

Customer Analysis



10000

5151

4849

7055

2945

2037

7963

Total Customer

Active Customer

Inactive Customer

Credit card holder

Non credit card holder

Exit Customer

Retain

year

All

Month name

All

GeographyLocation

All

ActiveCategory

All

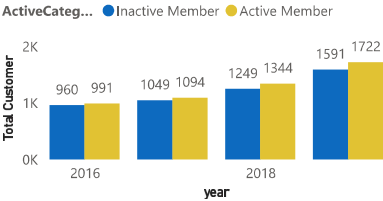
ExitCategory

All

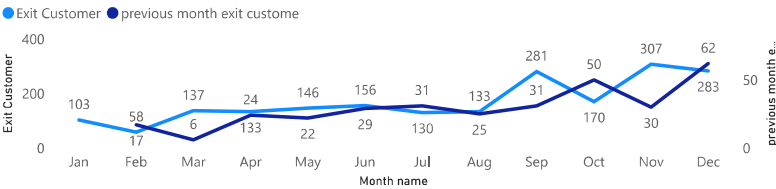
GenderCategory

All

Total Customer by year and ActiveCategory



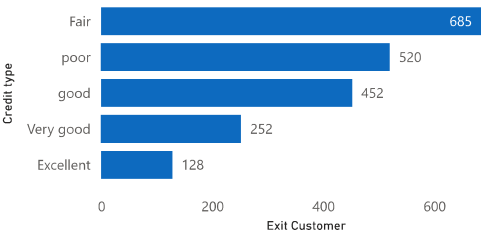
Exit Customer and previous month exit custome by Month name



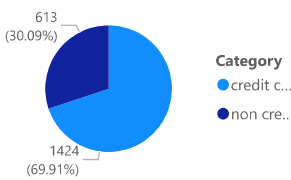
Customer left by credit type

Customer left by gender

Exit Customer by Credit type



Exit Customer by Category



At 307, Nov had the highest Exit Customer and was 429.31% higher than Feb, which had the lowest Exit Customer at 58.

Exit Customer and total previous month exit custome are positively correlated with each other.

Exit Customer and previous month exit custome diverged the most when the Month name was Nov, when Exit Customer were 277 higher than previous month exit custome.

Total Total Customer was higher for Active Member (5151) than Inactive Member (4849).