

customer(bank)

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Customer Churn Analysis



10000

TotalCustomers

5151

ActiveCustomers

4849

InactiveCustomers

7055

CreditCardHolders

2945

NonCreditCardHolders

2037

ExitCustomers

7963

RetainCustomers

Year

All

Month

All

GenderCategory

All

GeographyLocation

All

ActiveCategory

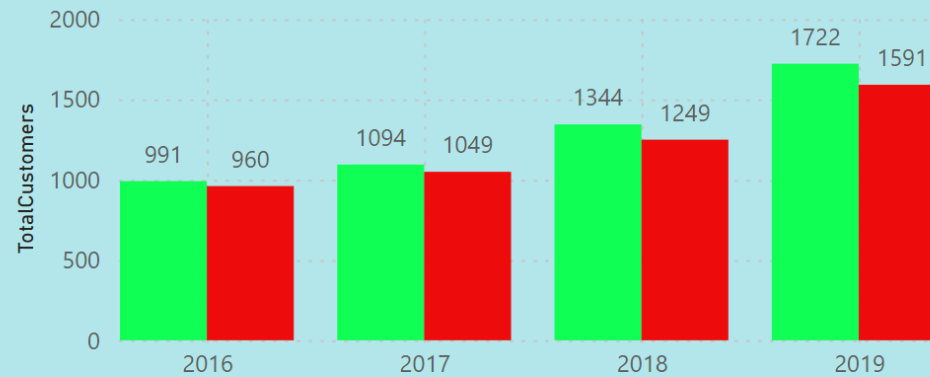
All

ExitCategory

All

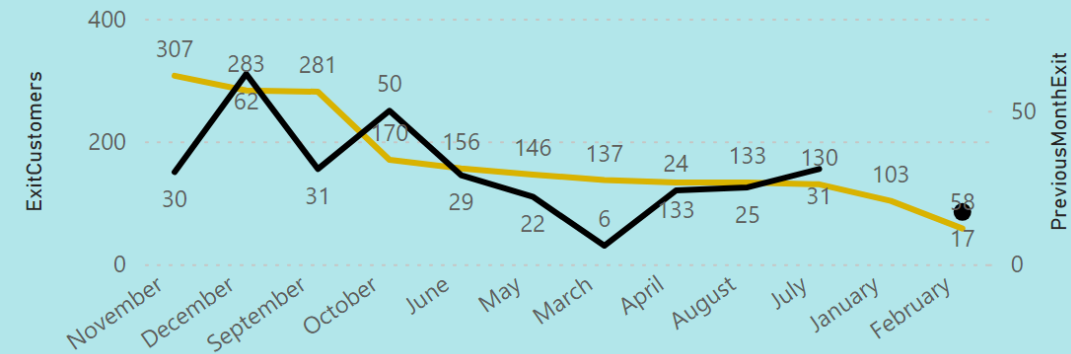
TotalCustomers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

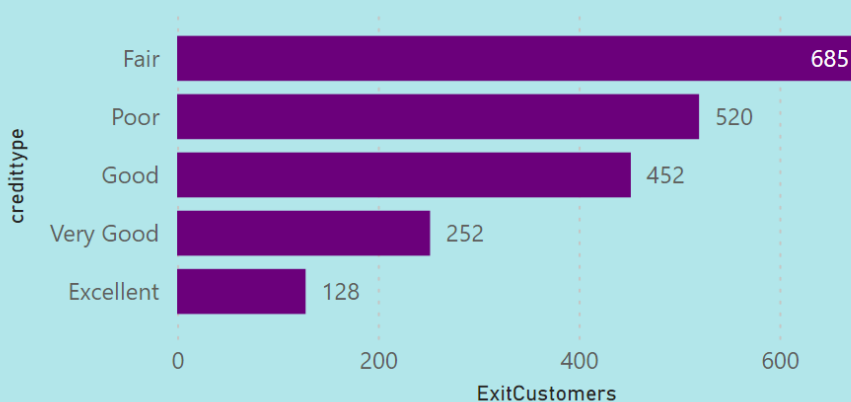


ExitCustomers and PreviousMonthExit by Month

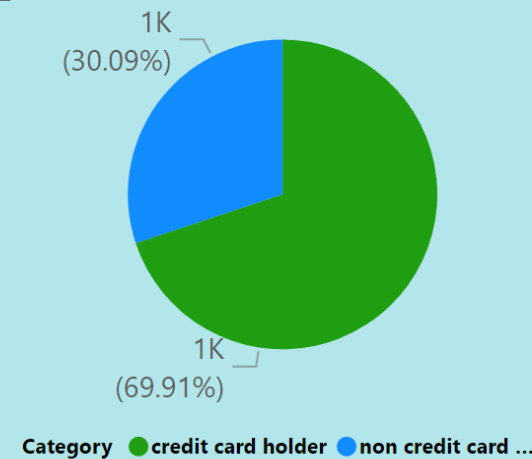
ExitCustomers ● PreviousMonthExit ●



ExitCustomers by credittype



ExitCustomers by Category



Summary

At 307, November had the highest ExitCustomers and was 429.31% higher than February, which had the lowest ExitCustomers at 58.

ExitCustomers and total PreviousMonthExit are positively correlated with each other.

ExitCustomers and PreviousMonthExit diverged the most when the Month was November, when ExitCustomers were 277 higher than PreviousMonthExit.

Total TotalCustomers was higher for Active



Churn % by Month&Year

Year	April	August	December	February	January	July	June	March	May	November	October	September	Total
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%	19.27%
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%	22.35%
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%	20.21%
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%	19.86%
Total	20.37%	19.73%	20.09%	17.90%	21.37%	18.03%	20.39%	20.95%	21.04%	21.36%	20.46%	20.72%	20.37%

ExitCustomers by GeographyLocation

