

Data Analysis

10K

Total customer

5151

Active customer

4849

Inactive Customers

7055

Credit card holder

2945

Non credit card h...

2037

Exit customer

Year

All

Month name

All

GeographyLoca...

All

GenderCategory

All

ActiveCategory

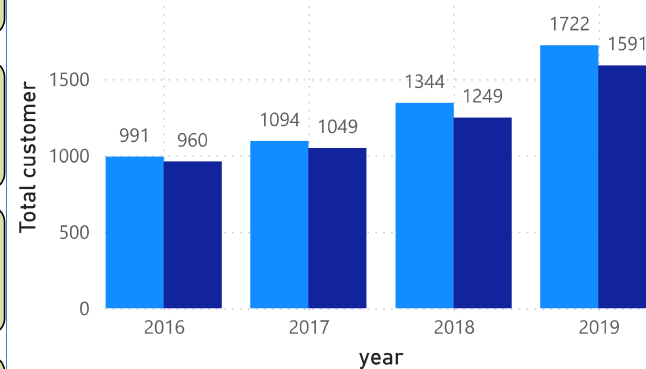
All

ExitCategory

All

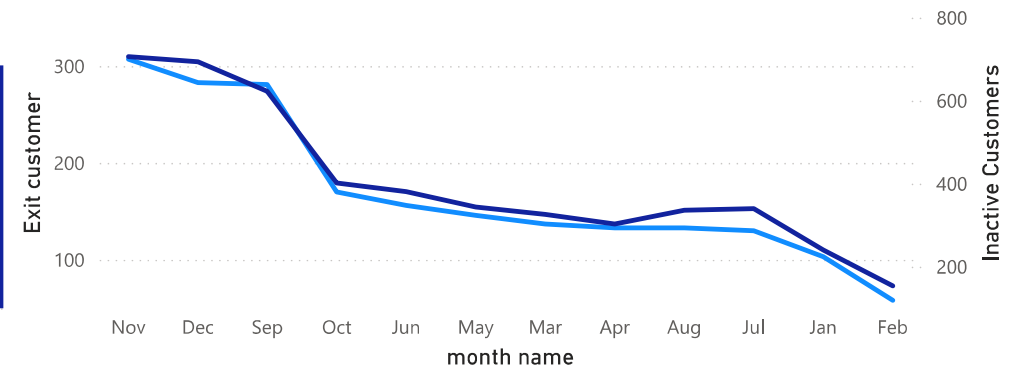
Total customer by year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

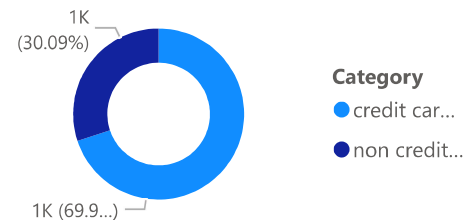


Exit customer and Inactive Customers by month name

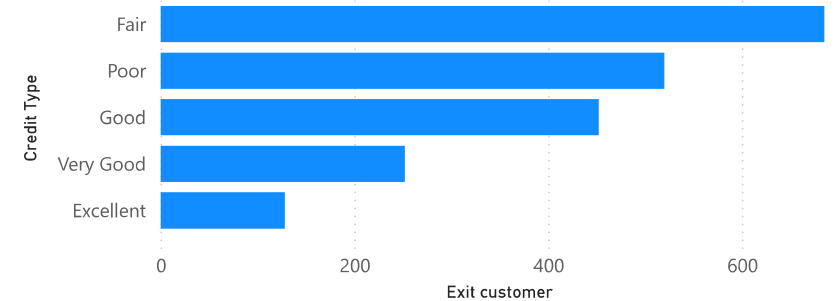
● Exit customer ● Inactive Customers



Exit customer by Category



Exit customer by Credit Type



year	1	2	3	4	5	6	7	8	9	10	11	12	Total
2016	20.73%	12.00%	17.02%	16.30%	23.02%	23.48%	16.56%	20.81%	20.16%	17.75%	19.81%	19.22%	19.27%
2017	27.59%	14.06%	25.95%	26.71%	18.44%	21.15%	19.46%	16.78%	21.45%	26.35%	23.78%	22.16%	22.35%
2018	21.62%	20.65%	19.75%	20.00%	22.83%	19.23%	20.10%	25.00%	19.89%	16.50%	20.38%	19.43%	20.21%
2019	17.34%	20.34%	21.33%	18.78%	20.16%	19.34%	16.22%	17.26%	21.24%	21.36%	21.60%	19.57%	19.86%
Total	21.37%	17.90%	20.95%	20.37%	21.04%	20.39%	18.03%	19.73%	20.72%	20.46%	21.36%	20.09%	20.37%