Customer Churn Analysis

10000	5151	4849	7055	2945	2037	7963
Total Customers	**Active customers**	**Inactive customers**	**Credit Card Holders**	**Non Credit Card Holders**	**Exit Customers**	**Retain Customers**

year

All ⌄

Month Name

All ⌄

GeographyLocation

All ⌄

GenderCategory

All ⌄

ActiveCategory

All ⌄

Credit Type

All ⌄

Total Customers (year wise and active customers wise)

ActiveCategory ● Active Member ● Inactive Member
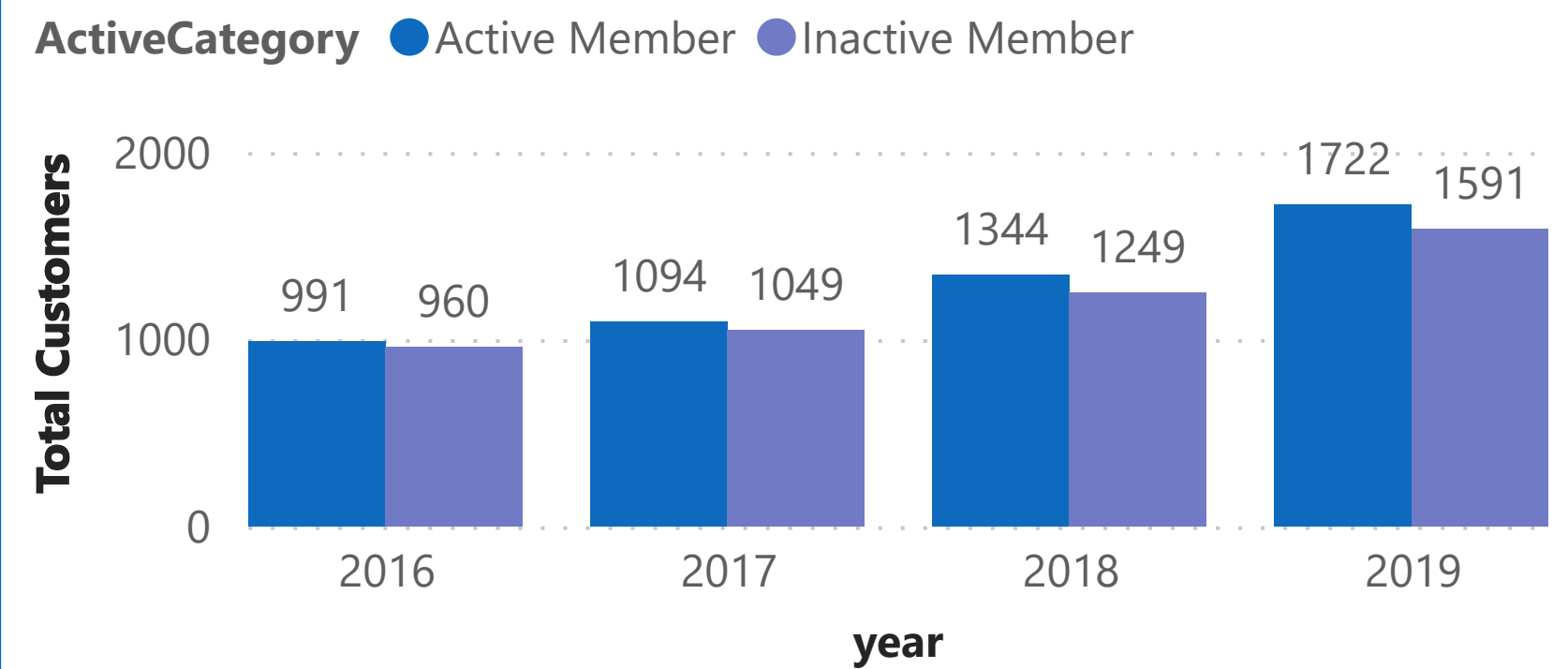
Exit customers based on credit type

customers exit by gender type

Exit Customers by GenderCategory

1K (44.08%)

1K (55.92%)

