

# Customer Churn Analysis Report



10000

Total Customer

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non CreditCard Holders

2037

Exit Customers

7963

Retain Customers

Year

All



Month

All



Geography Location

All



Active Category

All



Exit Category

All



Gender

All



Customer by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



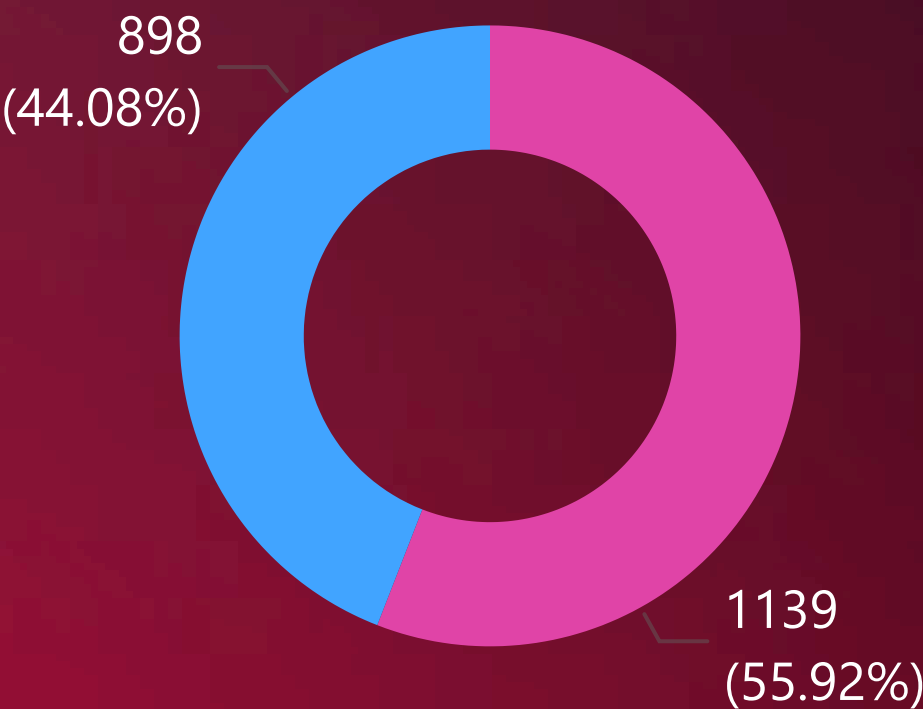
Exit Customers and Previous Month Exit Customers by Month

