



# Customer Churn Analysis

10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Holders

2037

Exit Customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

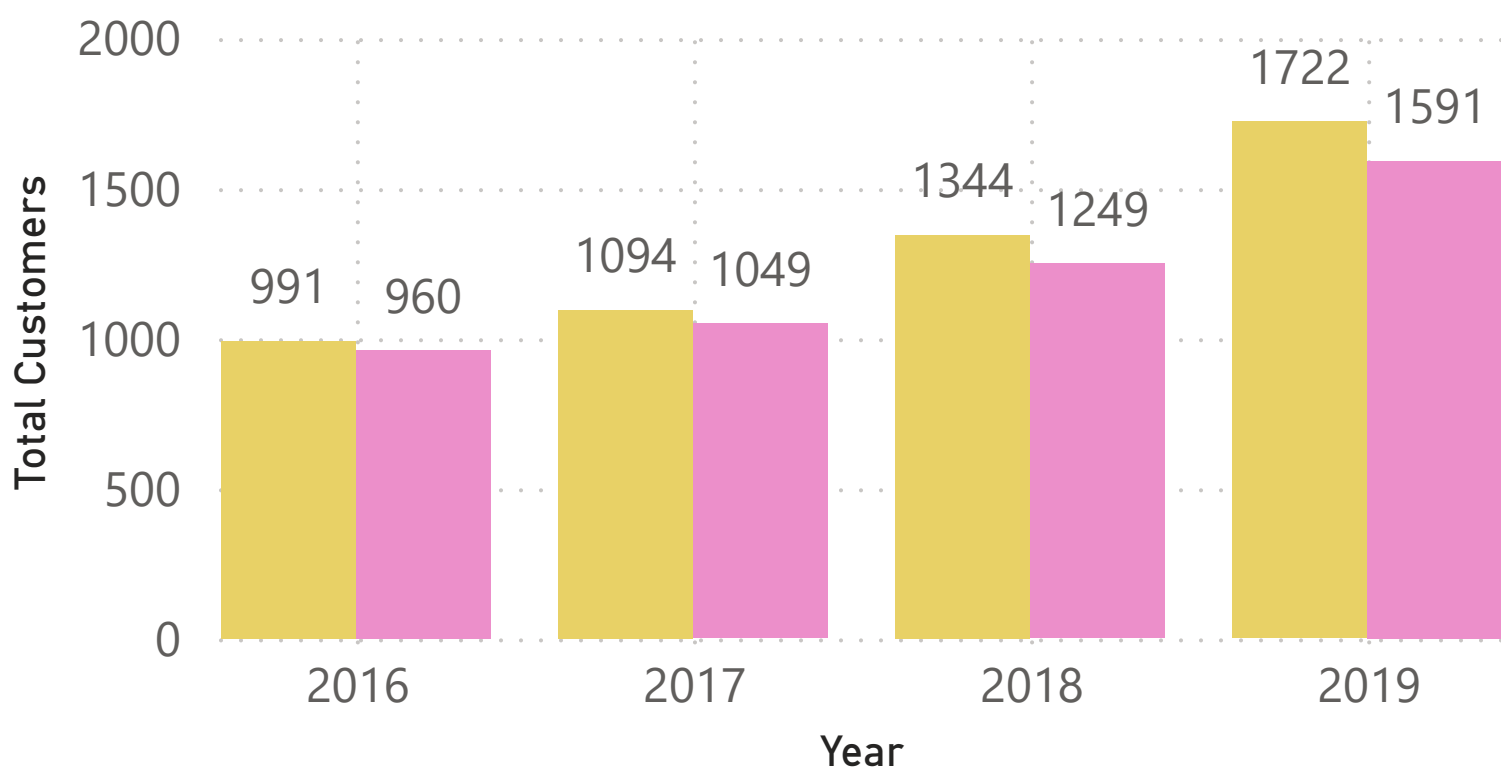
