



Customer Churn Analysis

2143

Total customers

1094

Active customers

1049

Inactive customers

1526

Credit card holders

617

Non creditcard holders

479

Exit customer

1664

Retain customers

year

2017

year

All

year

All

year

All

year

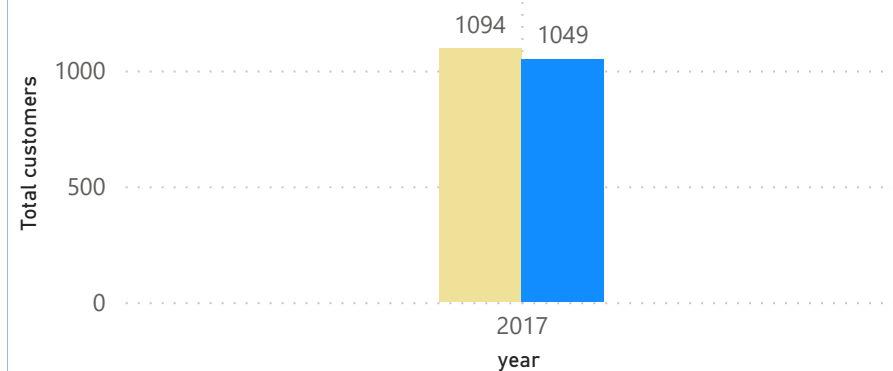
All

year

All

Total customers by year and ActiveCategory

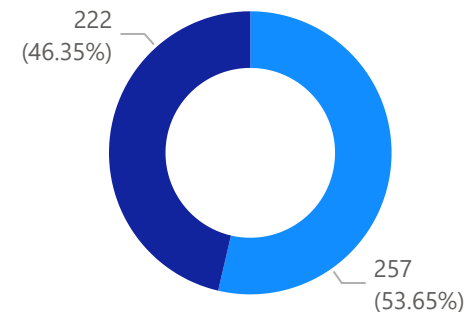
ActiveCategory ● Active Member ● Inactive Member



Customer left by credit type

Customer left by gender

Exit customer by GenderCategory



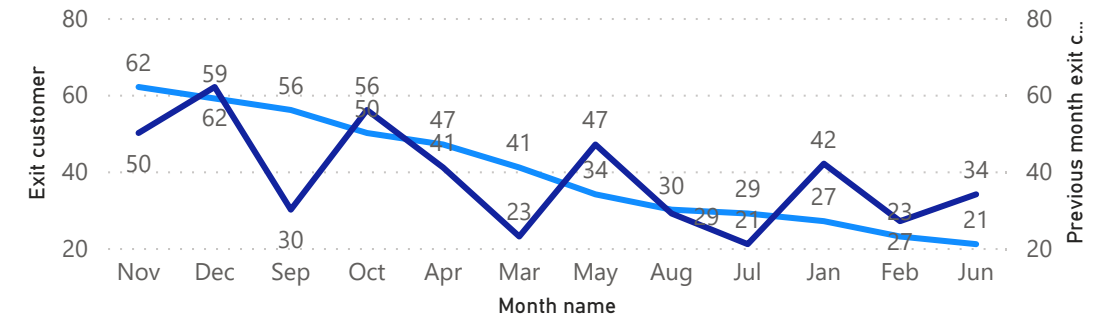
GenderCategory

● Female

● Male

Exit customer and Previous month exit customer by Month name

● Exit customer ● Previous month exit customer



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Exit customer by category in pie

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

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At 62, Nov had the highest Exit customer and was 195.24% higher than Jun, which had the lowest Exit customer at 21.

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

Exit customer and Previous month exit customer diverged the most when the Month name was Sep, when Exit customer were 26 higher than Previous month exit customer.

2017 in ActiveCategory made up 51.05% of Total customers.

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

Total customers by GeographyLocation

