

Customer Churn Analysis

10000

Total customers

5151

Active customers

4849

Inactive customers

7055

Credit card holders

2945

Non credit card holders

7963

Retain customers

2037

Exit customers

Year

All

Monthname

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

All

CreditCategory

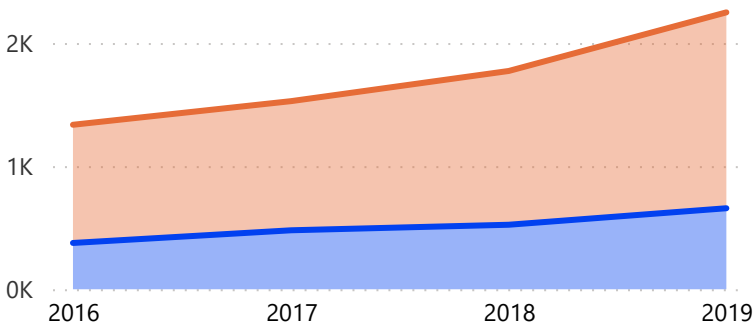
All

GenderCategory

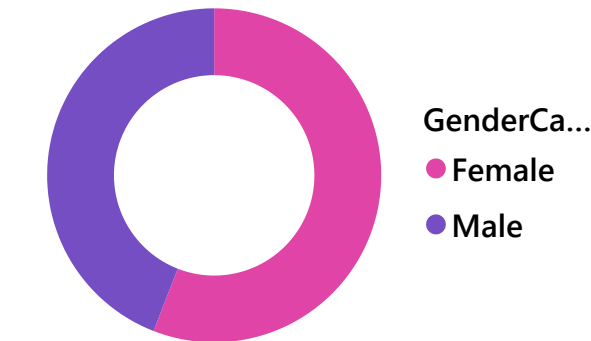
All

Exit & Inactive customers by Year

Exit customers Inactive customers

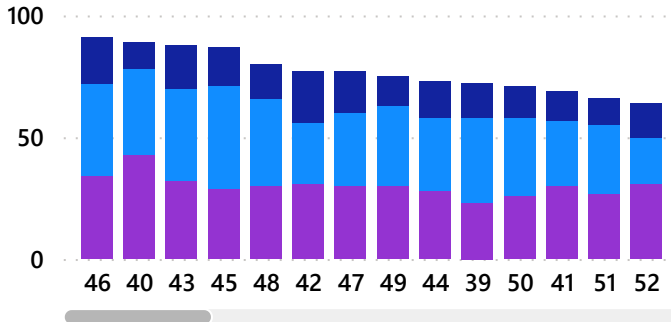


Exit customers by GenderCategory



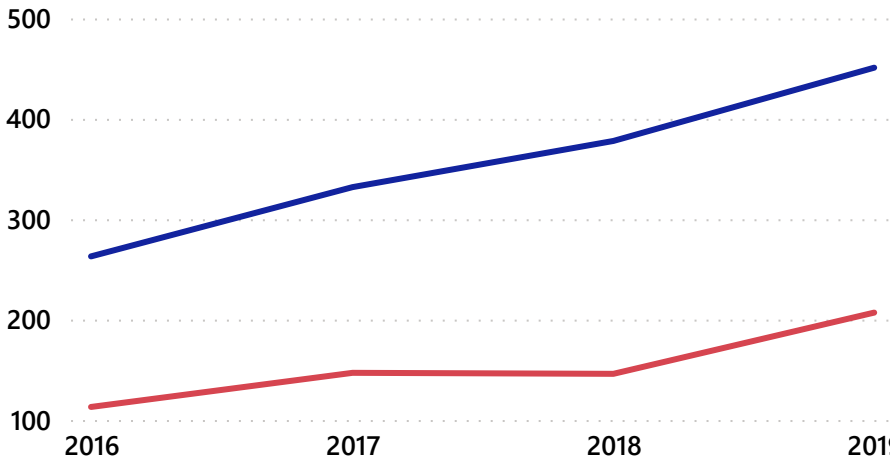
Exit customers by Age and GeographyLocation