All

GenderCategory

All

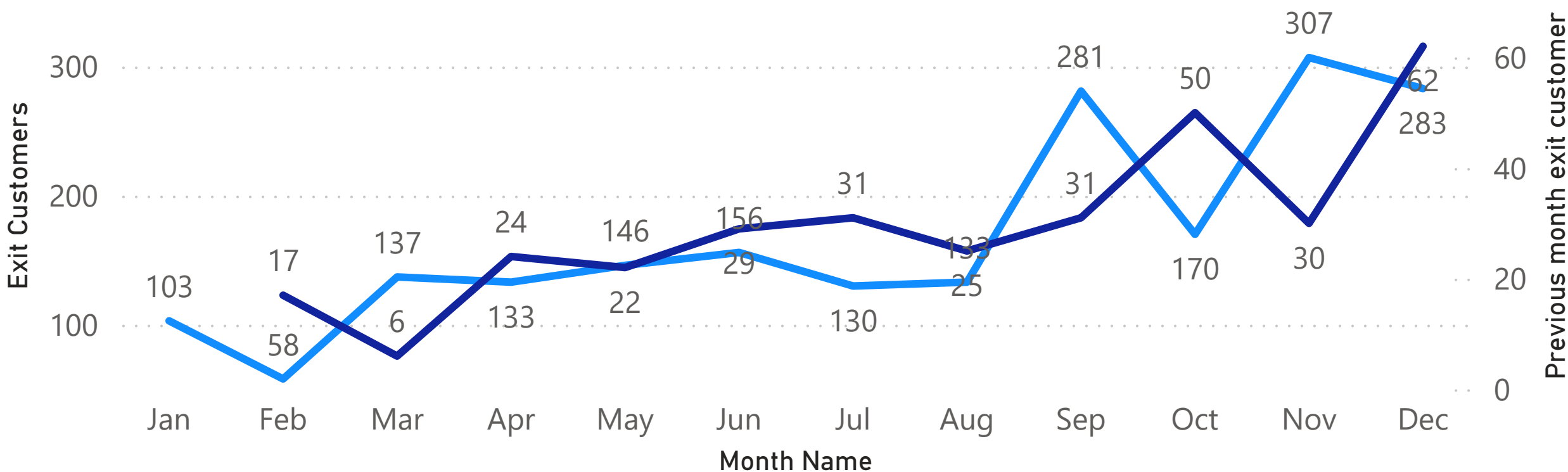
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Exit Customers and Previous month exit customer by Month Name

