



Customer Churn Analysis

Total Customers

10000

Active Customers

5151

Inactive Customers

4849

Credit Card Holders

7055

Non Credit Card Holders

2945

Exit Customers

2037

Retain Customers

7963

Year

All

Month Name

All

GeographyLocation

All

ExitCategory

All

ActiveCategory

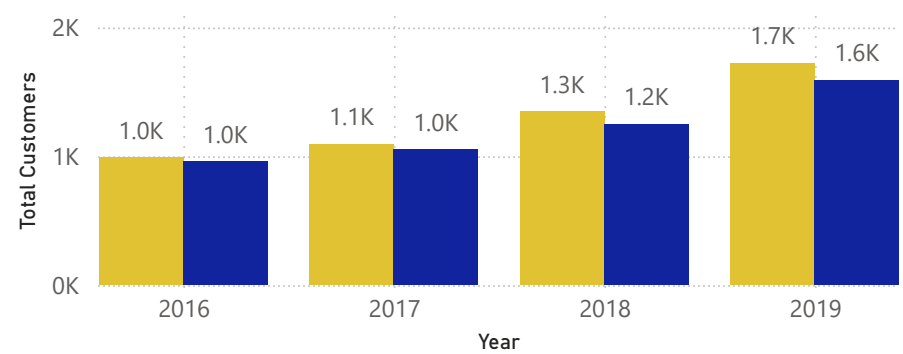
All

GenderCategory

All

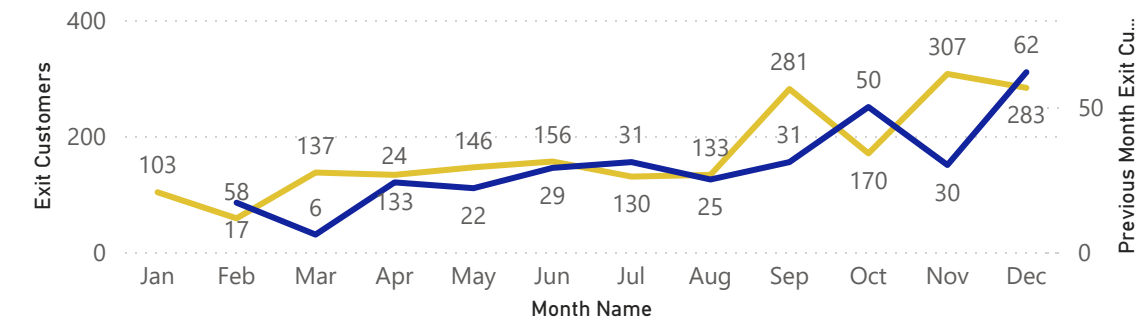
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

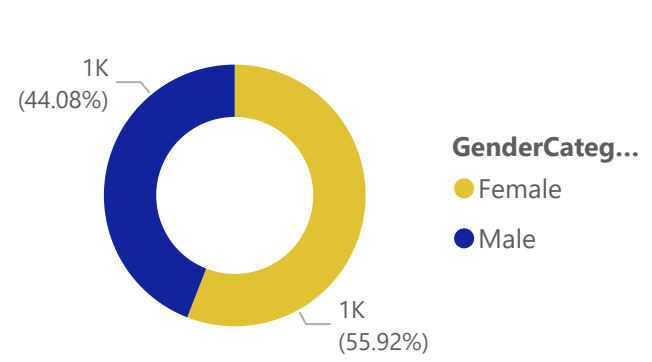


Exit Customers and Previous Month Exit Customers by Month Name

● Exit Customers ● Previous Month Exit Customers



Exit Customers by GenderCategory



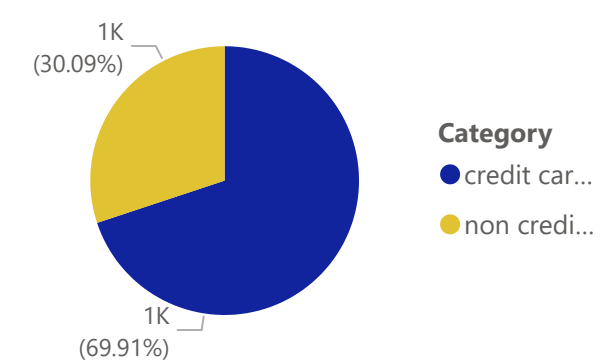
Gender Cat



Credit type



Exit Customers by Category





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%