# Customer Churn Analysis

**BANK**

| 10000 | 5151 | 4849 | 7055 | 2945 | 2037 | 7963 |
|---|---|---|---|---|---|---|
| Total Customers | Active customers | Inactive Customers | Credit card holders | Non credit card holders | Exit customers | Retain customers |

**Year**
All

**Monthname**
All

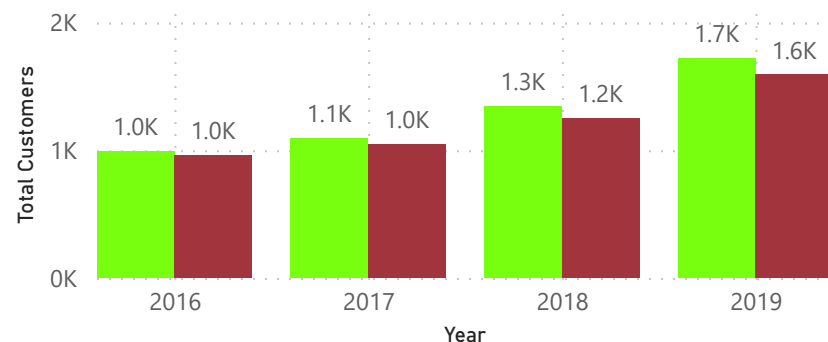**GeographyLoca...**
All

**ActiveCategory**
All

**ExitCategory**
All

**GenderCategory**
All

## Total Customers by Year and ActiveCategory

**ActiveCategory** ● Active Member ● Inactive Member

Total Customers (2K, 1K, 0K)
- 2016: 1.0K / 1.0K
- 2017: 1.1K / 1.0K
- 2018: 1.3K / 1.2K
- 2019: 1.7K / 1.6K

## Exit customers and prevous month exit customers by Monthname

● Exit customers ● prevous month exit customers

| Monthname | Exit customers | prevous month exit customers |
|---|---|---|
| Nov | 242 | 31 |
| Sep | 242 | 31 |
| Dec | 227 | 42 |
| Oct | 178 | 51 |
| Jun | 171 | 29 |
| Aug | 160 | 160 |
| May | 151 | 19 |
| Jul | 151 | 37 |
| Mar | 147 | 12 |
| Apr | 121 | 26 |
| Jan | 87 | |
| Feb | | 25 |
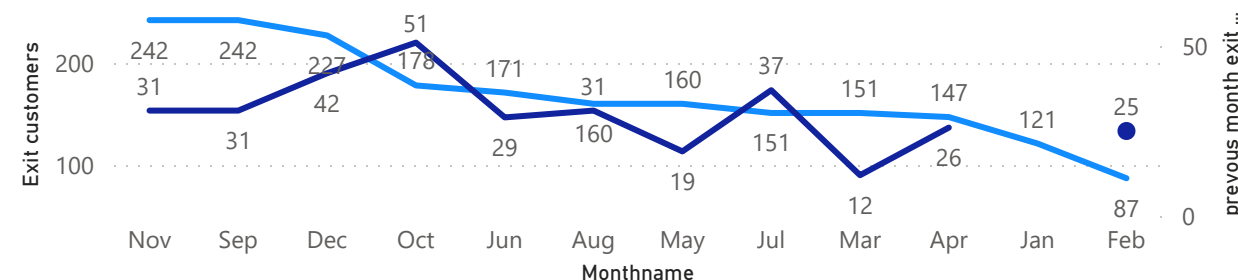
customers based on credit type | customers based by gender

## Exit customers by credit type

credit type:
- Fair: 685
- poor: 520
- good: 452
- Very good: 252
- Excellent: 128

(Exit customers axis: 0 — 500)
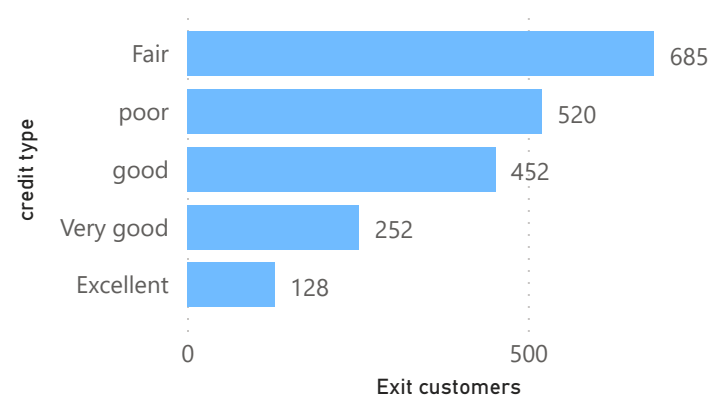
## Exit customers by Category