GenderCategory
● Female
● Male
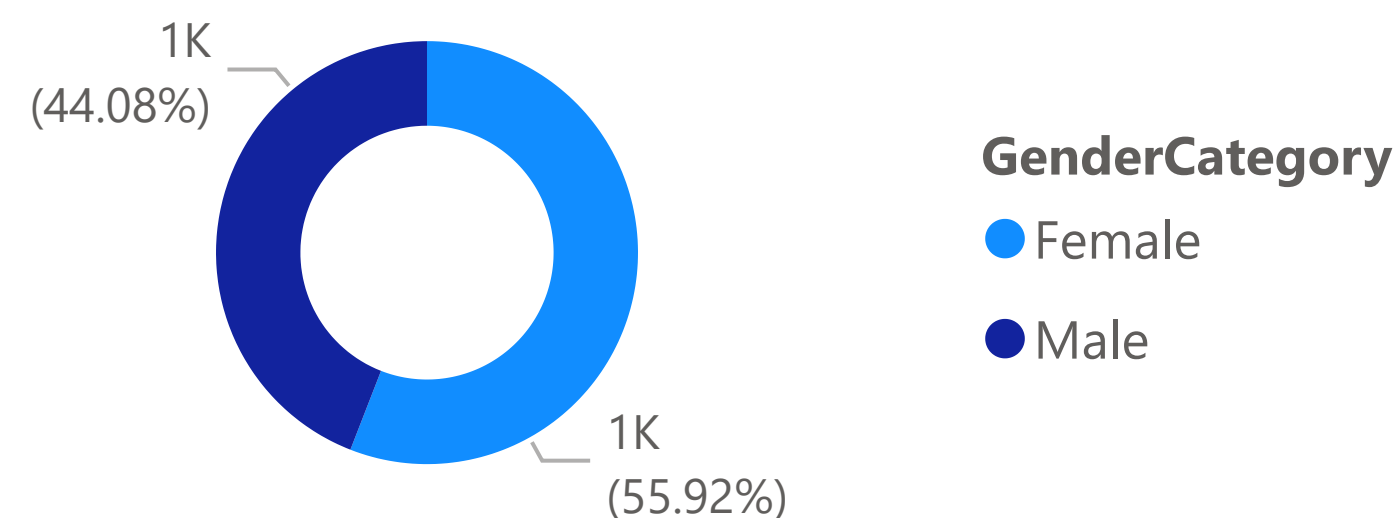
Current Moth Exit customers vs Prevous Month Exit customers

● Exit Customers ● previous month exit customers
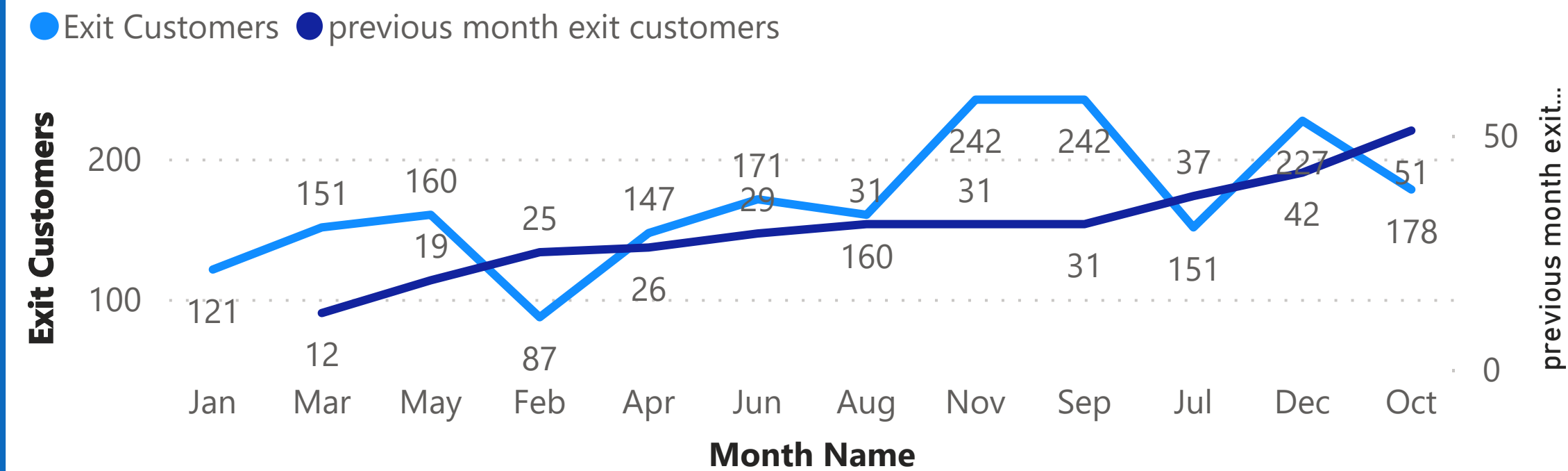
NARRAIVE OF EXIT CUSTOMERS IN ABOVE CHART

