

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

Active Category

All

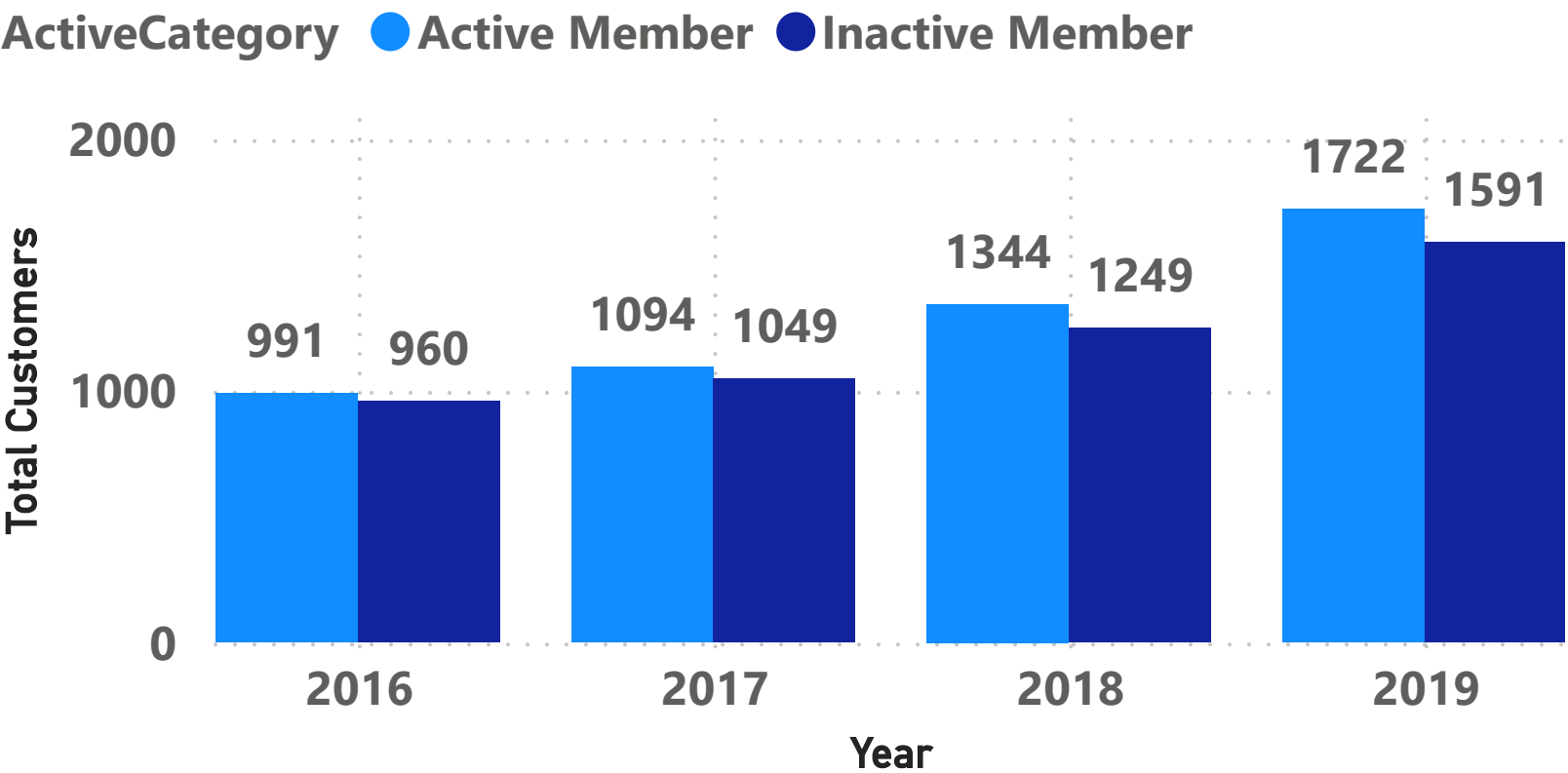
