

Customer Churn Analysis

10000

Total customer

5151

Active member

4849

Inactive Member

7055

Credit card holder

2945

Non-credit-card holder

7963

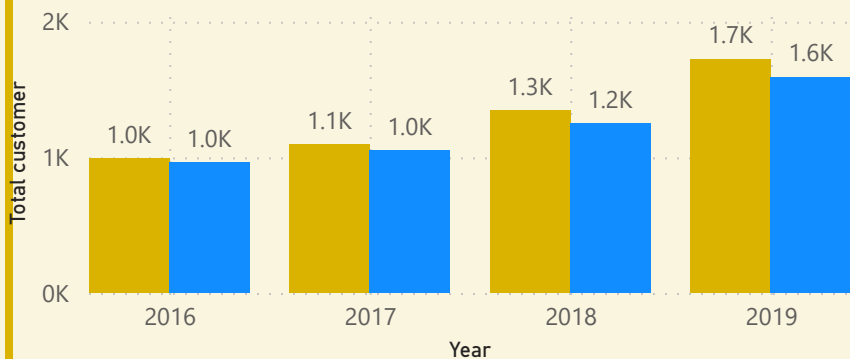
Retain-customer

2037

Exit-customer

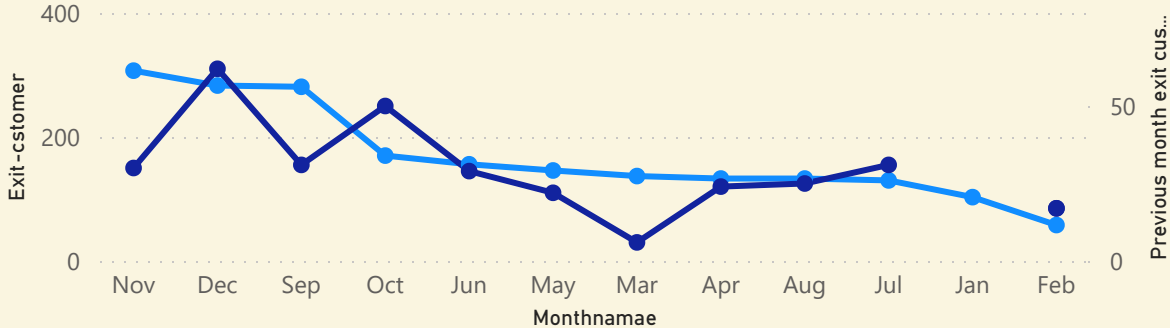
Total customer by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



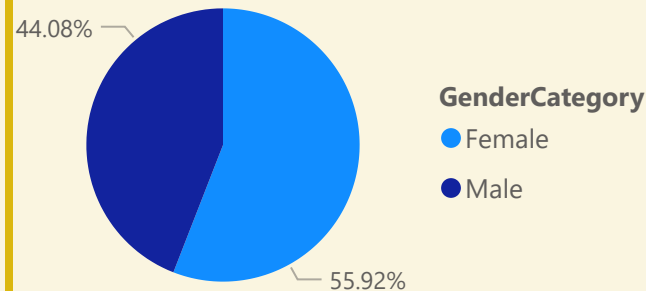
Exit-customer and Previous month exit customer by Month

● Exit-customer ● Previous month exit customer



Exit_By-Credit Score

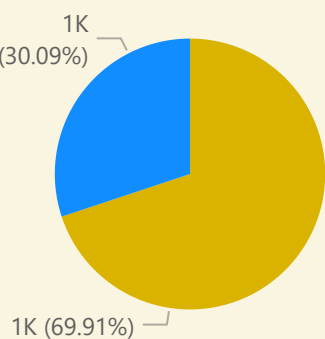
Exit-customer by GenderCategory



Exit-By-Gender

Exit-customer by Category

Category ● credit card hol... ● non credit c...



