74
📅 2019	524	68

Exit Customer by GeographyLocation