Exit Category

All

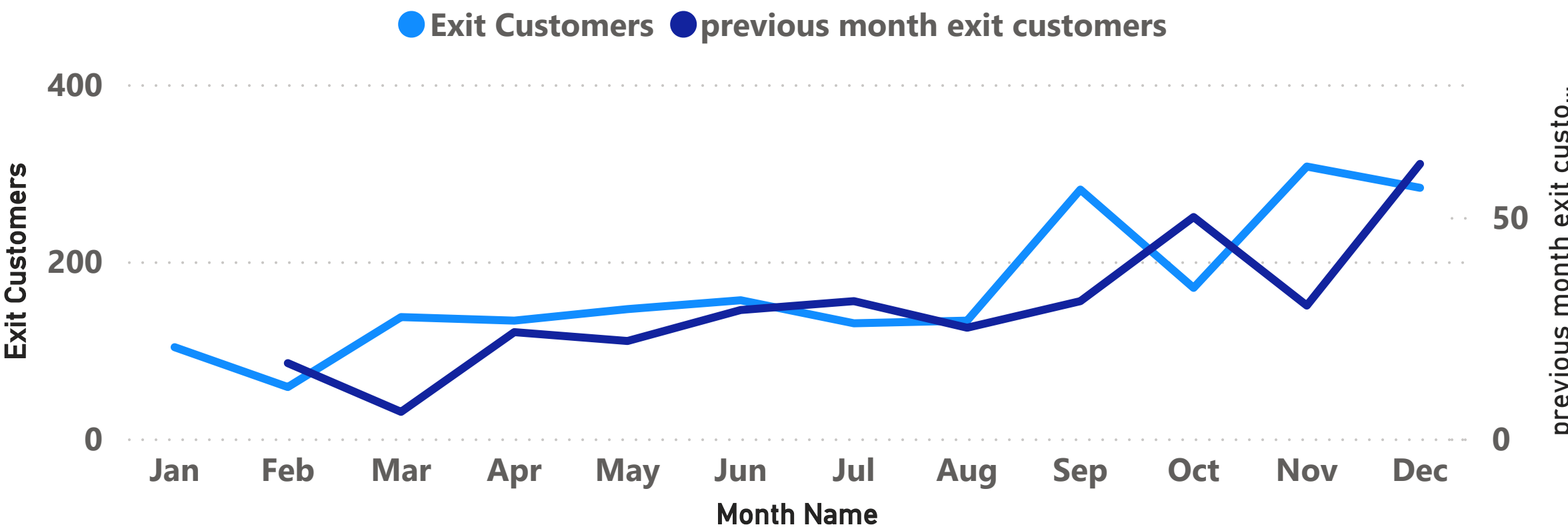
Gender Category

All

Total Customers by Year and ActiveCategory