Monthname	2016	2017	2018	2019	Total
Jan	17	32	24	30	103
Feb	6	9	19	24	58
Mar	24	34	31	48	137
Apr	22	39	35	37	133
May	29	26	42	49	146
Jun	31	33	45	47	156
Jul	25	29	40	36	130
Aug	31	24	39	39	133
Sep	50	62	73	96	281
Oct	30	44	33	63	170
Total	376	479	524	658	2037

Detailed Percentage Churn Analysis

ActiveCategory

Active Member

Inactive Member

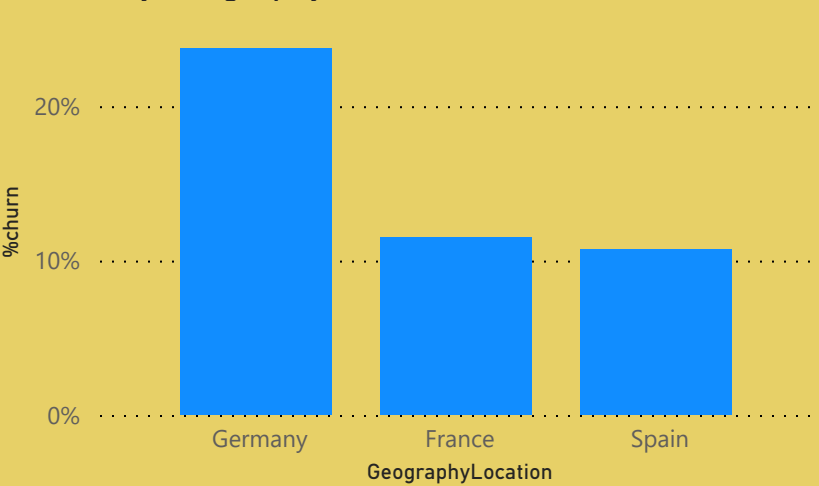
14.27%

%churn

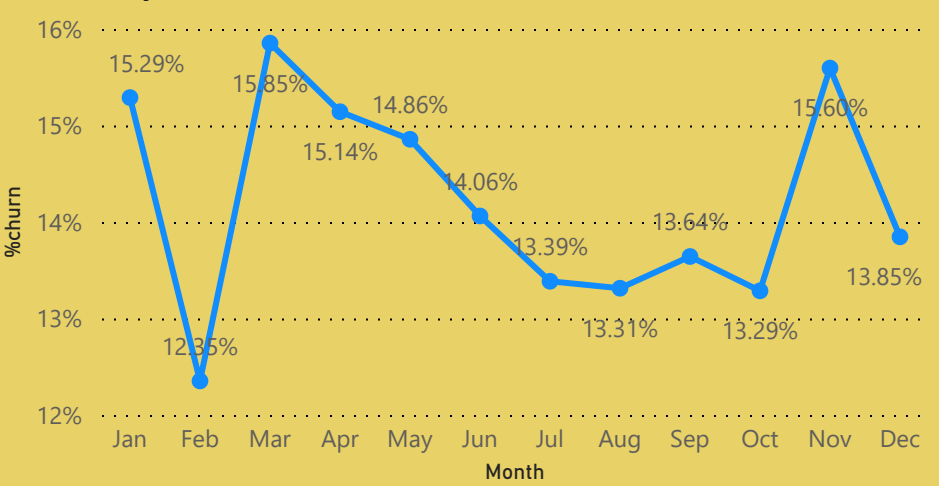
GenderCategory Exit-cstomer

Female	414
Male	321
Total	735

