



# Customer Performance Analytics

773

Customer Count

10.9%

Attrition Rate

6,278

Median Credit Limit

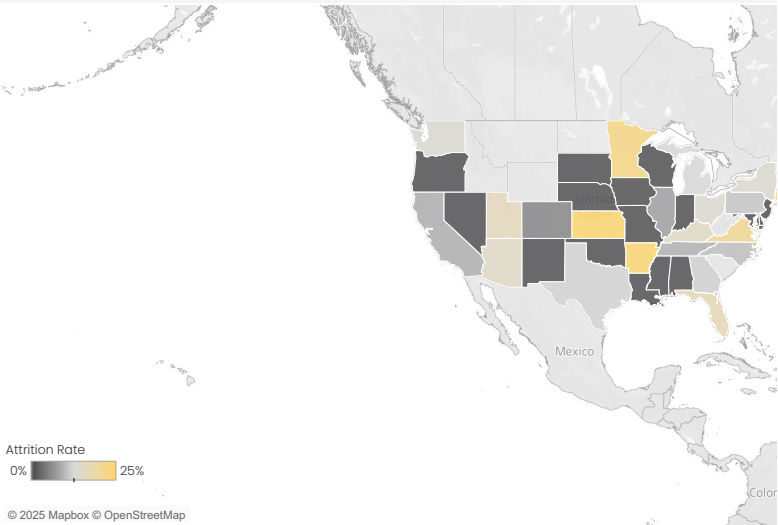
38

Avg Relationship Months

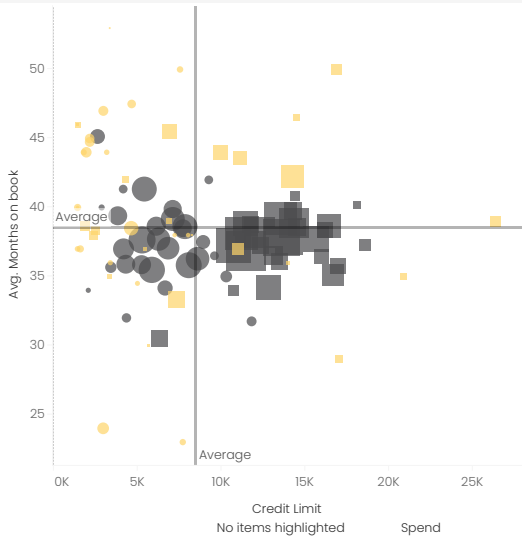
49

Avg Customer Age

Attrition Rate by State



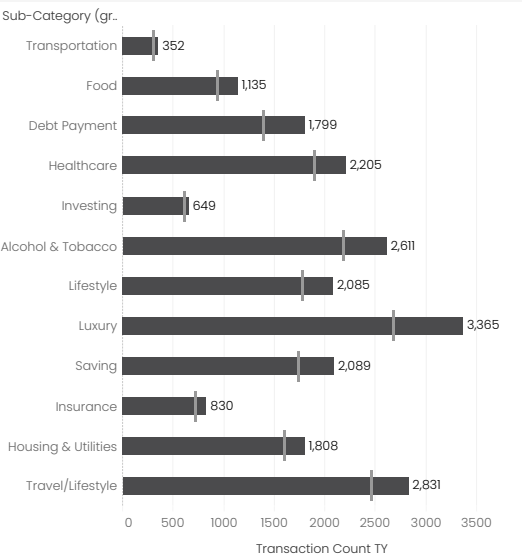
Attrition Distribution by Credit Limit & Relationship Mo.



Customer Attrition Matrix by Dependent & Income Category

Dependent count	Income Category					
	\$40K - \$60K	\$60K - \$80K	\$80K - \$120K	\$120K +	Less than \$40K	Unknown
0	\$2,064	\$64	\$1,841		\$3,645	
1	\$12,593	\$14,353	\$7,915	\$1,220	\$5,338	\$246
2	\$15,950	\$14,563	\$14,406	\$2,158	\$20,682	\$6,545
3	\$3,031	\$14,586	\$11,854		\$18,705	\$7,411
4	\$1,531	\$2,449	\$9,548	\$1,177	\$30,698	\$11,165
5		\$2,206	\$3,369	\$935		

Spending Sub-Category YOY Transaction Count



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