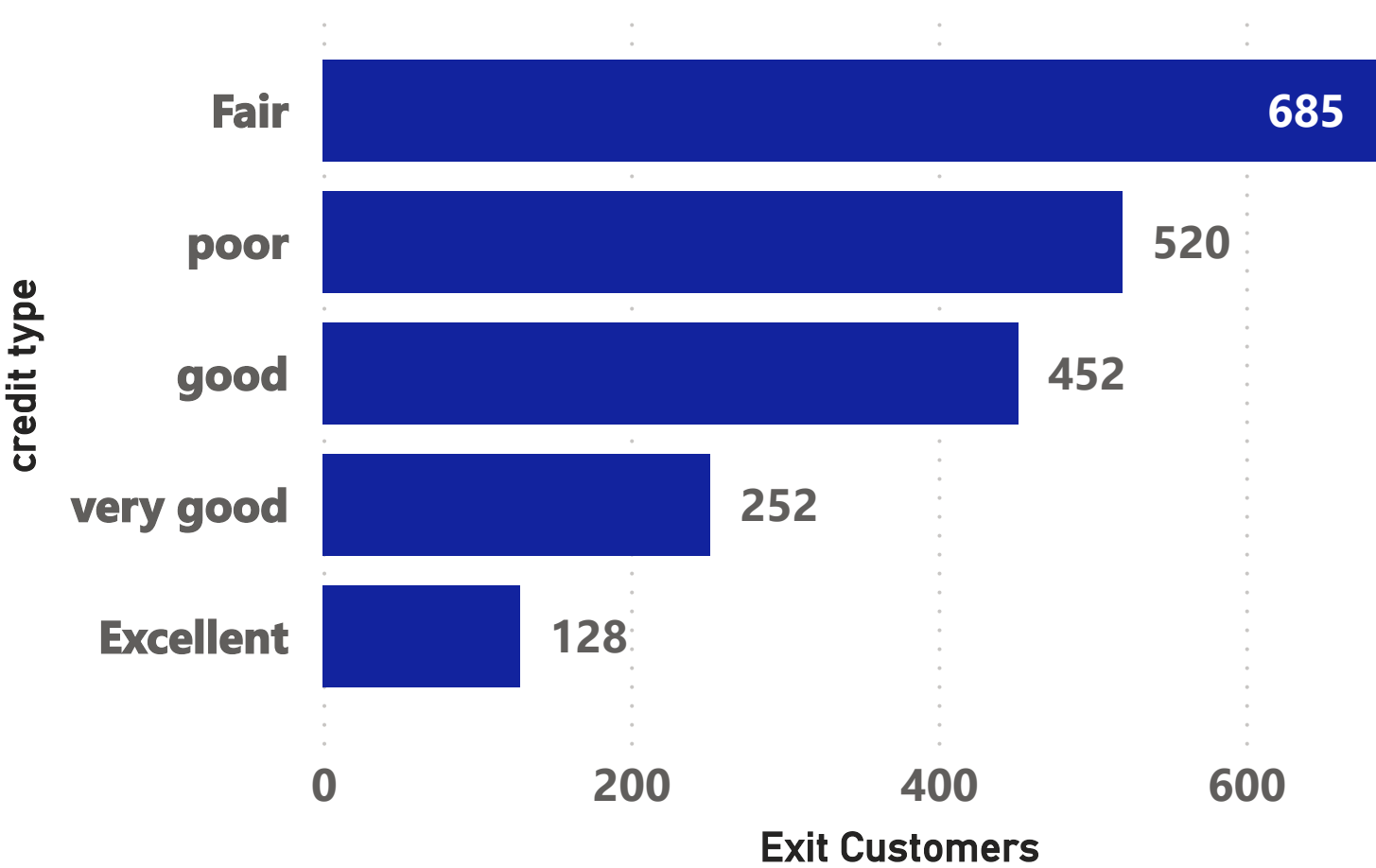
Exit Customers and previous month exit customers by Month Name



