OVERVIEW

| Overview | Churn Analysis | **10K** Customers | **5151** Active Customer | **4849** Inactive Customer | **2037** Exit Customer | **20.37%** Churn Rate |

Filters

Year — All

Month — All

Country — All

Gender — All

Status — All

Credit Score — All

Churn Rate by Credit Score

Poor	Very Good	Fair	Excellent	Good
22.02%	20.59%	20.56%	19.54%	18.62%
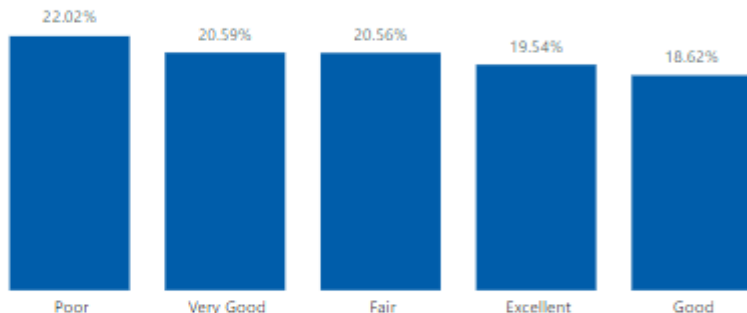
Gender

● Male ● Female

45.43%
54.57%
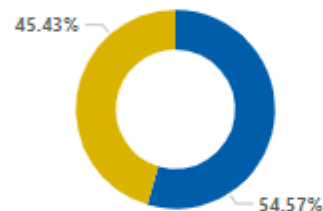
Geography

● France ● Germany ● Spain

24.77%
25.09%
50.14%
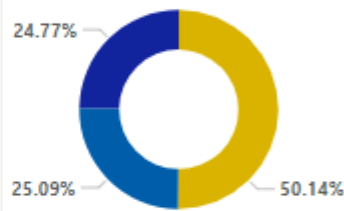
Customers status (2016-2019)

● Active Member ● Inactive Member

Year	Active Member	Inactive Member
2019	1722	1591
2018	1344	1249
2017	1094	1049
2016	991	960
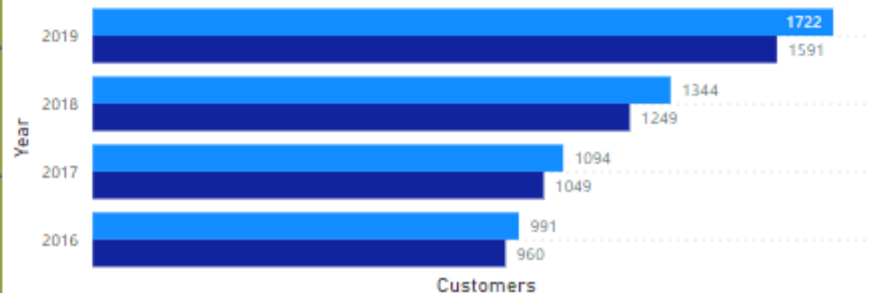
Customers

Credit Card Holder

● credit card holder ● non credit card...

29.45%
70.55%
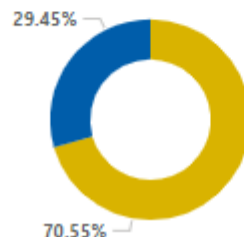
Active Status

● Active Member ● Inactive Member

48.49%
51.51%

Churn Analysis

10K Customers	**5151** Active Customer	**4849** Inactive Customer	**2037** Exit Customer	**20.37%** Churn Rate

Churn Percentage in each month of the year

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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%
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%
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%
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%

Slicers
- **Year** — All
- **Month** — All
- **Country** — All
- **Gender** — All
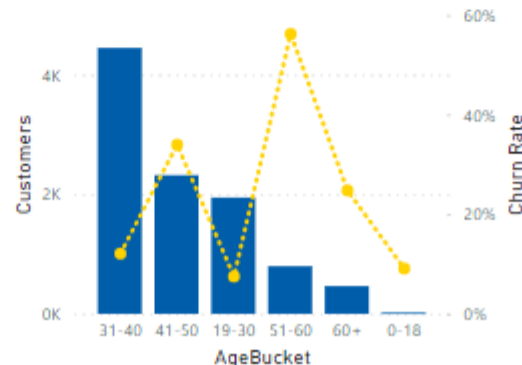- **Status** — All
- **Credit Score** — All

Customers and Exit Customer by Country
- Customers
- Exit Customer
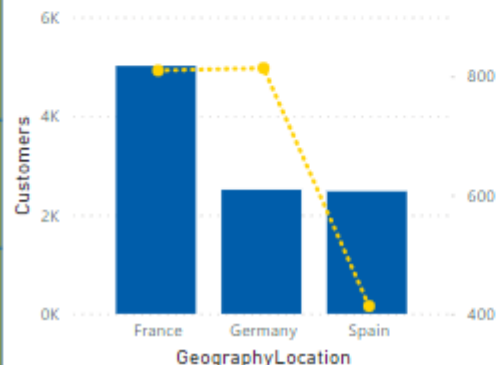
Customers and Churn Rate by AgeBucket
- Customers
- Churn Rate

Customers and Churn Rate by CreditScoreBucket
- Customers
- Churn Rate