



# Customer Churn Analysis



**10K**

Total Customers

**5151**

Active Customers

**4849**

Inactive Customers

**7055**

CreditCardHolder

**2945**

Non-Credit card holder

**2037**

Exit Customer

**7963**

Retain Customer

Year

All

Month

All

Geography Locati...

All

Active Category

All

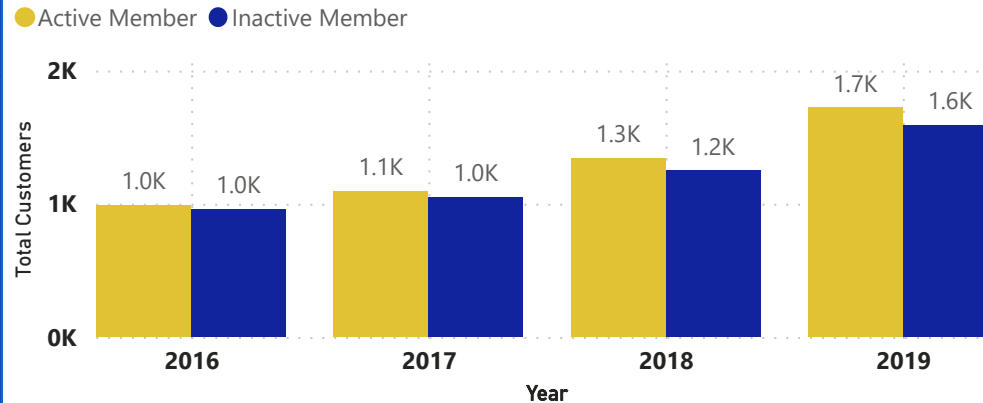
Exit Category

All

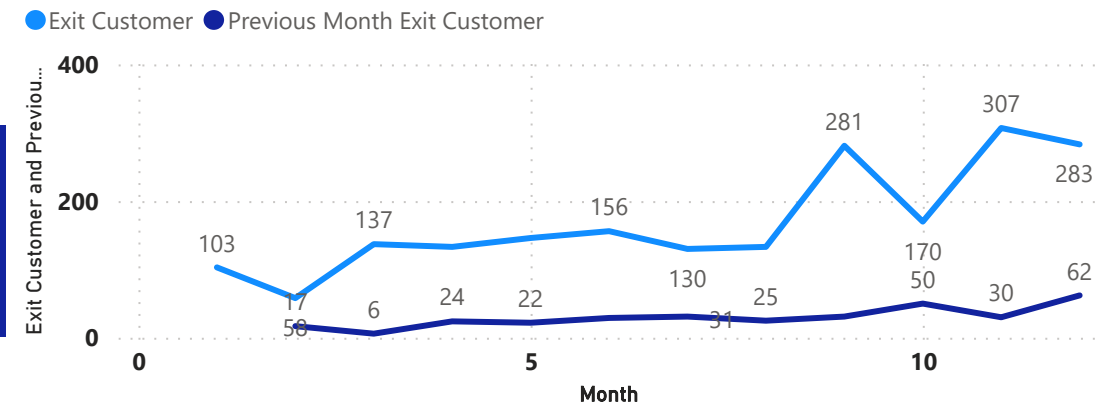
Gender Category

All

Total Customers by Year and Active Category



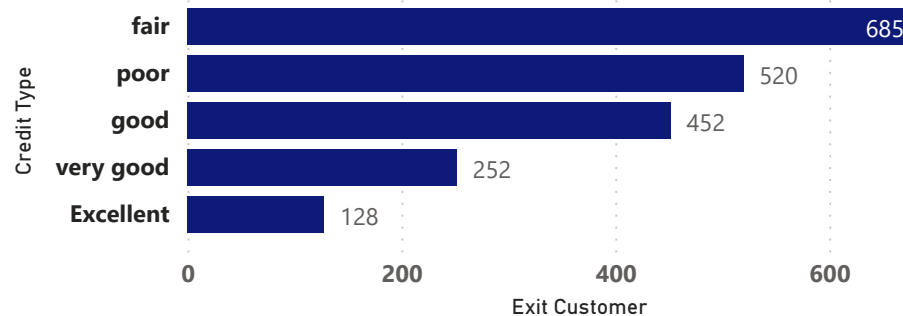
Exit Customer and Previous Month Exit Customer by Month