GeographyLocation France Germany Spain



Exit customers by Year and CreditCategory

CreditCategory credit card holder non credit card holder



churn % by GeographyLocation and GenderCategory

GenderCategory Female Male



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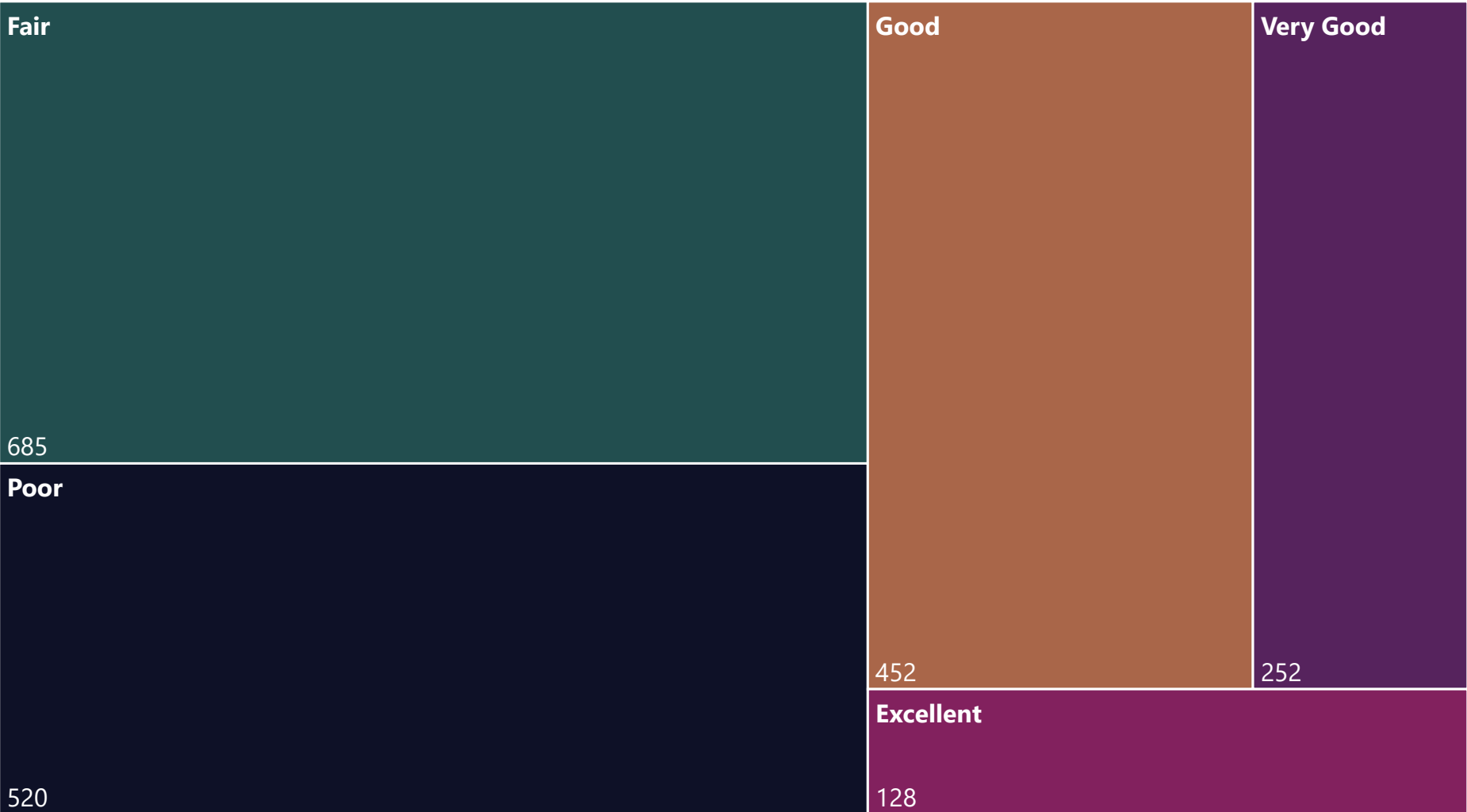
CreditCategory

All

GenderCategory

All

Exit customers by Credit type



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All

CreditCategory

All

GenderCategory

All

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2016	 20.73%	 12.00%	 17.02%	 16.30%	 23.02%	 23.48%	 16.56%	 20.81%	 20.73%
2017	 27.59%	 14.06%	 25.95%	 26.71%	 18.44%	 21.15%	 19.46%	 16.78%	 21.15%
2018	 21.62%	 20.65%	 19.75%	 20.00%	 22.83%	 19.23%	 20.10%	 25.00%	 19.75%
2019	 17.34%	 20.34%	 21.33%	 18.78%	 20.16%	 19.34%	 16.22%	 17.26%	 21.15%
Total	21.37%	17.90%	20.95%	20.37%	21.04%	20.39%	18.03%	19.73%	20.73%

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