Customers left based on credit type

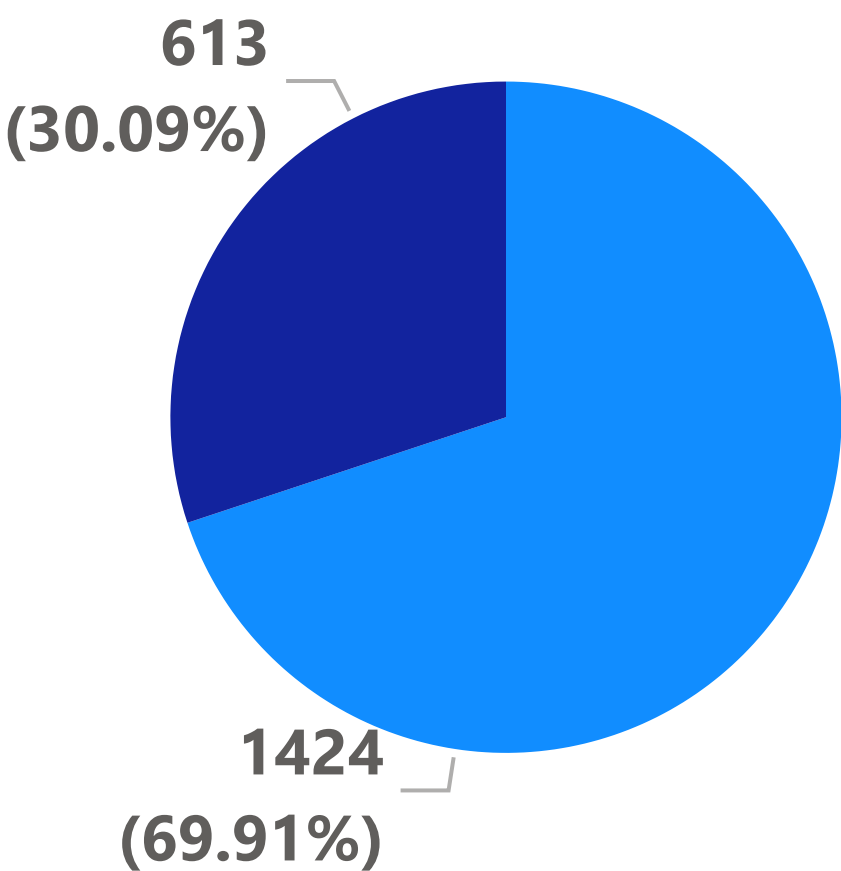
Customers left by gender

Exit Customers by credit type



Exit Customers by Category

Category ● credit card holder ● non credit c...

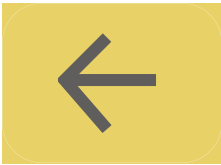


At 307, Nov had the highest Exit Customers and was 429.31% higher than Feb, which had the lowest Exit Customers at 58.

Exit Customers and total previous month exit customers are positively correlated with each other.

Exit Customers and previous month exit customers diverged the most when the Month Name was Nov, when Exit Customers were 277 higher than previous month exit customers.

