

# Customer Churn Analysis



10000

Total Customer

5151

Active Members

20.37 %

churn %

2945

Non credit card

7055

Credit card Hol...

2037

Exit Customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

GenderCategory

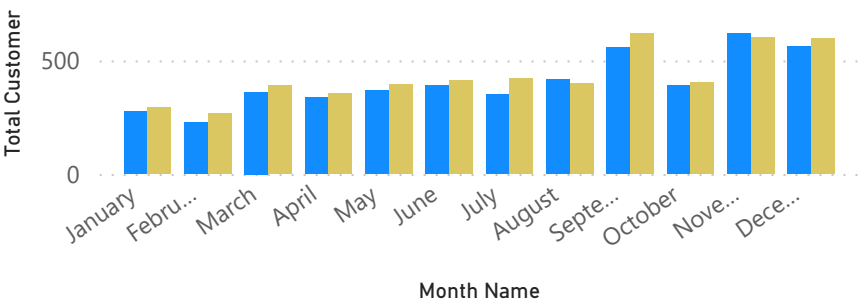
All

ExitCategory

All

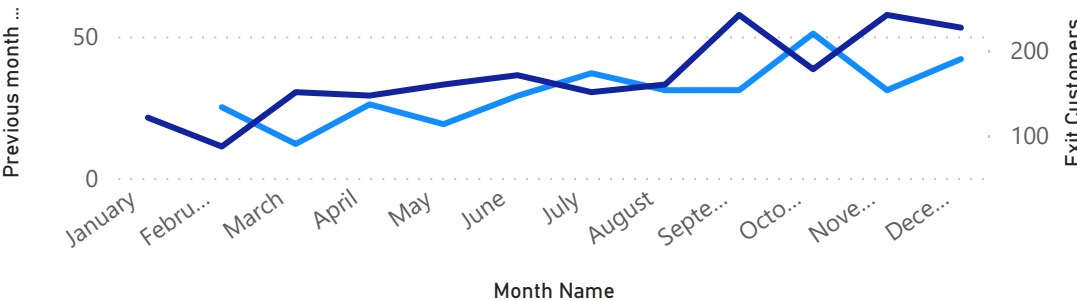
Total Customer by Month Name and ActiveCategory

