



BANK CUSTOMER ANALYSIS

[Next Page](#)

Total Customers

10000

Active Customers

5151

Inactive Customers

4849

Credit Card Holder

7055

New Credit Card Holder

2945

Exit Customers

2037

Retain Customers

7963

Year

All

Month Name

All

Location

All

Gender

All

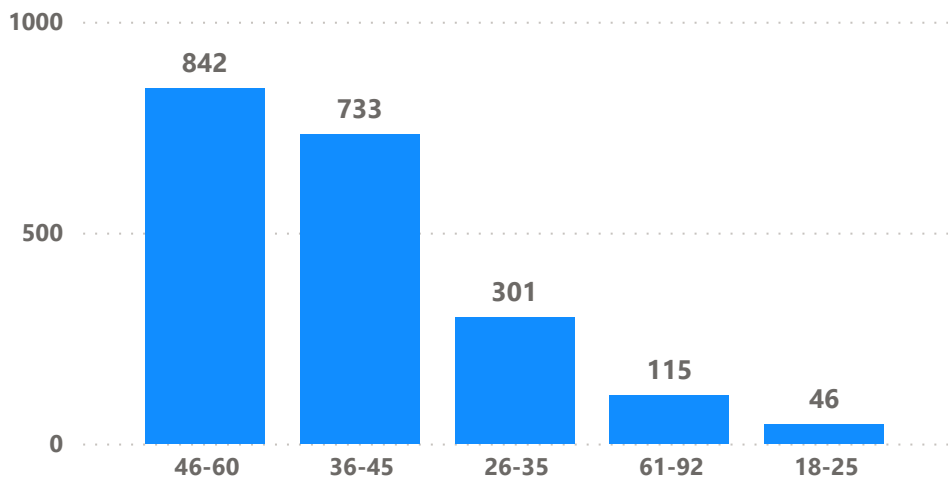
Active Category

All

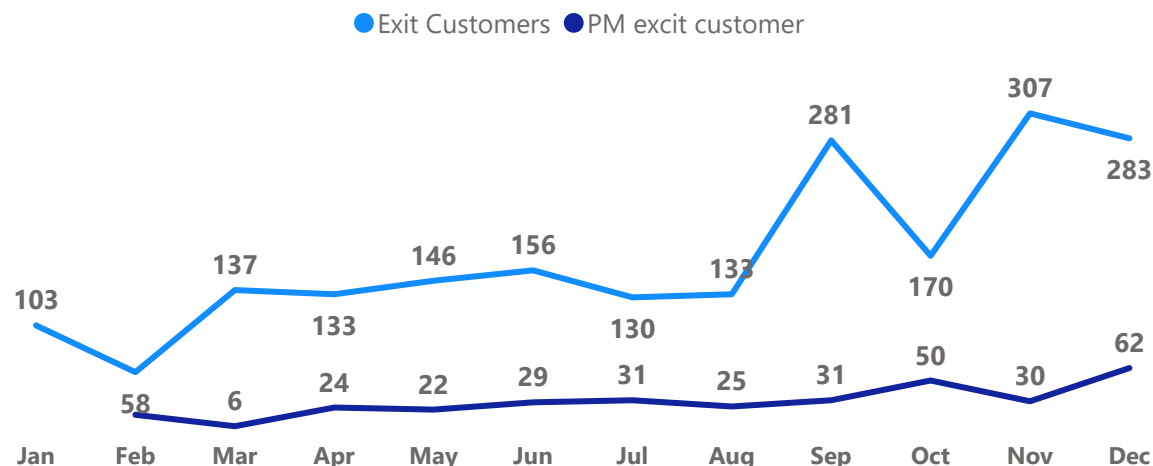
Exit Category

All

Exit Customers by Age group



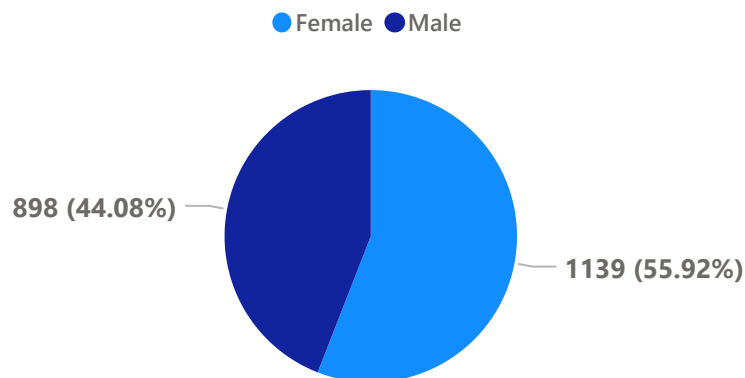
Exit Customers and PM excit customer by Month name