● Exit Customers ● Previous month exit customer

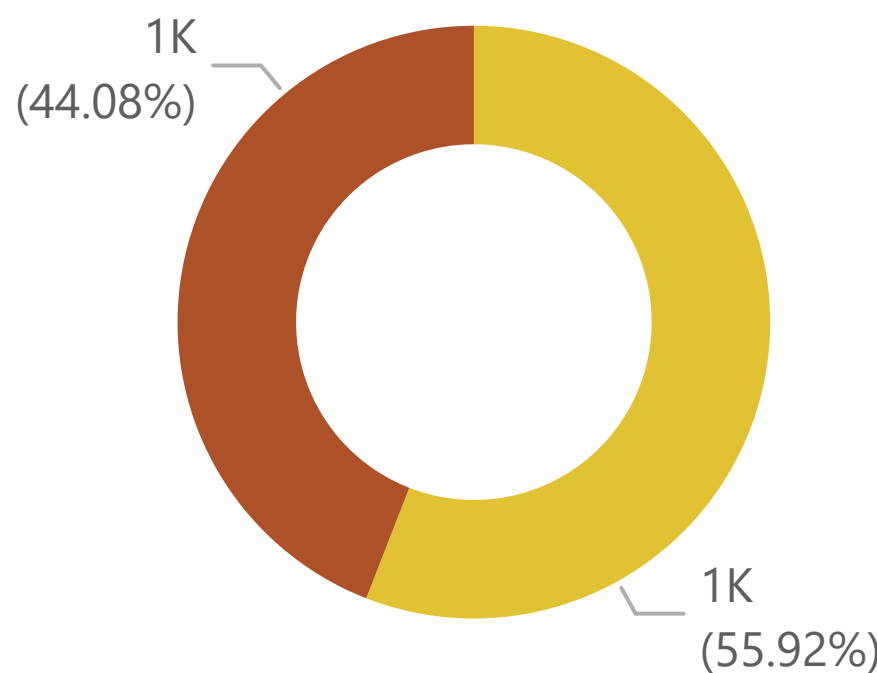
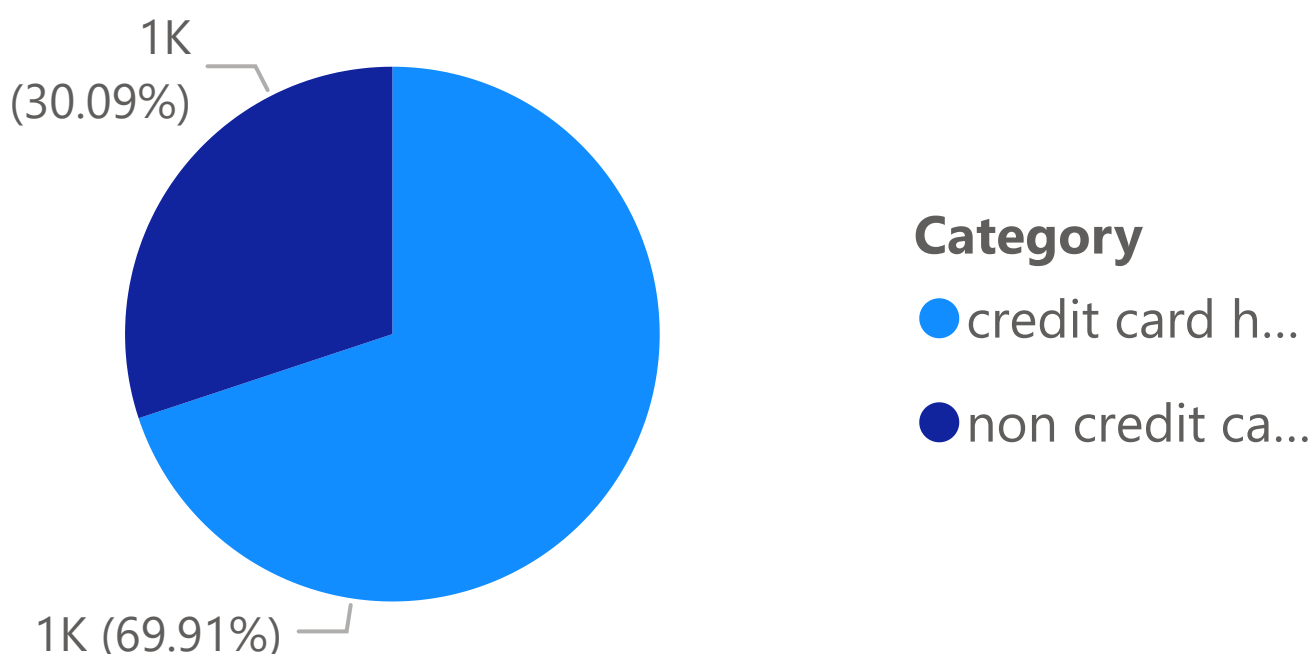