ActiveCategory ● Inactive Member ● Active Member



Previous month exit customer and Exit Customers by Month Name

● Previous month exit customer ● Exit Customers

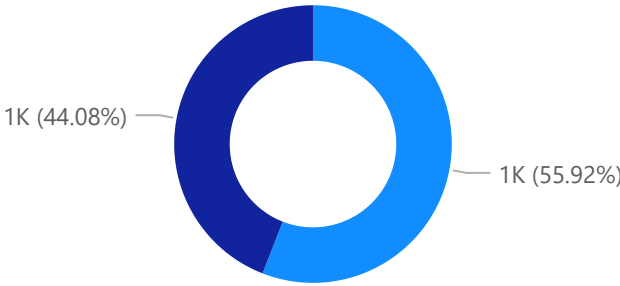


Customer by credit type

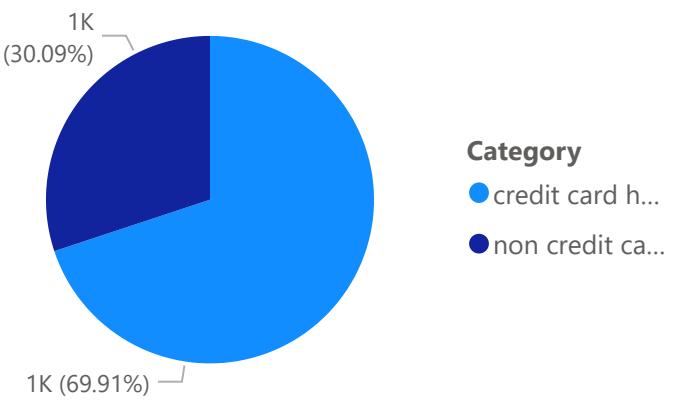
Customer by Gender type

Exit Customers by GenderCategory

GenderCategory ● Female ● Male



Exit Customers by Category



# Churn Rate Analysis

## 20.37 %

churn %

Year

2016

2017

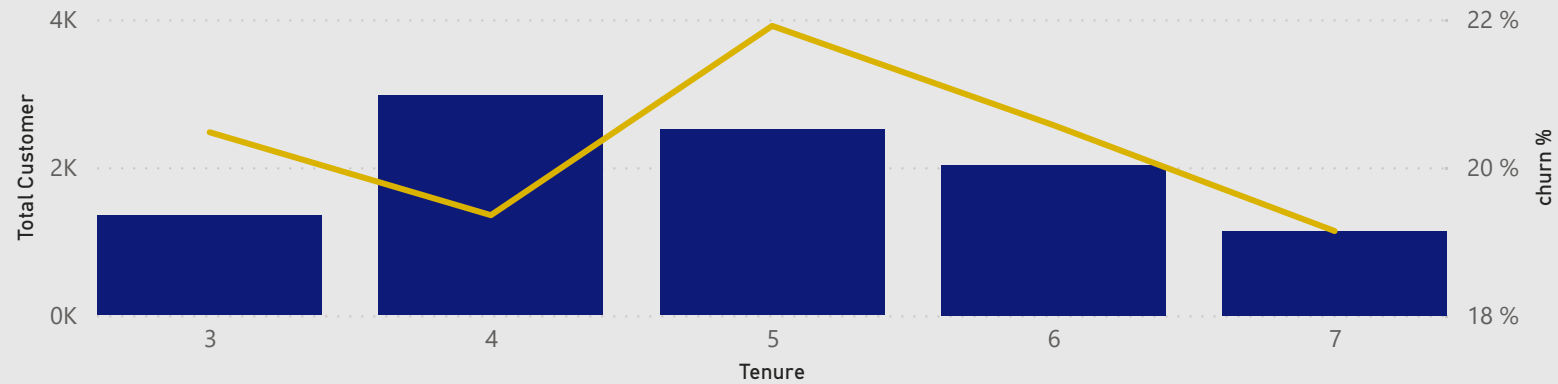
2018

2019

Year	January	February	March	April	May	June	July	August	September	October	November	December
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 %
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 %
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 %
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 %

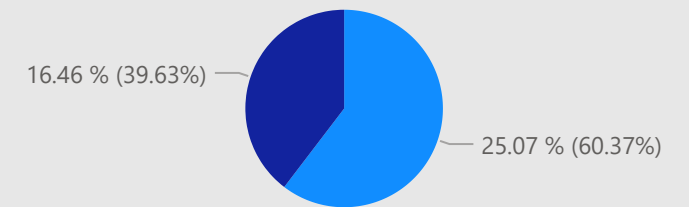
### Total Customer and churn % by Tenure

● Total Customer ● churn %



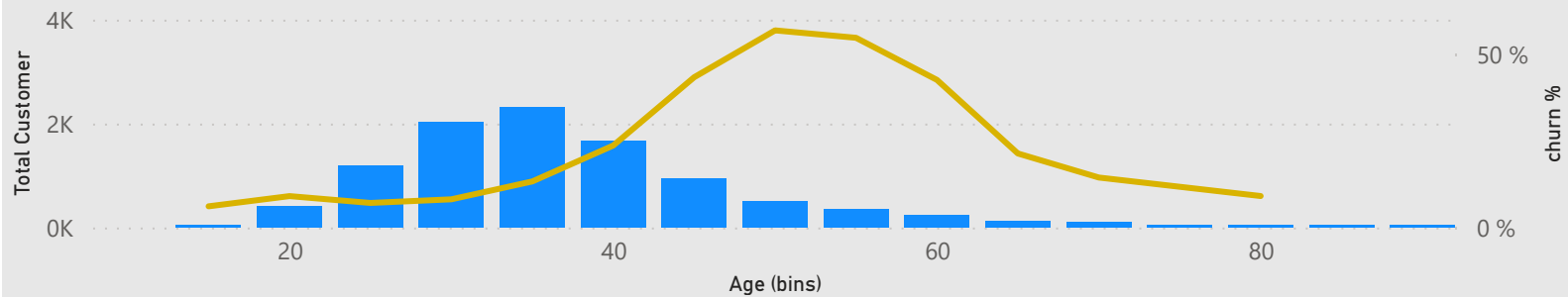
### churn % by GenderCategory

GenderCategory ● Female ● Male



### Total Customer and churn % by Age (bins)

● Total Customer ● churn %



### churn %, Total Customer and Exit Customers by GeographyLocation