● Exit Customers ● Previous Month Exit Customers



Exit Customers by GenderCategory

Gender... ● Female ● Male

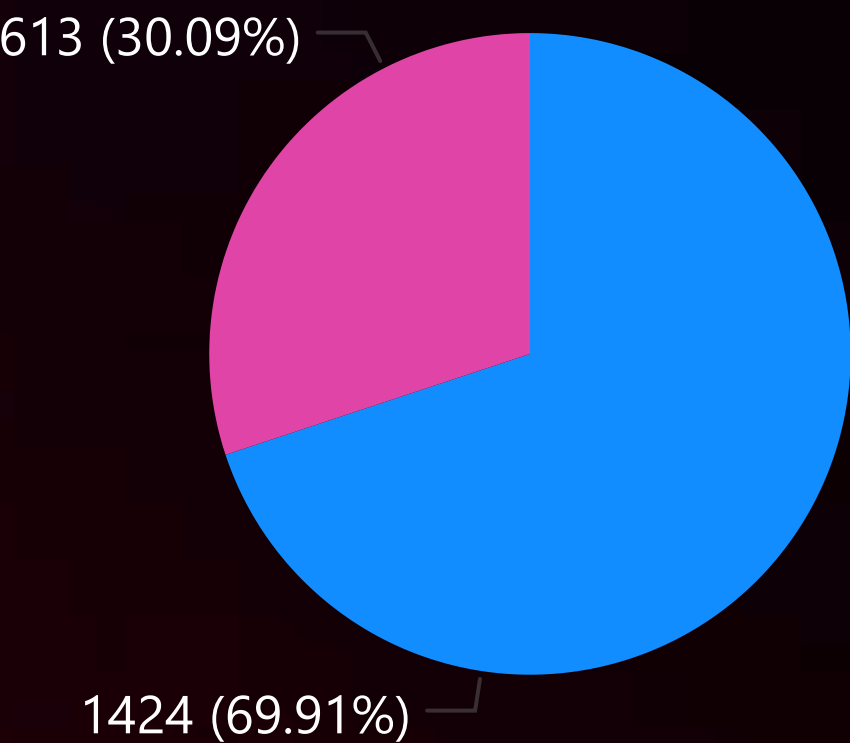


Exit Customers by Credit Score



Exit Customers by Category

Category ● credit card holder ● non credit card holder





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Exit Category

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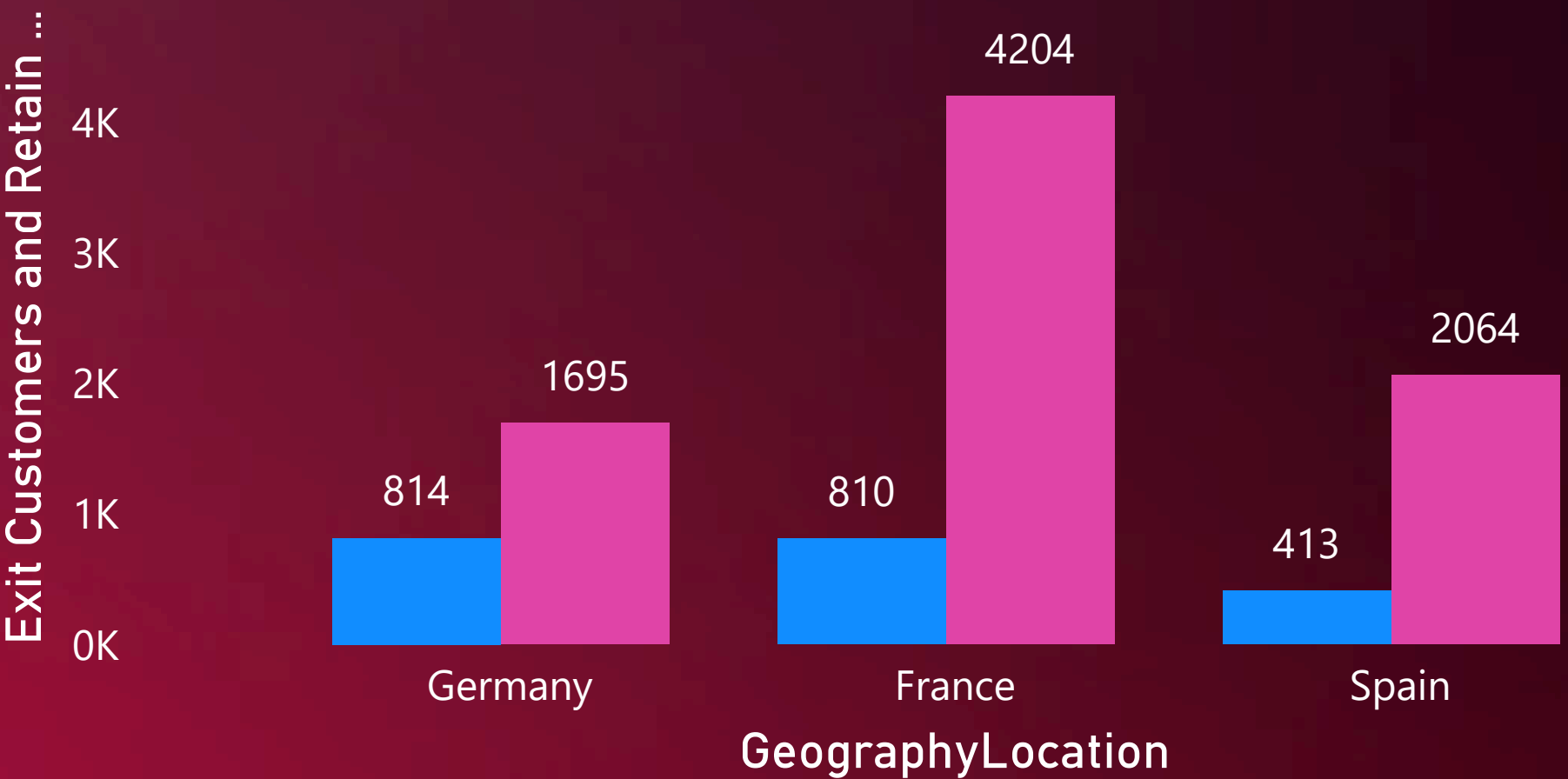


Churn%

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

Exit Customers and Retain Customers by GeographyLocation

● Exit Customers ● Retain Customers



Exit Customers and Retain Customers by Age

● Exit Customers ● Retain Customers

