

Customer Churn Analysis



10000

Total Customers

5151

Active customers

4849

Inactive Customers

7055

Credit Card holders

2945

Non Credit card holders

2037

Exit Customers

7963

Retain Customers

Year

All

Month

All

GeophyLocation

All

ActiveCategory

All

ExitCategory

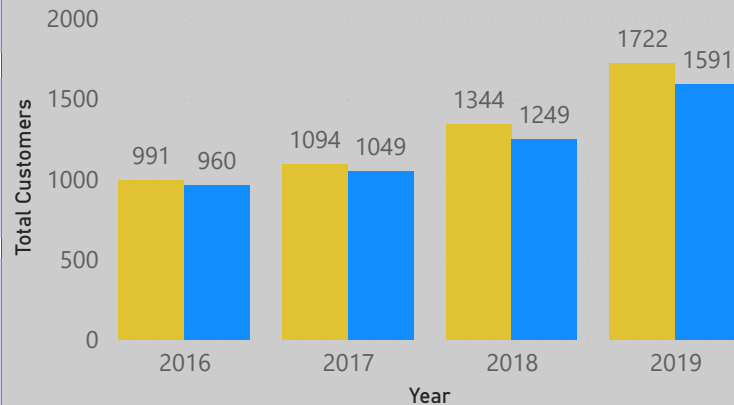
All

GenderCategory

All

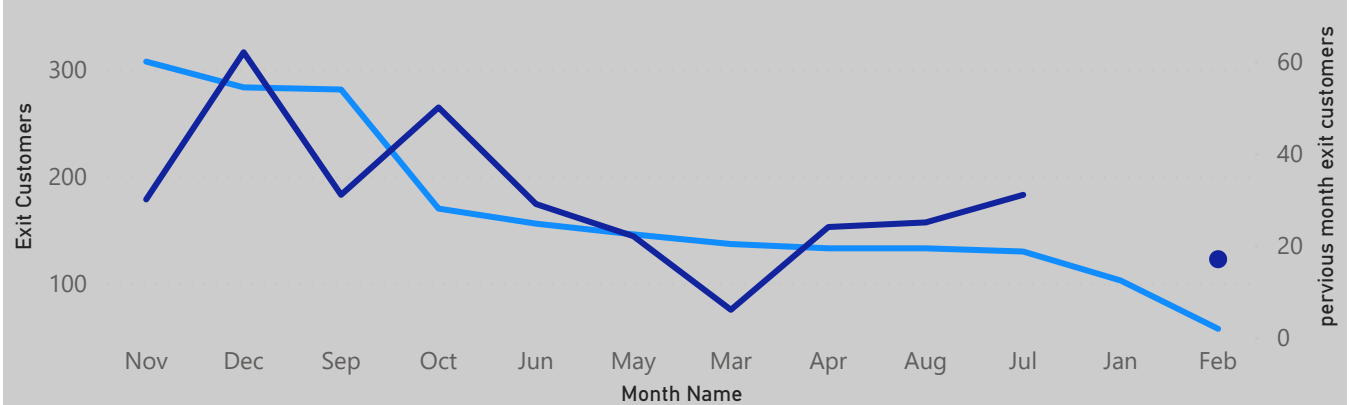
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



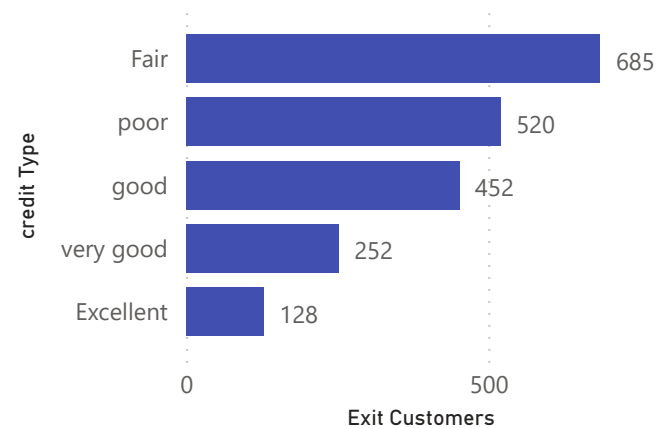
Exit Customers and pervious month exit customers by Month Name

● Exit Customers ● pervious month exit customers



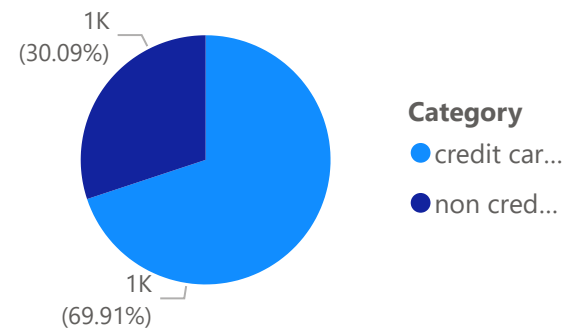
Customer left by credit type

Exit Customers by credit Type



Customer left by Gender

Exit Customers by Category



At 307, Nov had the highest Exit Customers and was 429.31% higher than Feb, which had the lowest Exit Customers at 58.

Exit Customers and total pervious month exit customers are positively correlated with each other.

Exit Customers and pervious month exit customers diverged the most when the Month Name was Nov, when Exit Customers were 277 higher than pervious month exit customers.

Total Total Customers was higher for Active Member (5151) than Inactive Member (4849).

2019 in ActiveCategory, made up 17.22% of Total

Churn %

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	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%

Total Customers by GeographyLocation