- 1K (30.09%)
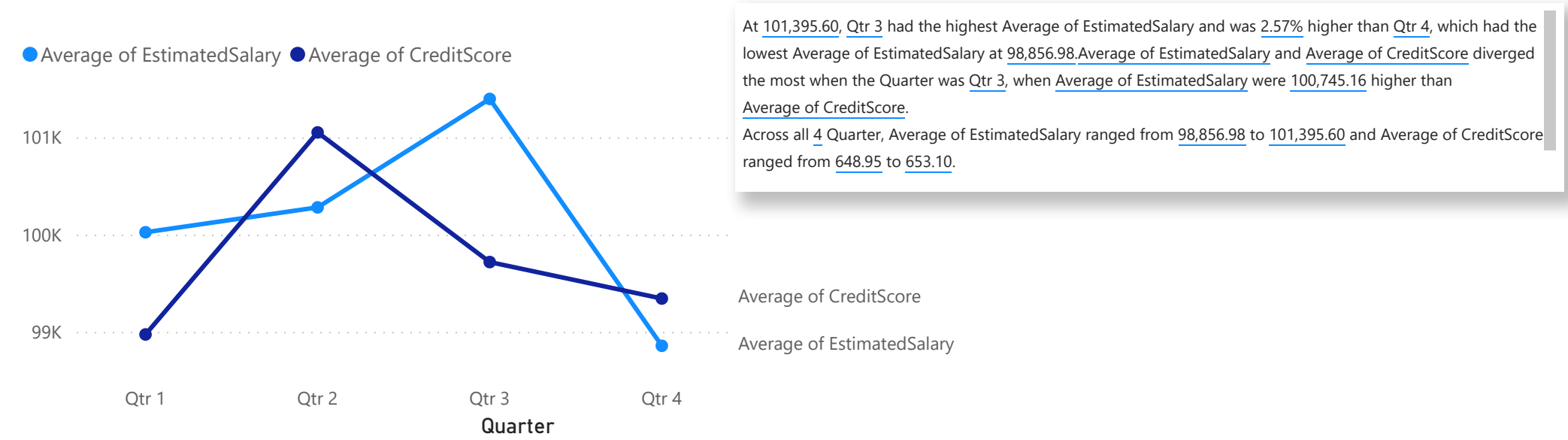- 1K (69.91%)

**Category**
- ● credit car...
- ● non credi...
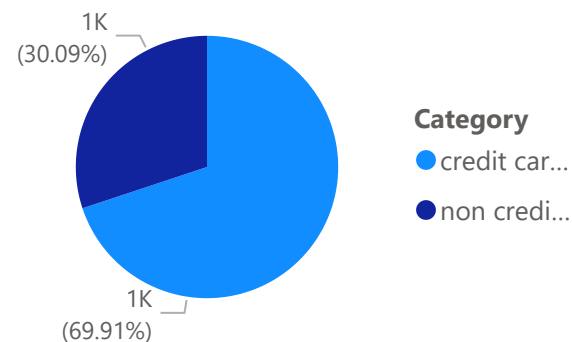
Exit customers and total prevous month exit customers are positively correlated with each other.Total Total Customers was higher for Active Member (5151) than Inactive Member (4849).

2019 in ActiveCategory made up 17.22% of Total Customers. Average Total Customers was higher for Active Member (1,287.75) than Inactive Member (1,212.25). **Exit customers for Female (1139) was higher than Male (898).**