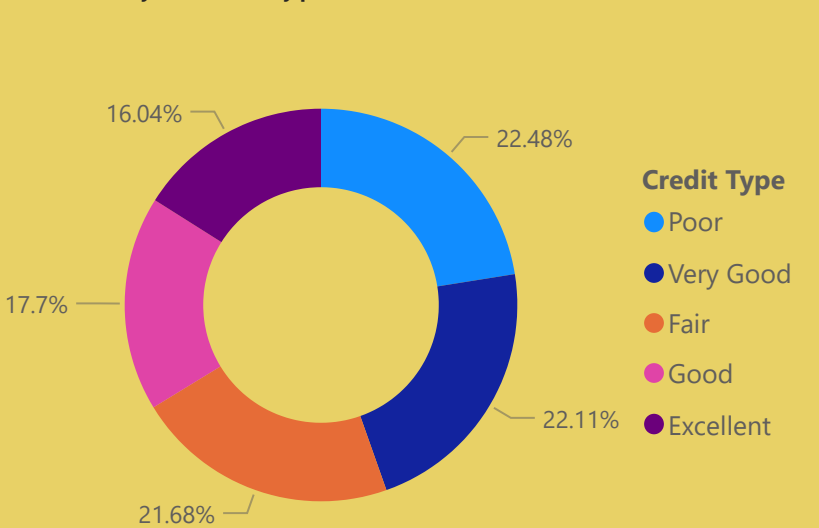
%churn by GeographyLocation



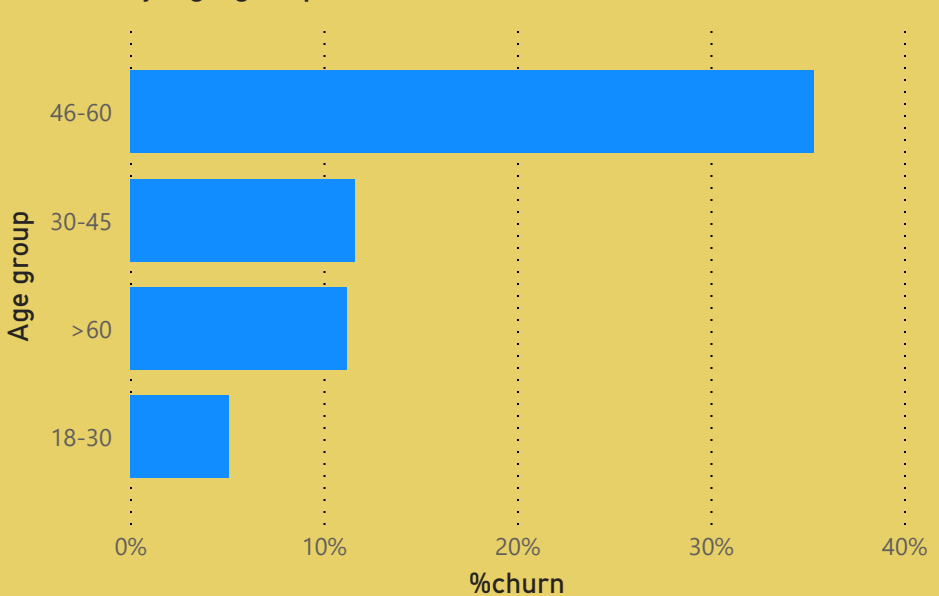
%churn by Month



%churn by Credit Type



%churn by Age group



Customer Churn By Age Range

Age (groups)

>60	30-45
18-30	46-60

10K

Total customer

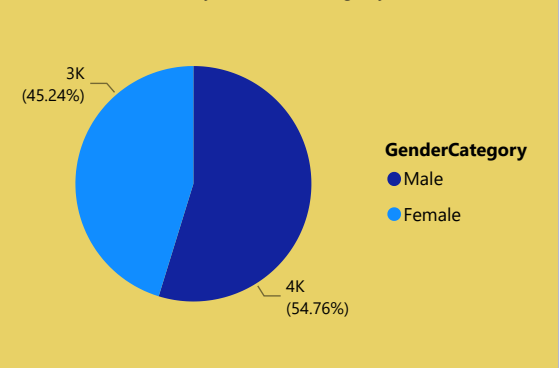
7055

credit card holder

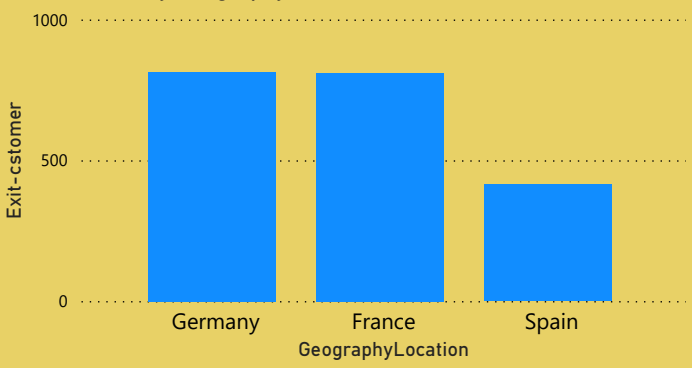
76.49K

Average of Balance

credit card holder by GenderCategory



Exit-customer by GeographyLocation



Exit-customer by Monthname