Exit Customers and total previous month exit customers are positively correlated with each other.

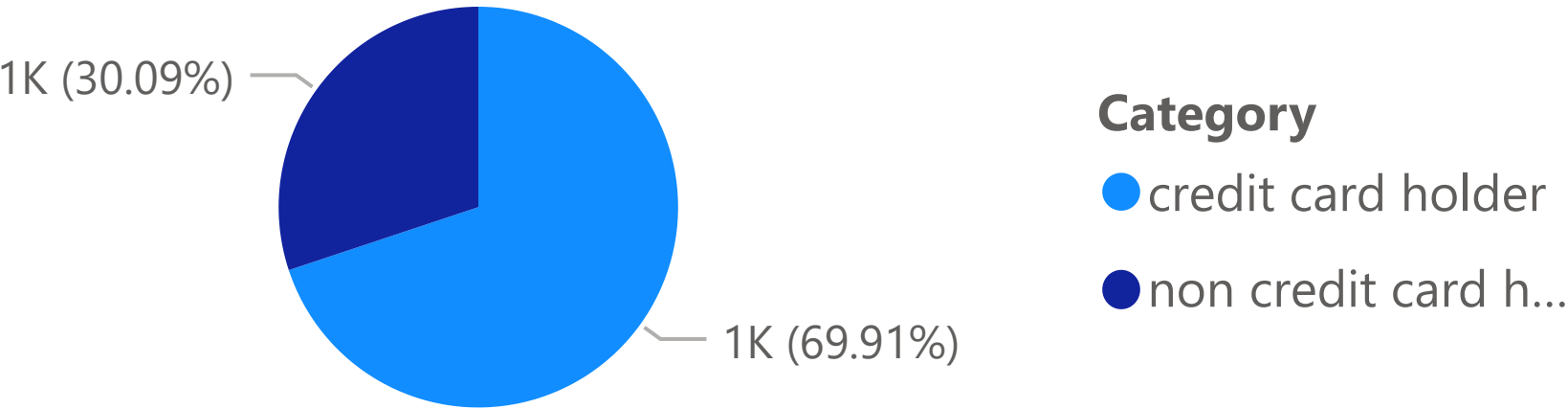2019 in ActiveCategory made up 17.22% of Total Customers.

Average Total Customers was higher for Active Member (1,287.75) than Inactive Member (1,212.25).

