



# Customer Churn Analysis

1951

Total Customers

991

Active Customers

960

Inactive Customers

1575

Retain Customers

1381

Credit Card

376

Exit Customers

570

Non-credit Card Holders

Year

All

Month Name

All

Geography...

All

ActiveCate...

All

ExitCatego...

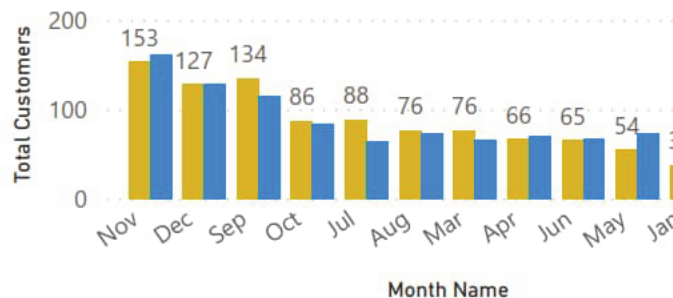
All

GenderCat...

All

Total Customers by Year, Month Name and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



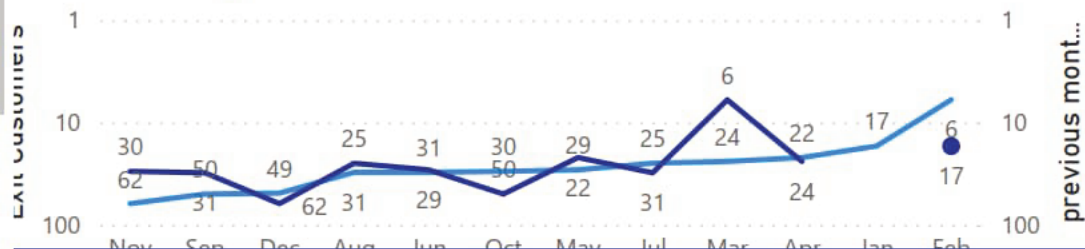
At 62, Nov had the highest Exit Customers and was 933,33% higher than Feb, which had the lowest Exit Customers at 6.

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

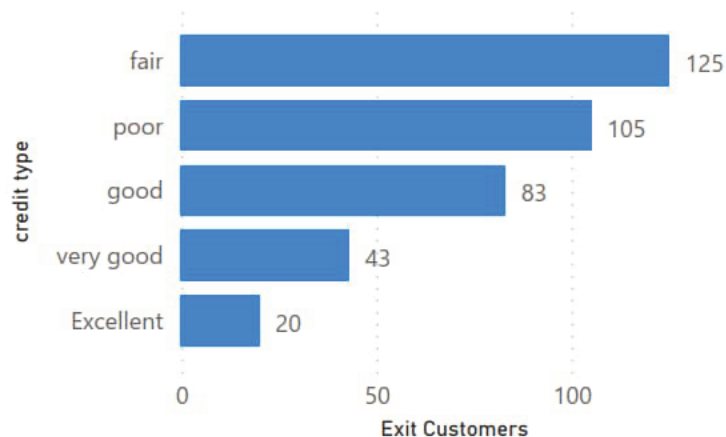
Exit Customers and previous month exit customers diverged the most when the

Exit Customers and previous month exit customers by Month Name

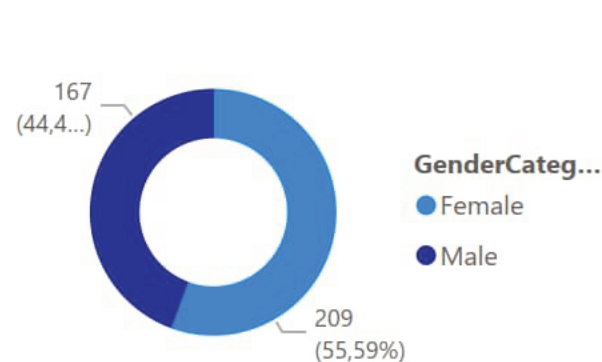
● Exit Customers ● previous month exit customers



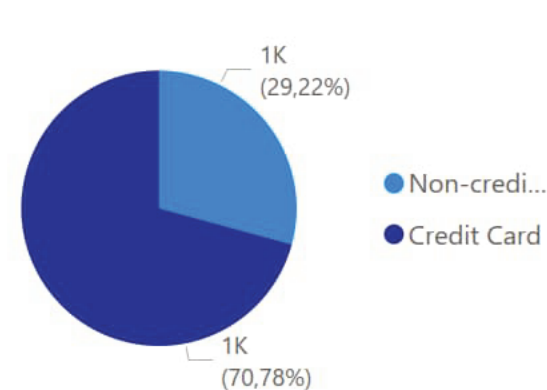
Exit Customers by credit type



Exit Customers by GenderCategory



Total Customers, Active Customers, Inactive Customers and Exit Customers





	%												
	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	
2019	▲ 18,78 %	▲ 17,26 %	▲ 19,57 %	▲ 20,34 %	▲ 17,34 %	● 16,22 %	▲ 19,34 %	▲ 21,33 %	▲ 20,16 %	▲ 21,60 %	▲ 21,36 %	▲ 21,24 %	
2018	▲ 20,00 %	◆ 25,00 %	▲ 19,43 %	▲ 20,65 %	▲ 21,62 %	▲ 20,10 %	▲ 19,23 %	▲ 19,75 %	◆ 22,83 %	▲ 20,38 %	● 16,50 %	▲ 19,89 %	
2017	◆ 26,71 %	● 16,78 %	▲ 22,16 %	● 14,06 %	◆ 27,59 %	▲ 19,46 %	▲ 21,15 %	◆ 25,95 %	▲ 18,44 %	◆ 23,78 %	◆ 26,35 %	▲ 21,45 %	
2016	● 16,30 %	▲ 20,81 %	▲ 19,22 %	● 12,00 %	▲ 20,73 %	● 16,56 %	◆ 23,48 %	● 17,02 %	◆ 23,02 %	▲ 19,81 %	▲ 17,75 %	▲ 20,16 %	

Total Customers by GeographyLocation

