



# 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 Name

All

Geography Location

All

ActiveCategory

All

Exit Category

All

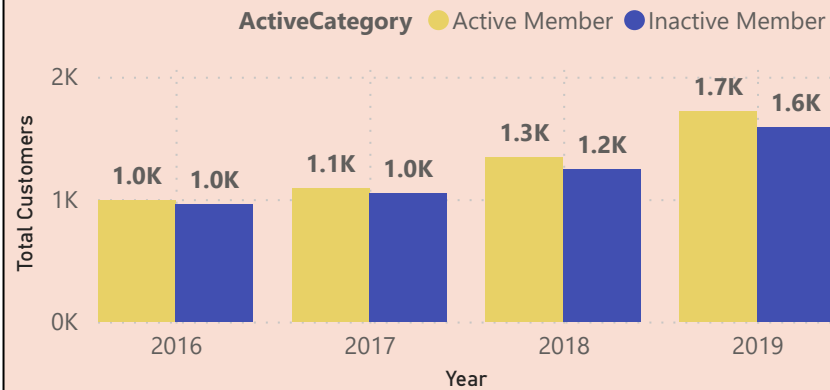
Gender Category

All

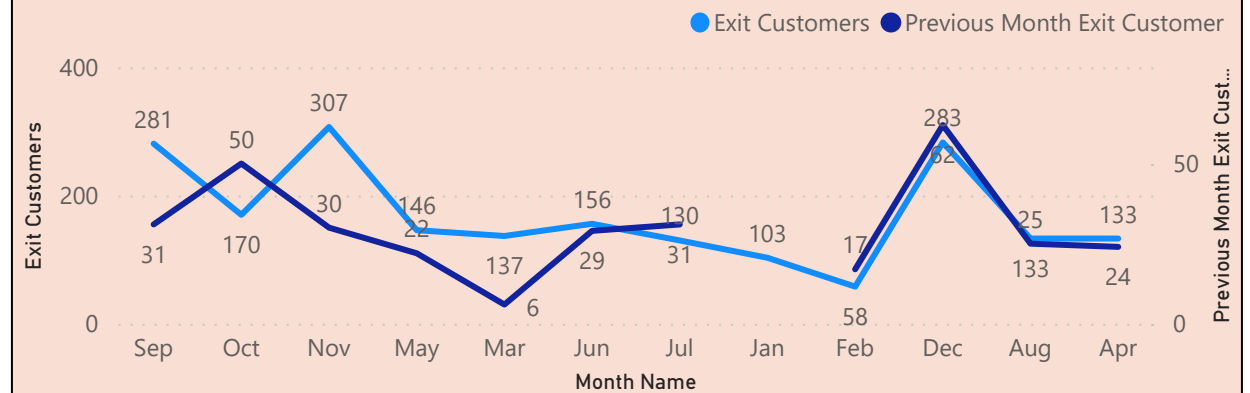
Credit Card Category

All

Total Customers by Year and ActiveCategory



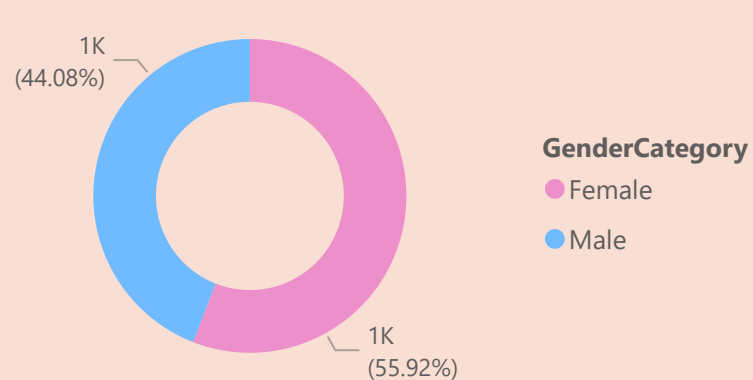
Exit Customers and Previous Month Exit Customer by Month Name



Customer left by Credit type

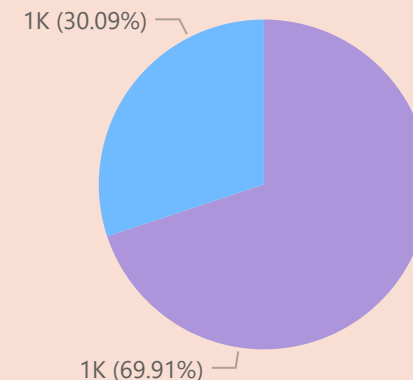
Customer left by Gender

Exit Customers by GenderCategory



Exit Customers by Category

Category ● credit card holder ● non credit card h...



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 Previous Month Exit Customer are positively correlated with each other.

Exit Customers and Previous Month Exit Customer diverged the most when the Month Name was Nov, when Exit Customers were 277 higher than Previous Month Exit Customer.