

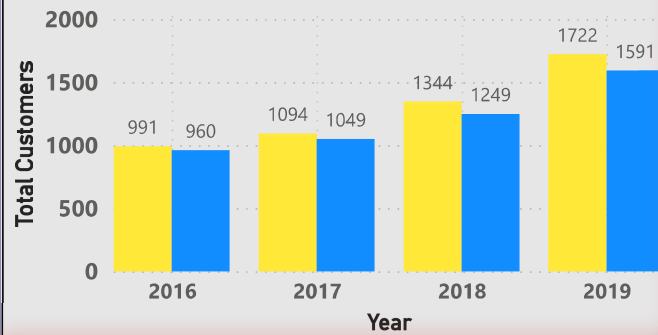
Customer Churn Analysis

Year	Total Customer	Active Customer	InActive Customer	Exit Customer	Retain Customer	Credit Card Holder	Non Credit Card Holder
All	10K	5151	4849	2037	7963	7055	2945

Mont...
All

Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Activ...
All

Cate...
All

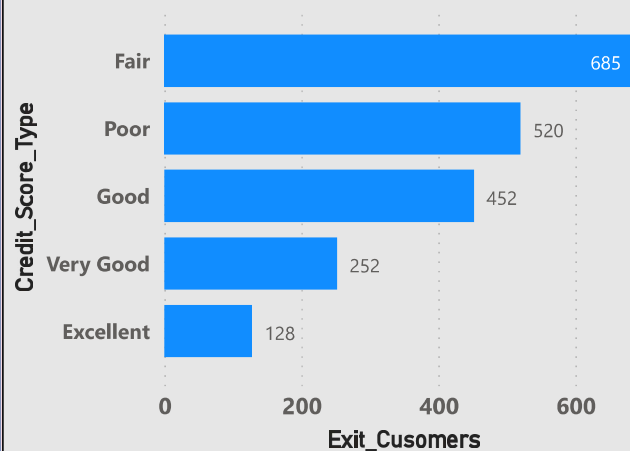
ExitC...
All

Gend...
All

Geog...
All

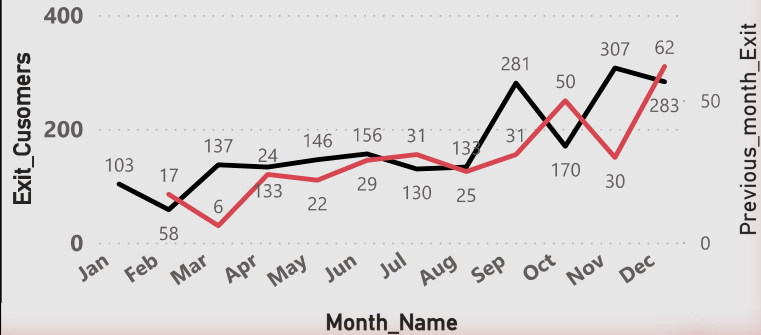
Credi...
All

Exit_Cusomers by Credit_Score_Type



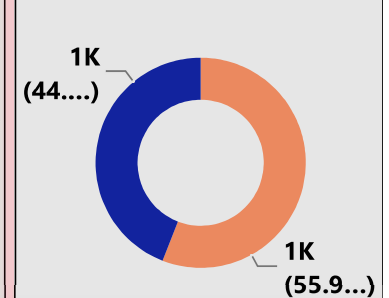
This Month Exit_Cusomers and Previous_month_Exit Customer

● Exit_Cusomers ● Previous_month_Exit



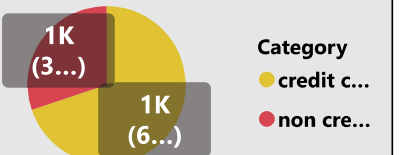
Exit_Cusomers by GenderCategory

Gen... ● Female ● Male



Year	Jan	Feb	Mar	Apr	May	Jun	Jul
2016	20.73%	12.00%	17.02%	16.30%	23.02%	23.48%	16.56%
2017	27.59%	14.06%	25.95%	26.71%	18.44%	21.15%	19.46%
2018	21.62%	20.65%	19.75%	20.00%	22.83%	19.23%	20.10%
2019	17.34%	20.34%	21.33%	18.78%	20.16%	19.34%	16.22%
Total	21.37%	17.90%	20.95%	20.37%	21.04%	20.39%	18.03%

Exit_Cusomers by Category



Year	Total Customers	Creadit Card Holder	Active_Cusomers	InactiveCustomers	Exit_Cusomers	Retain_cust
2016	1951	1381	991	960	376	
2017	2143	1526	1094	1049	479	
2018	2593	1827	1344	1249	524	
2019	3313	2321	1722	1591	658	
Total	10000	7055	5151	4849	2037	
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