Total Customers for Active Member and Inactive Member diverged the most when the year was 2019, when Active Member were 131 higher than Inactive Member.
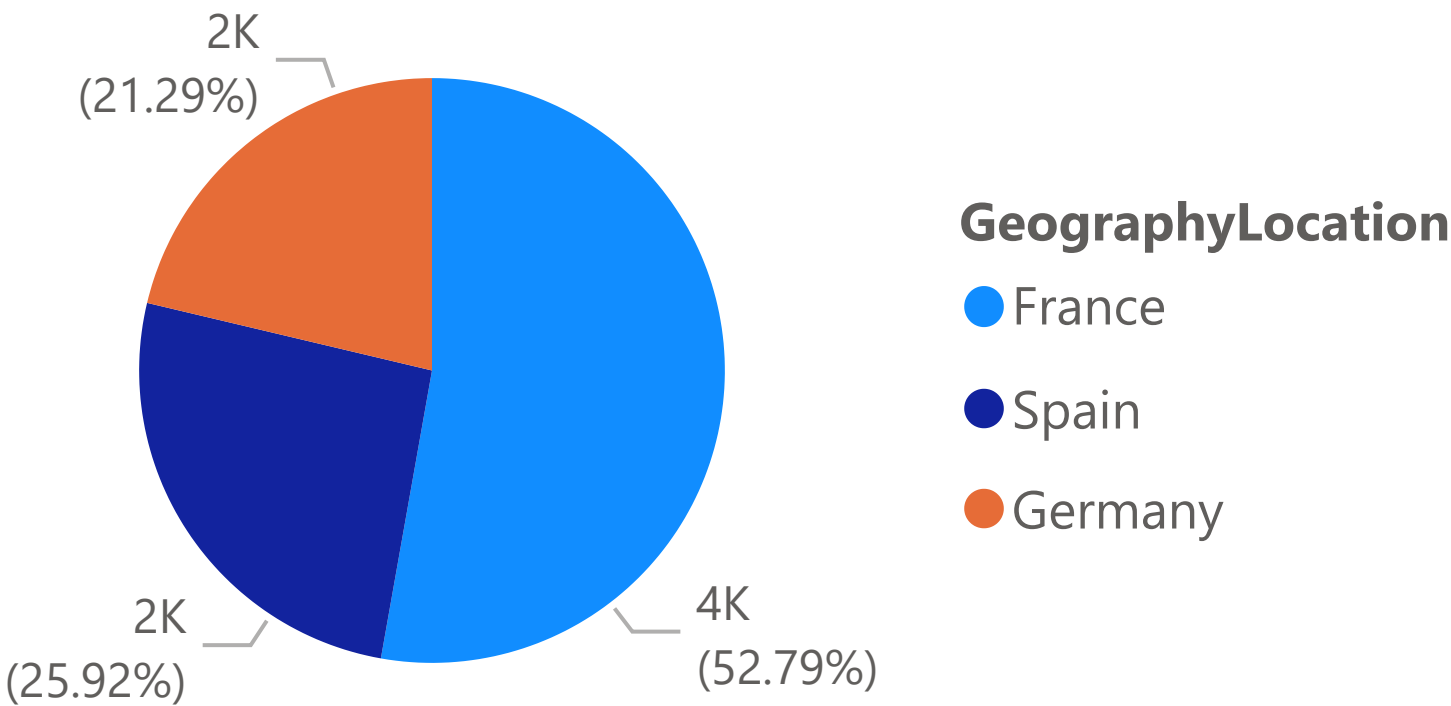
Exit Customers for Female (1139) was higher than Male (898).

Across all 5 Credit Type, Exit Customers ranged from 128 to 685.

Exit Customers by Category

1K (30.09%)
1K (69.91%)

Category
- credit card holder
- non credit card h...

CHURN PERCENTAGE

year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	5.47	5.65	5.60	6.17	4.52	5.39	3.68	6.31	4.76	5.76	5.03	4.84	5.19
2017	3.72	5.17	4.76	5.43	3.33	5.34	6.24	3.61	4.38	4.44	3.50	5.07	4.47
2018	4.39	4.80	4.56	6.05	4.79	5.04	4.72	5.33	5.44	4.87	5.59	4.91	4.95
2019	6.00	4.98	5.64	5.52	5.78	4.78	4.73	5.15	4.52	5.28	4.29	4.68	5.03
Total	4.72	5.09	5.11	5.70	4.70	5.09	4.68	4.97	4.74	5.04	4.44	4.86	4.91

Retain Customers by GeographyLocation

2K (21.29%)
4K (52.79%)
2K (25.92%)

GeographyLocation
- France
- Spain
- Germany

ActiveCategory ✕ — Inactive Member

ExitCategory ✕

Active Member 5151
Total Customers 10000
Inactive Member 4849
Retain 3547
Exit 1302