```
1 Retain customer = CALCULATE([Total Customer],ExitCustomer[ExitCategory]="Retain")
```

Customer Churn Analysis

10K	5151	4849	7055	2945	2037	7963
Total Customer	active customer	Inactive customer	credit card holder	Non credit card holder	Exit customer	Retain customer

Year
All

Month Name
All

GeographyLocation
All

ActiveCategory
All

ExitCategory
All

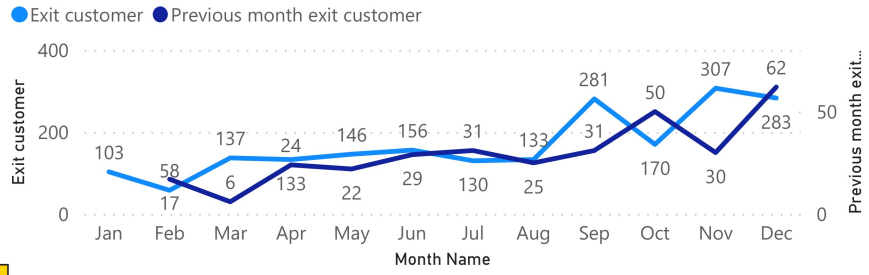
GenderCategory
All

Total Customer by Year and ActiveCategory

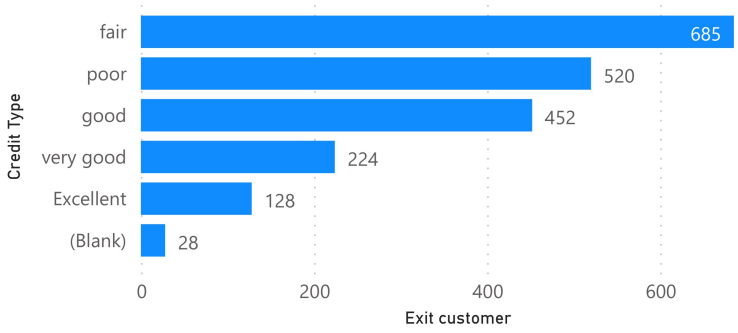
customer left by credit type

cutomer left by gender

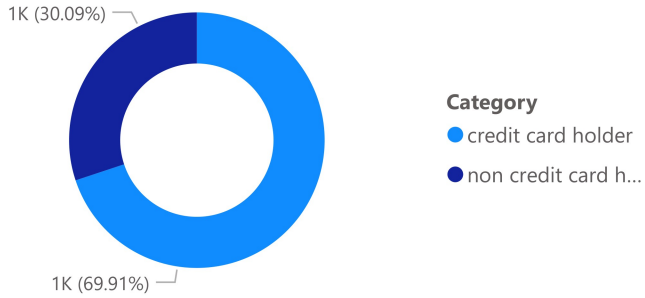
Exit customer and Previous month exit customer by Month Name



Exit customer by Credit Type



Exit customer by Category



```
1 Retain customer = CALCULATE([Total Customer],ExitCustomer[ExitCategory]="Retain")
```

Customer Churn Analysis

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%