

# Bank Customers Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card holders

2945

Non-Credit\_card holders

7963

Retained customers

2037

Exited Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

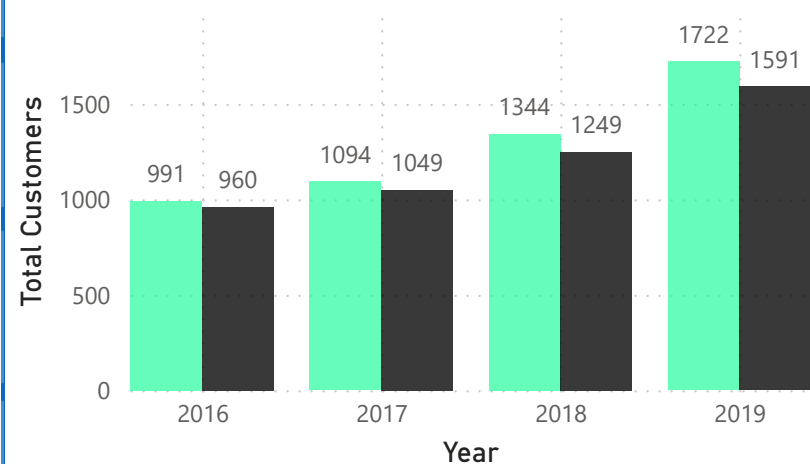
All

GenderCategory

All

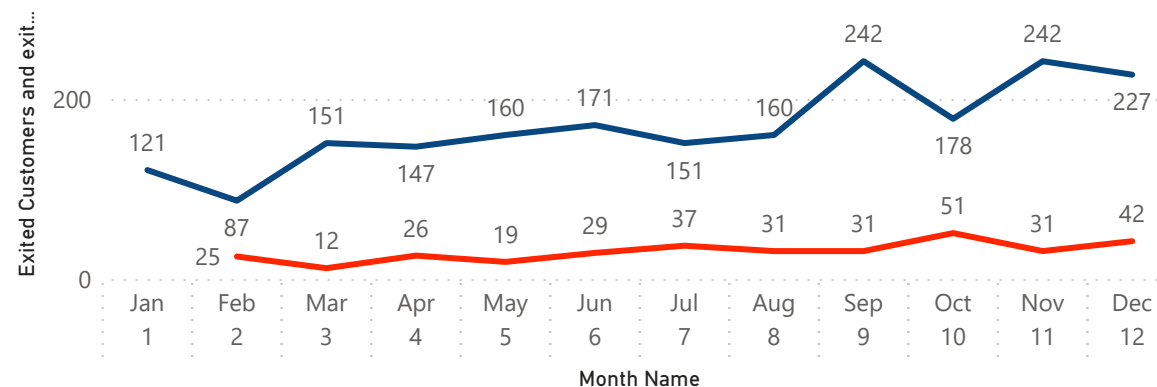
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Exited Customers and exited\_previous\_month by Month and Month Name

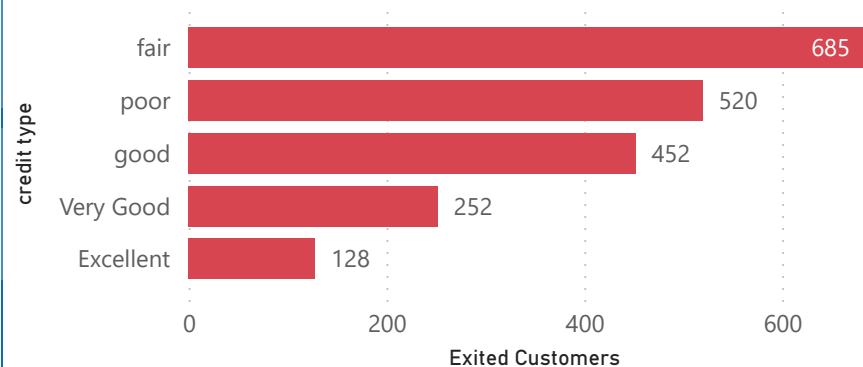
● Exited Customers ● exited\_previous\_month



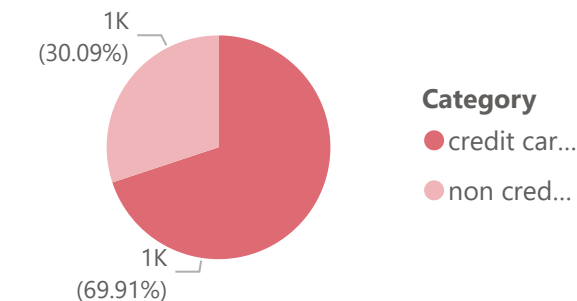
ExitedCustomers(credit type)

ExitedCustomers(GenderCategory)

Exited Customers by credit type



Exited Customers by Category



Exited Customers and total exited\_previous\_month are positively correlated with each other.

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

Total Customers for Active Member and Inactive Member diverged the most when the Year was 2019, when Active Member were 131 higher than Inactive Member.

Monthly Customer Churn percentage (Year wise)

Year	1	2	3	4	5	6	7	8	9	10	11	12	Total
2016	▲ 22.12%	● 16.22%	● 15.85%	● 18.27%	▲ 21.01%	◆ 27.21%	● 18.56%	● 17.71%	▲ 20.65%	● 19.87%	● 17.36%	● 17.87%	19.27%
2017	◆ 30.00%	● 18.40%	◆ 27.70%	◆ 26.86%	▲ 22.82%	● 16.03%	● 18.71%	● 19.35%	● 19.72%	◆ 28.57%	▲ 22.55%	▲ 21.00%	22.35%
2018	▲ 20.89%	● 16.52%	● 18.75%	▲ 22.80%	● 18.37%	▲ 21.19%	● 19.83%	▲ 20.81%	● 20.37%	● 17.89%	● 20.52%	▲ 21.91%	20.21%
2019	● 17.31%	● 18.13%	● 19.43%	● 16.67%	▲ 22.10%	▲ 21.14%	▲ 20.93%	● 20.08%	▲ 21.39%	▲ 23.33%	● 18.94%	● 17.73%	19.86%
Total	21.27%	17.54%	20.11%	21.18%	21.08%	21.35%	19.64%	19.63%	20.60%	22.50%	19.84%	19.57%	20.37%

Total Customers by GeographyLocation

