

CUSTOMER CHURN ANALYSIS

10000

total customers

5151

active customers

4849

inactive customers

7055

credit card holders

2945

non c c holder

2037

Exit customer

7963

retain

customer left by gender

YEAR

☐ 2016

☐ 2017

☐ 2018

☐ 2019

GeographyLocati...

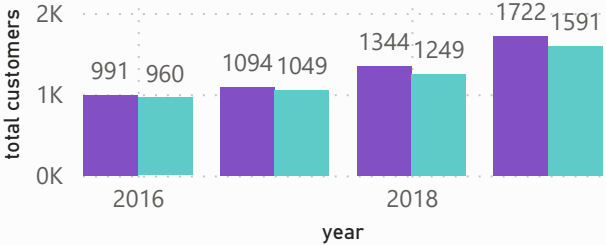
☐ France

☐ Germany

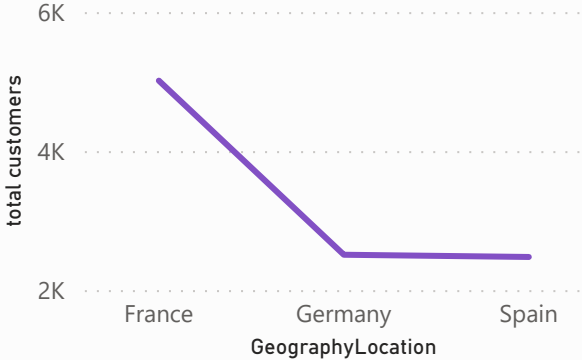
☐ Spain

total customers by year and ActiveCategory

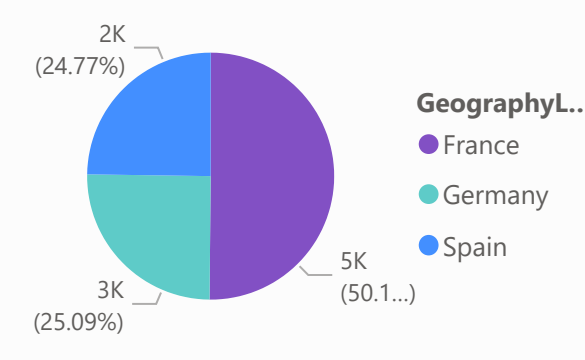
ActiveCat... ● Active Member ● Inactive Member



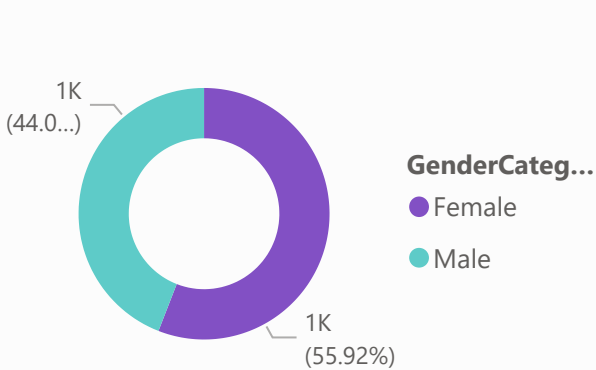
total customers by GeographyLocation



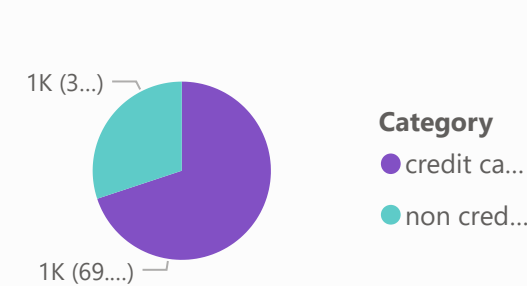
total customers by GeographyLocation



Exit customer by GenderCategory



exit customers by category in pie



churn % by GeographyLocation



monthname 2016 2017 2018 2019



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