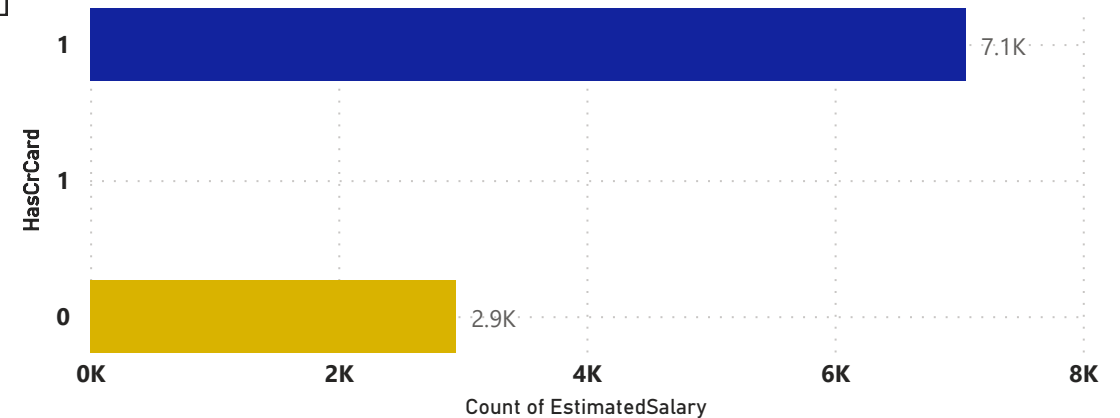
Exit customer by Credit

Exit customer By geography

Exit Customer by Credit Type



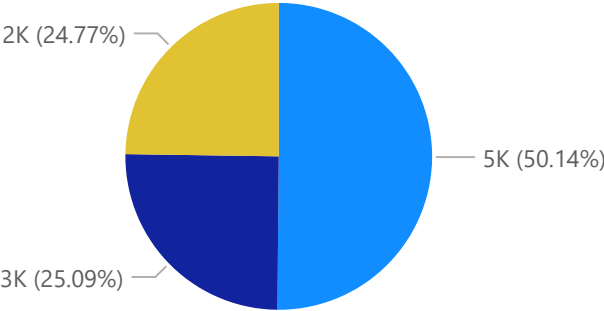
Estimated Salary by Credit Card



Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	<div><div></div>16.30%</div>	<div><div></div>20.81%</div>	<div><div></div>19.22%</div>	<div><div></div>12.00%</div>	<div><div></div>20.73%</div>	<div><div></div>16.56%</div>	<div><div></div>23.48%</div>	<div><div></div>17.02%</div>	<div><div></div>23.02%</div>	<div><div></div>19.81%</div>	<div><div></div>17.75%</div>	<div><div></div>20.16%</div>	19.27%
2017	<div><div></div>26.71%</div>	<div><div></div>16.78%</div>	<div><div></div>22.16%</div>	<div><div></div>14.06%</div>	<div><div></div>27.59%</div>	<div><div></div>19.46%</div>	<div><div></div>21.15%</div>	<div><div></div>25.95%</div>	<div><div></div>18.44%</div>	<div><div></div>23.78%</div>	<div><div></div>26.35%</div>	<div><div></div>21.45%</div>	22.35%
2018	<div><div></div>20.00%</div>	<div><div></div>25.00%</div>	<div><div></div>19.43%</div>	<div><div></div>20.65%</div>	<div><div></div>21.62%</div>	<div><div></div>20.10%</div>	<div><div></div>19.23%</div>	<div><div></div>19.75%</div>	<div><div></div>22.83%</div>	<div><div></div>20.38%</div>	<div><div></div>16.50%</div>	<div><div></div>19.89%</div>	20.21%
2019	<div><div></div>18.78%</div>	<div><div></div>17.26%</div>	<div><div></div>19.57%</div>	<div><div></div>20.34%</div>	<div><div></div>17.34%</div>	<div><div></div>16.22%</div>	<div><div></div>19.34%</div>	<div><div></div>21.33%</div>	<div><div></div>20.16%</div>	<div><div></div>21.60%</div>	<div><div></div>21.36%</div>	<div><div></div>21.24%</div>	19.86%

Total Customers by GeographyLocation

- France
- Germany
- Spain



Exit Customer by Category

- credit card holder
- non credit card holder

