



RBC  
Royal Bank

# Churn Rate Analysis

10000

Total Customers

5151

Active Customers

4849

InActive Customers

7055

CreditCard Holders

2945

Non-CreditCard Holders

7963

Retained Customers

2037

Exit Customers

Year

All

Month

All

Gender

All

GeographyLocation

All

CardHolder

All

ExitCategory

All

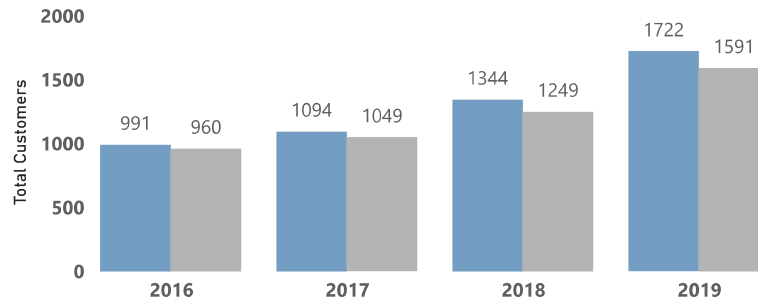
Active Member

InActive Member

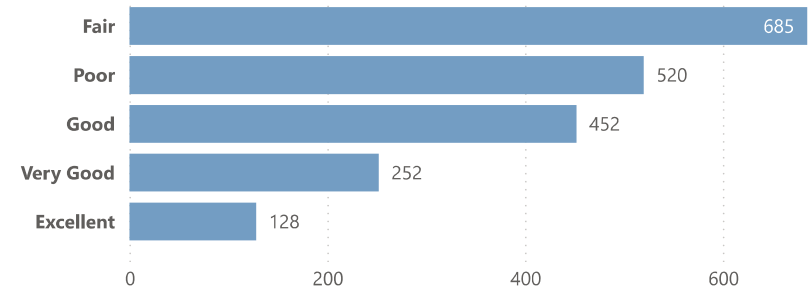
Year Num	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar
2016	16.30%	20.81%	19.22%	12.00%	20.73%	16.56%	23.48%	17.02%
2017	26.71%	16.78%	22.16%	14.06%	27.59%	19.46%	21.15%	25.95%
2018	20.00%	25.00%	19.43%	20.65%	21.62%	20.10%	19.23%	19.75%
2019	18.78%	17.26%	19.57%	20.34%	17.34%	16.22%	19.34%	21.33%

Total Customers by Year

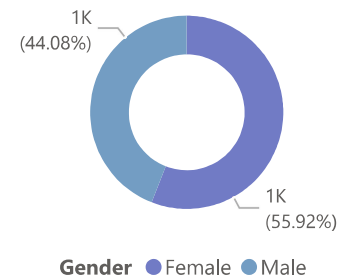
ActiveCategory ● Active Member ● InActive Member



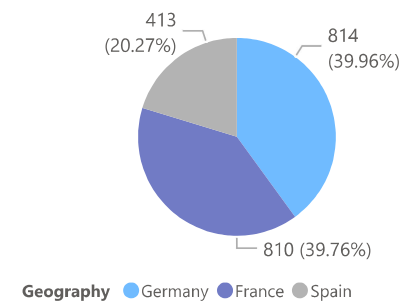
Exit Customers by Credit Type



Exit Customers by Gender Category



Exit Customers by GeographyLocation



Exit Customers by Age Group