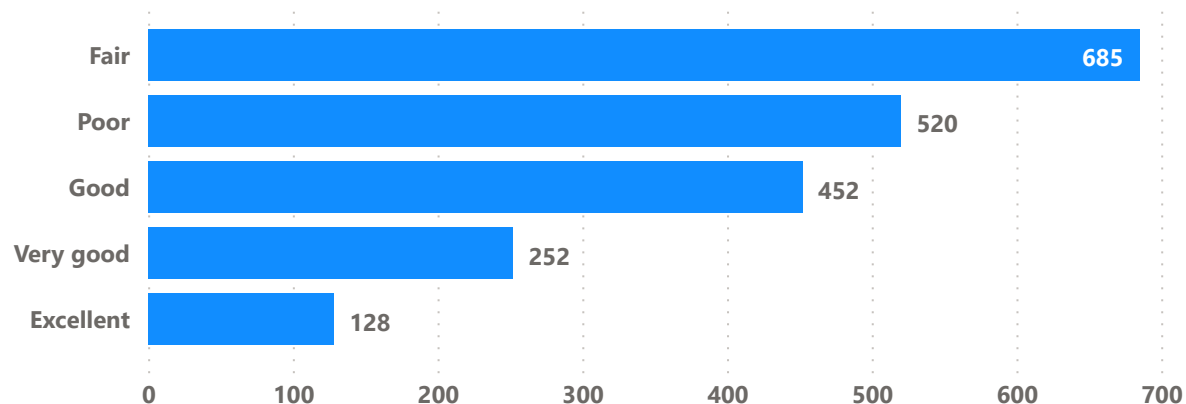
Gender

Category

Exit Customers by GenderCategory



Exit Customers by Credit Status





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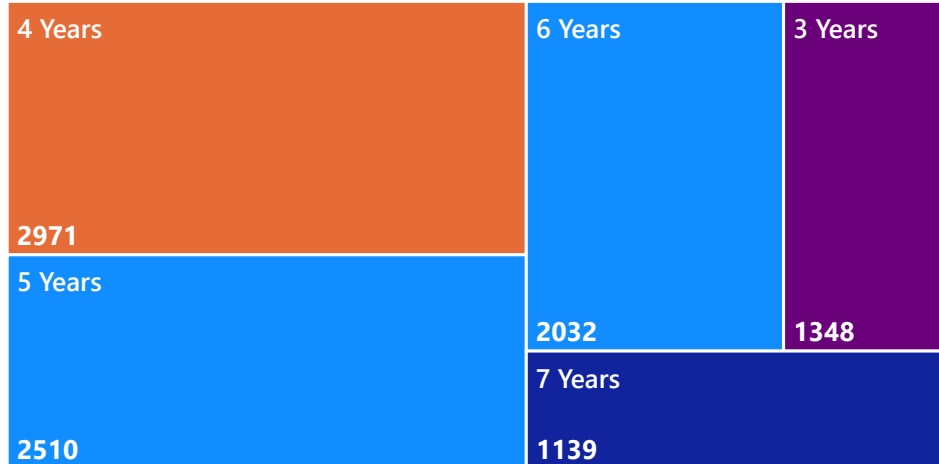
All

Exit Category

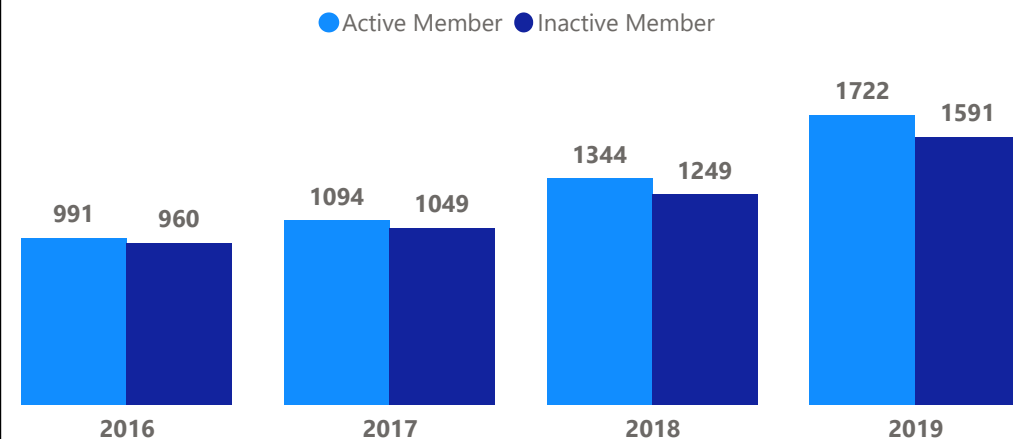
All

France 5014 ▲ 810 Germany 2509 ▲ 814 Spain 2477 ▲ 413

Total Customers by Tenure



Total Customers by Year and ActiveCategory



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%