Customer Churn Analysis

RBC

10000	5151	4849	7055	2945	2037	7963
Total Customers	**Active Customers**	**Inactive Customers**	**Credit Card Holders**	**Non Credit Card Hol...**	**Exist Customers**	**Retain 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

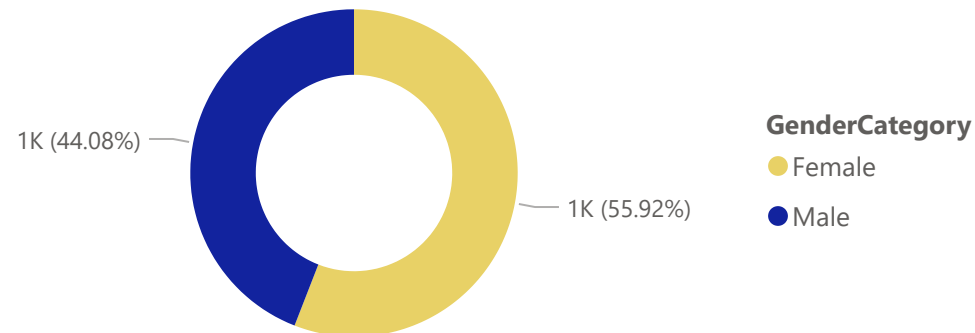| Year	Active Member	Inactive Member
2016	991	960
2017	1094	1049
2018	1344	1249
2019	1722	1591
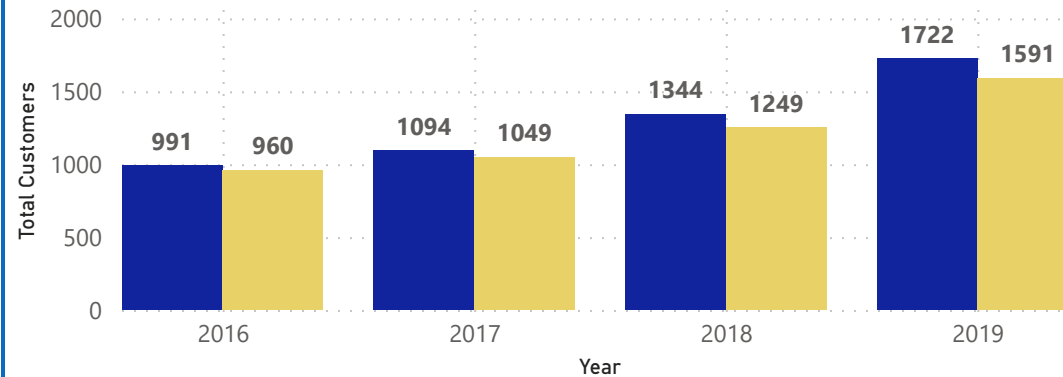
Exist Customers and Previous month exit customers by Month Name

● Exist Customers ● Previous month exit customers

Month Name	Exist Customers	Previous month exit customers
Nov	307	30
Dec	203	62
Sep	281	31
Oct	170	50
Jun	166	29
May	146	22
Mar	137	6
Apr	133	24
Aug	135	25
Jul	130	31
Jan	103	—
Feb	58	17
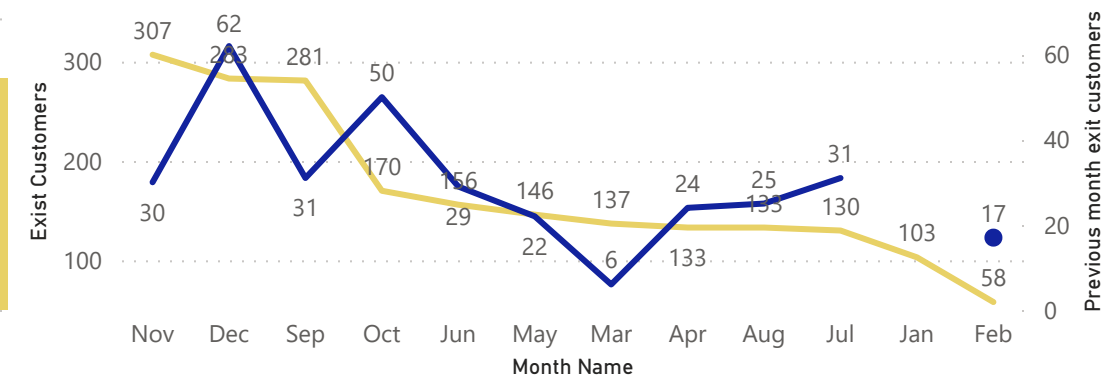
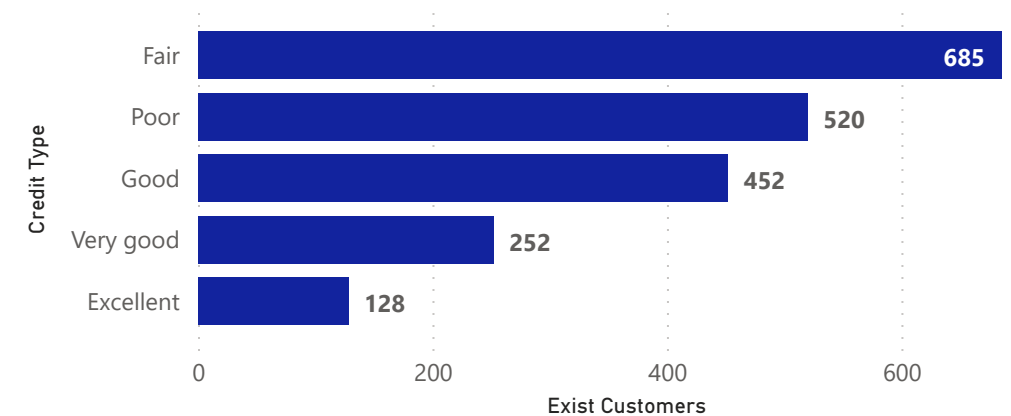### Exist Customer by Gender | Exit Customer by Category

Exist Customers by GenderCategory

1K (44.08%)
1K (55.92%)

GenderCategory
● Female
● Male

Exist Customers by Credit Type

Credit Type	Exist Customers
Fair	685
Poor	520
Good	452
Very good	252
Excellent	128

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	● 16.30%	▲ 20.81%	▲ 19.22%	● 12.00%	▲ 20.73%	● 16.56%	◆ 23.48%	● 17.02%	◆ 23.02%	▲ 19.81%	▲ 17.75%	▲ 20.16%	**19.27%**
2017	◆ 26.71%	● 16.78%	▲ 22.16%	● 14.06%	◆ 27.59%	▲ 19.46%	▲ 21.15%	◆ 25.95%	▲ 18.44%	◆ 23.78%	◆ 26.35%	▲ 21.45%	**22.35%**
2018	▲ 20.00%	◆ 25.00%	▲ 19.43%	▲ 20.65%	▲ 21.62%	▲ 20.10%	▲ 19.23%	▲ 19.75%	◆ 22.83%	▲ 20.38%	● 16.50%	▲ 19.89%	**20.21%**
2019	▲ 18.78%	▲ 17.26%	▲ 19.57%	▲ 20.34%	▲ 17.34%	● 16.22%	▲ 19.34%	▲ 21.33%	▲ 20.16%	▲ 21.60%	▲ 21.36%	▲ 21.24%	**19.86%**
Total	**20.37%**	**19.73%**	**20.09%**	**17.90%**	**21.37%**	**18.03%**	**20.39%**	**20.95%**	**21.04%**	**21.36%**	**20.46%**	**20.72%**	**20.37%**