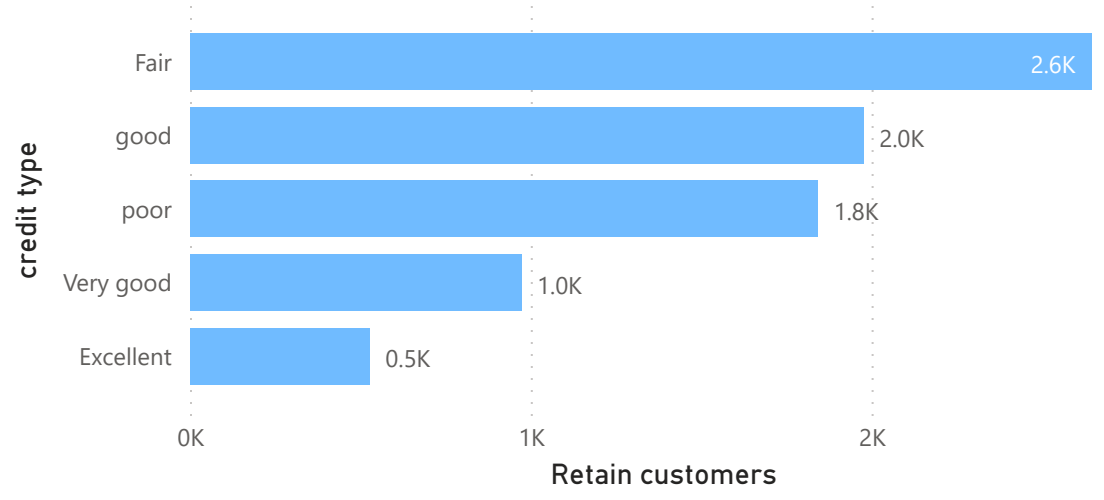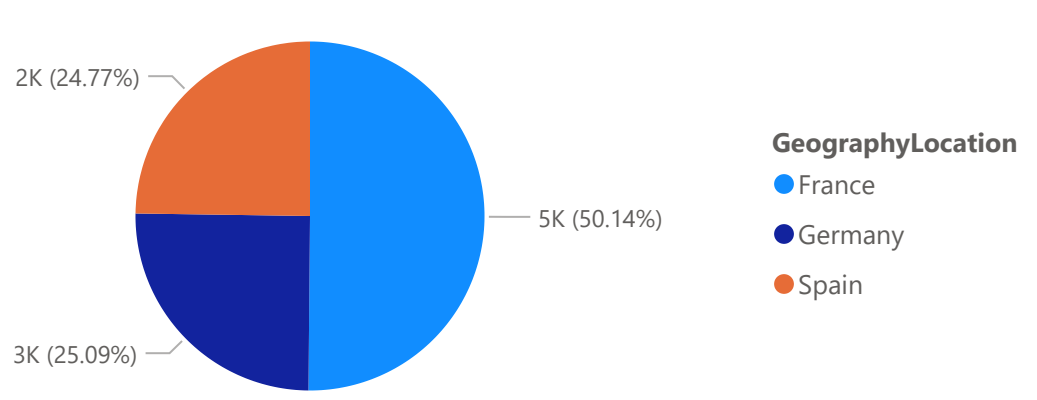**Across all 5 credit type, Exit customers ranged from 128 to 685.**

At 101,395.60, Qtr 3 had the highest Average of EstimatedSalary and was 2.57% higher than Qtr 4, which had the lowest Average of EstimatedSalary at 98,856.98. Average of EstimatedSalary and Average of CreditScore diverged the most when the Quarter was Qtr 3, when Average of EstimatedSalary were 100,745.16 higher than Average of CreditScore.

Across all 4 Quarter, Average of EstimatedSalary ranged from 98,856.98 to 101,395.60 and Average of CreditScore ranged from 648.95 to 653.10.

Average of EstimatedSalary ● Average of CreditScore ●

Average of CreditScore
Average of EstimatedSalary

**Quarter**

GenderCategory ∨

All ∨

Year ∨

All ∨

## Retain customers by credit type

credit type

- Fair — 2.6K
- good — 2.0K
- poor — 1.8K
- Very good — 1.0K
- Excellent — 0.5K

**Retain customers**

## Total Customers by GeographyLocation

2K (24.77%)

5K (50.14%)

3K (25.09%)

**GeographyLocation**
- ● France
- ● Germany
- ● Spain

# Chum %

| Year | Apr | Aug | Dec | Feb | Jan | Jul | Jun | Mar | May | Nov | Oct | Sep | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **2016** | 🟢 18.27% | 🟢 17.71% | 🟢 17.87% | 🟢 16.22% | 🔺 22.12% | 🟢 18.56% | 🔶 27.21% | 🟢 15.85% | 🔺 21.01% | 🟢 17.36% | 🟢 19.87% | 🔺 20.65% | **19.27%** |
| **2017** | 🔶 26.86% | 🟢 19.35% | 🔺 21.00% | 🟢 18.40% | 🔶 30.00% | 🟢 18.71% | 🟢 16.03% | 🔶 27.70% | 🔺 22.82% | 🔺 22.55% | 🔶 28.57% | 🟢 19.72% | **22.35%** |
| **2018** | 🔺 22.80% | 🔺 20.81% | 🔺 21.91% | 🟢 16.52% | 🔺 20.89% | 🟢 19.83% | 🔺 21.19% | 🟢 18.75% | 🟢 18.37% | 🟢 20.52% | 🟢 17.89% | 🟢 20.37% | **20.21%** |
| **2019** | 🟢 16.67% | 🟢 20.08% | 🟢 17.73% | 🟢 18.13% | 🟢 17.31% | 🔺 20.93% | 🔺 21.14% | 🟢 19.43% | 🔺 22.10% | 🟢 18.94% | 🔺 23.33% | 🔺 21.39% | **19.86%** |
| **Total** | **21.18%** | **19.63%** | **19.57%** | **17.54%** | **21.27%** | **19.64%** | **21.35%** | **20.11%** | **21.08%** | **19.84%** | **22.50%** | **20.60%** | **20.37%** |