Customers left by Credit type

Customers left by Gender

Exit Customers by GenderCategory

Exit Customers by Category



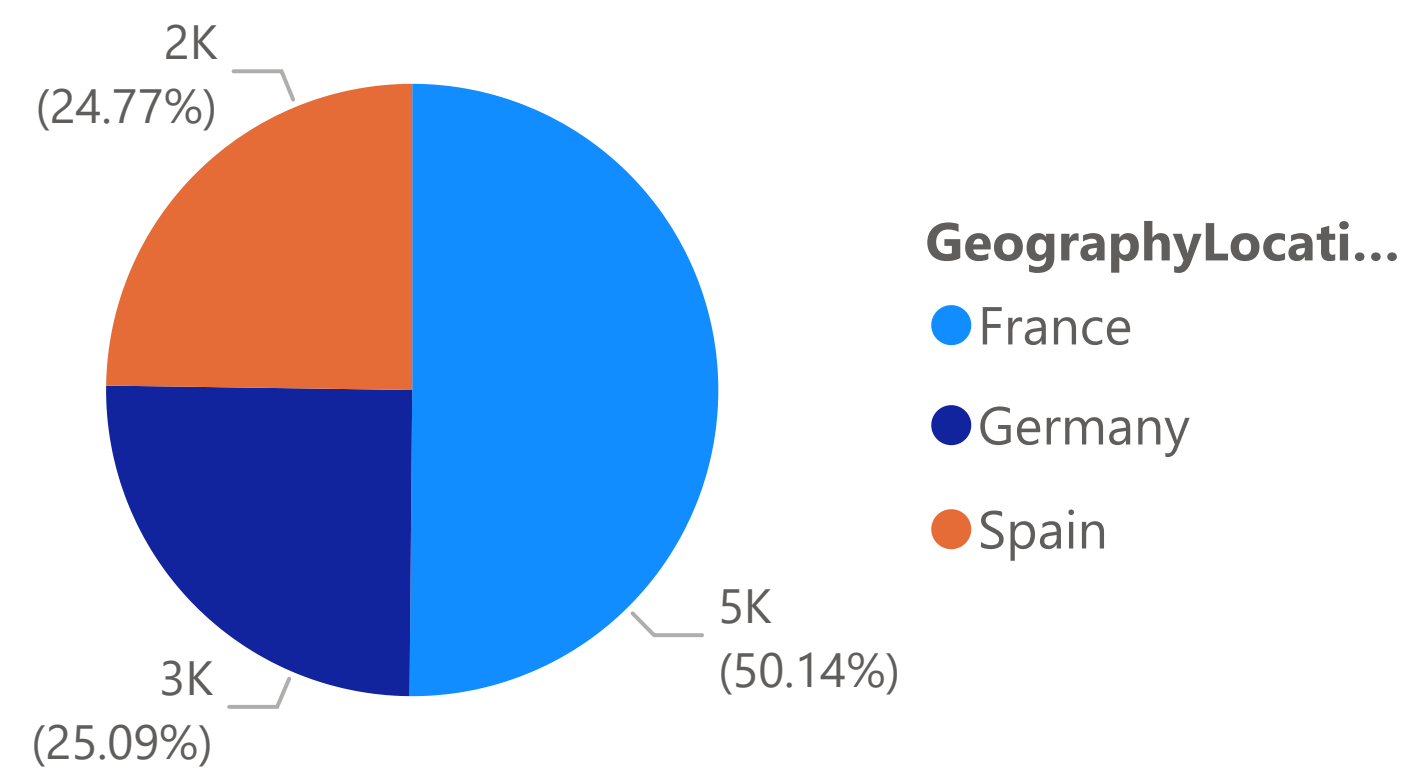
At 307, 11 had the highest Exit Customers and was 429.31% higher than 2, which had the lowest Exit Customers at 58.

Exit Customers and total Previous month exit customer are positively correlated with each other.

