

Customer Churn Analysis

10K

Total Customers

5151

Active Customers

4849

Inactive Customer

7055

credit Card holders

2945

non credit Card holders

2037

Exit customers

7963

Retain customers

Year

All

Month Name

All

GeographyLoca...

All

ActiveCategory

All

ExitCategory

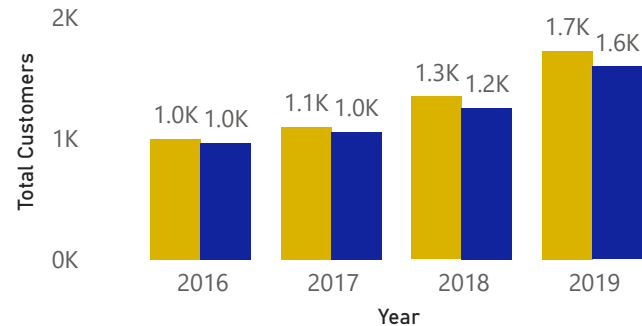
All

GenderCategory

All

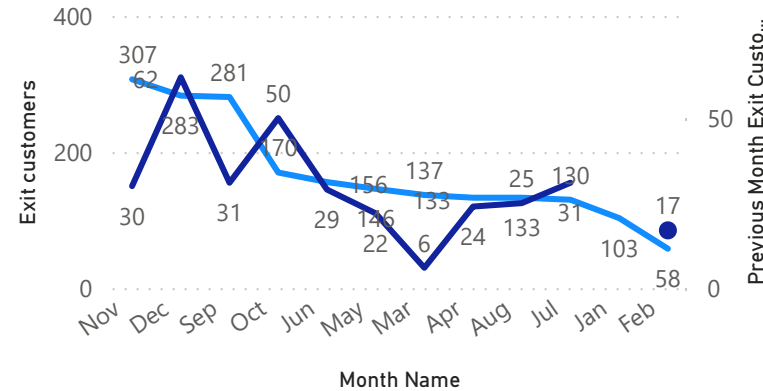
Total Customers by Year and ActiveCategory

ActiveCateg... ● Active Member ● Inactive Member



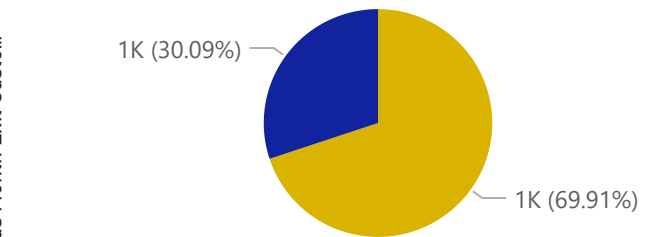
Exit customers and Previous Month Exit Customers by Month Name

● Exit customers ● Previous Month Exit Customers

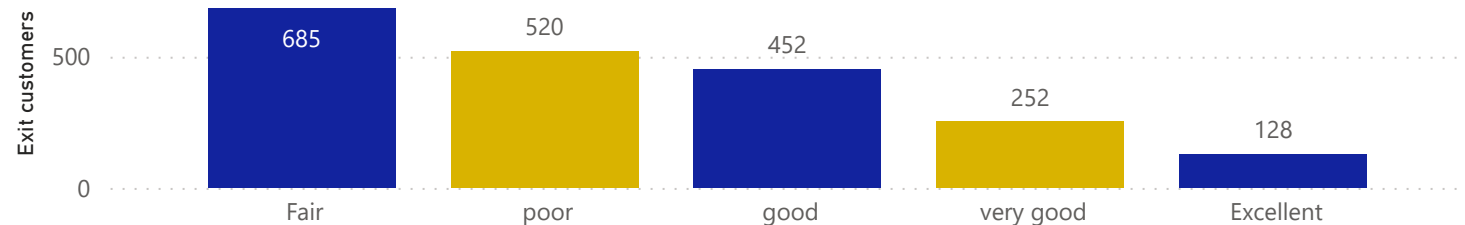


Exit customers by Category

Category ● credit card holder ● non credit card holder

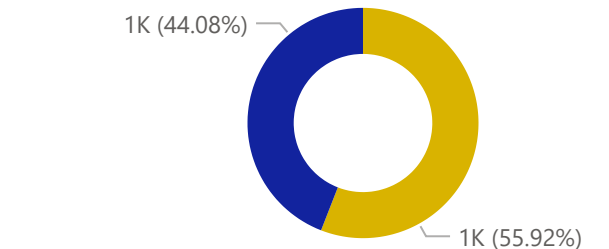


Exit customers by Credit Type



Exit customers by GenderCategory

GenderCat... ● Female ● Male



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