Total Total Customers was higher for



Churn %

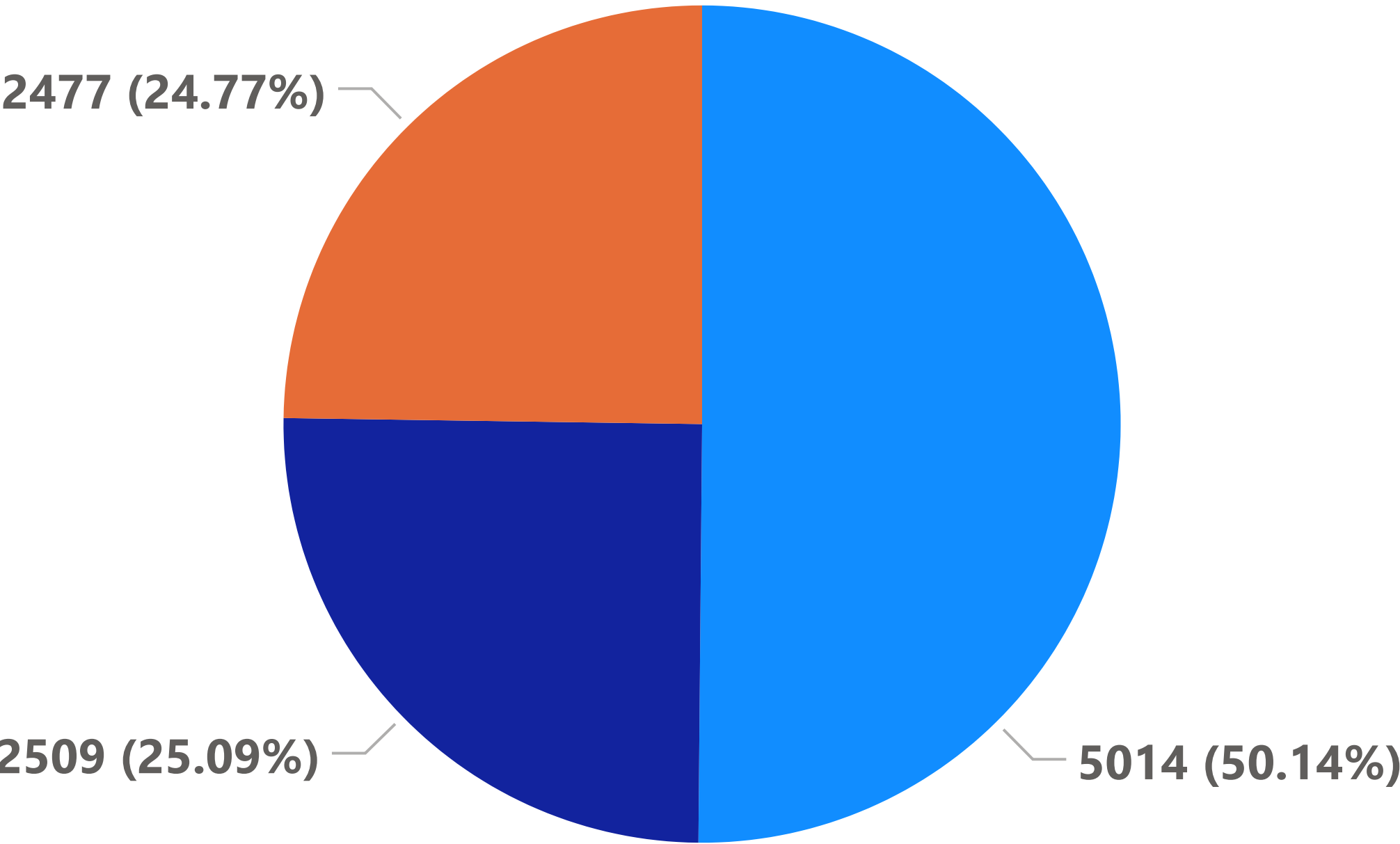
year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016	⬇️ 20.73%	⬆️ 12.00%	⬆️ 17.02%	⬆️ 16.30%	⬇️ 23.02%	⬇️ 23.48%	⬆️ 16.56%	⬇️ 20.81%	⬇️ 20.16%	⬆️ 17.75%	⬇️ 19.81%	⬆️ 1
2017	⬇️ 27.59%	⬆️ 14.06%	⬇️ 25.95%	⬇️ 26.71%	⬆️ 18.44%	⬇️ 21.15%	⬆️ 19.46%	⬆️ 16.78%	⬇️ 21.45%	⬇️ 26.35%	⬇️ 23.78%	⬇️ 2
2018	⬇️ 21.62%	⬇️ 20.65%	⬆️ 19.75%	⬇️ 20.00%	⬇️ 22.83%	⬆️ 19.23%	⬇️ 20.10%	⬇️ 25.00%	⬇️ 19.89%	⬆️ 16.50%	⬇️ 20.38%	⬆️ 1
2019	⬆️ 17.34%	⬇️ 20.34%	⬇️ 21.33%	⬆️ 18.78%	⬇️ 20.16%	⬆️ 19.34%	⬆️ 16.22%	⬆️ 17.26%	⬇️ 21.24%	⬇️ 21.36%	⬇️ 21.60%	⬆️ 1

France had the highest Total Customers at 5014, followed by Germany at 2509 and Spain at 2477.

France accounted for 50.14% of Total Customers.

Total Customers by GeographyLocation

GeographyLocation ● France ● Germany ● Spain



Total Customers by GenderCategory

GenderCategory ● Male ● Female