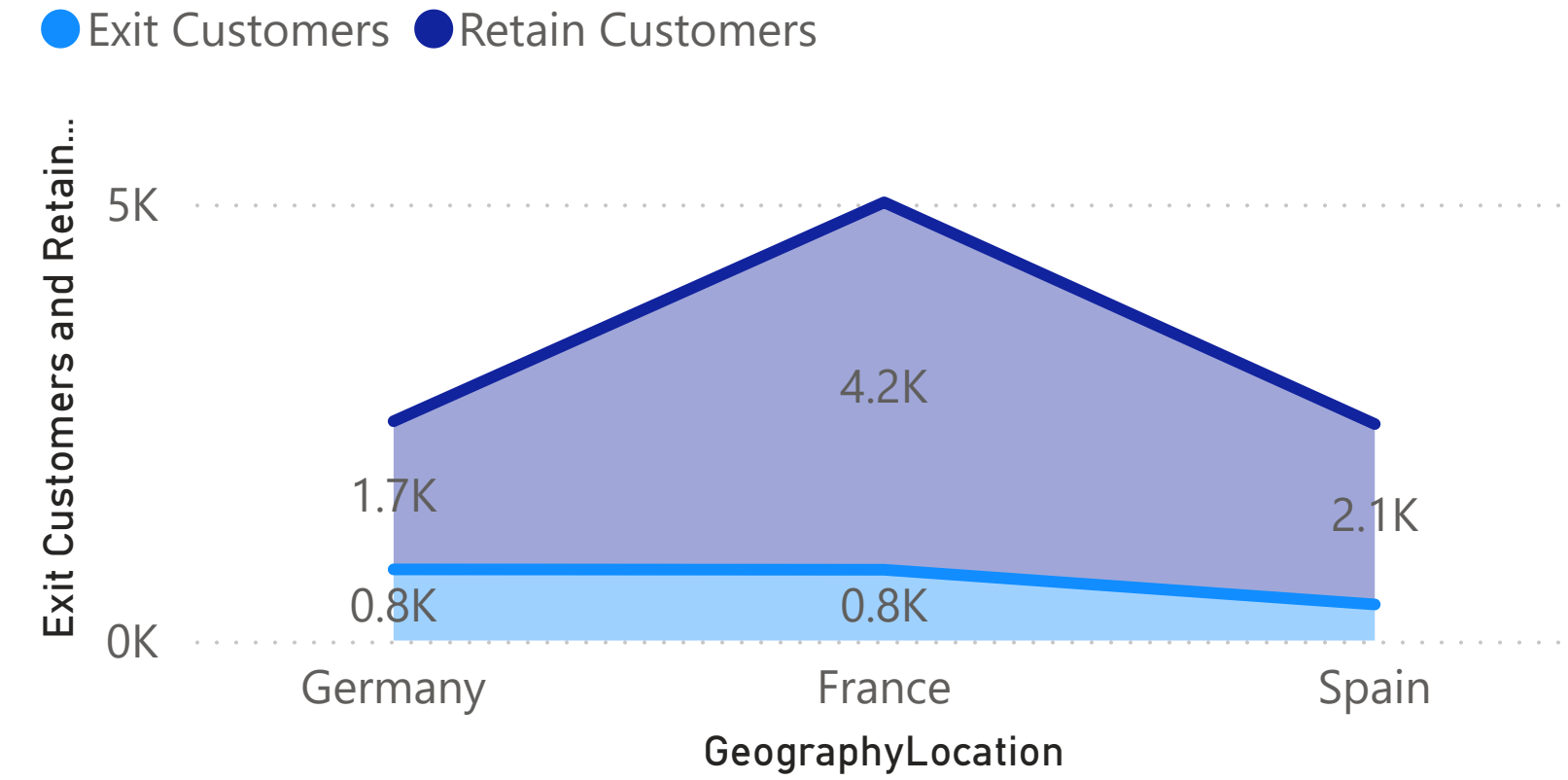
Exit Customers and Previous month exit customer diverged the most when the Month was 11, when Exit Customers were 277 higher than Previous month exit customer.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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%

Total Customers by GeographyLocation



Exit Customers and Retain Customers by GeographyLocation



Retain Customers, Exit Customers, Active Customers and Inactive Customers by ExitCategory

