

CUSTOMERS CHURN ANALYSIS





5151 **Active Customers**

4849 **Inactive Customers**

7055 **Credit Card Hold...**

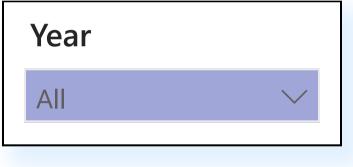
2945 Non Credit Card ... 2037

Exit Customers

Retain Customers

7963

FILTERS



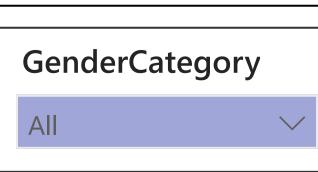
Month

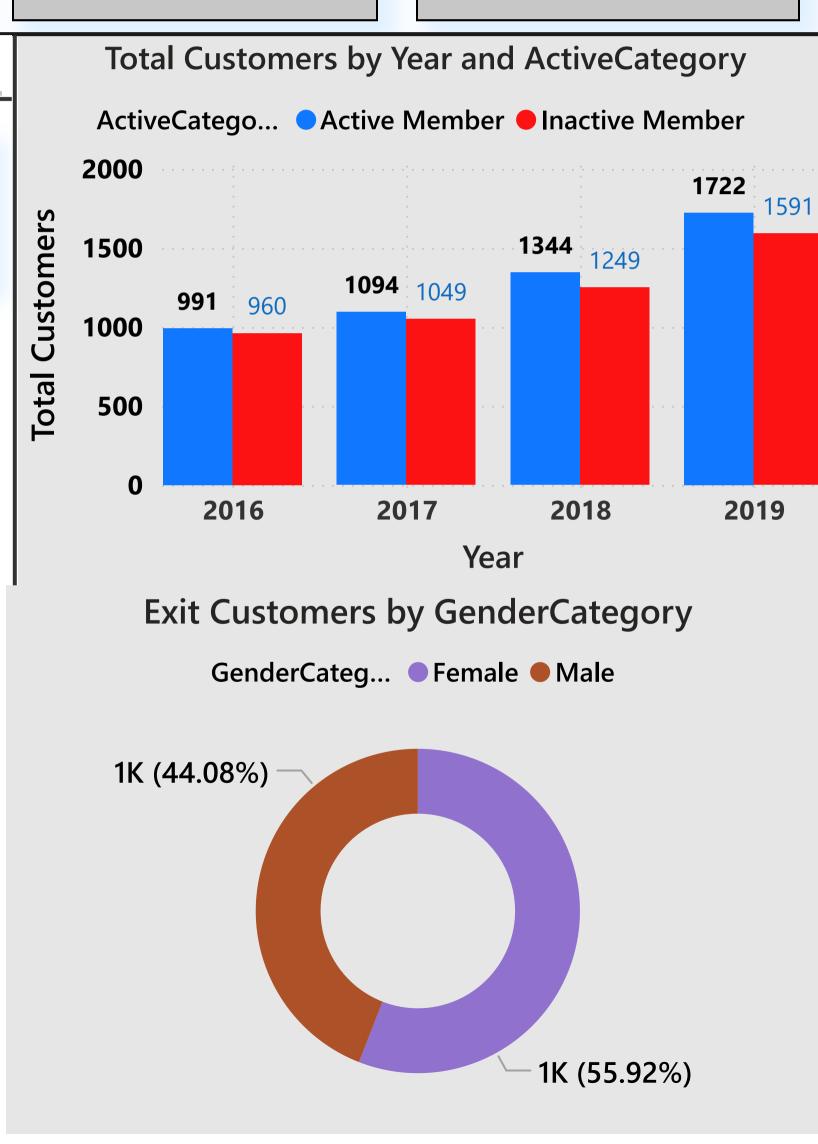
GeographyLocati...

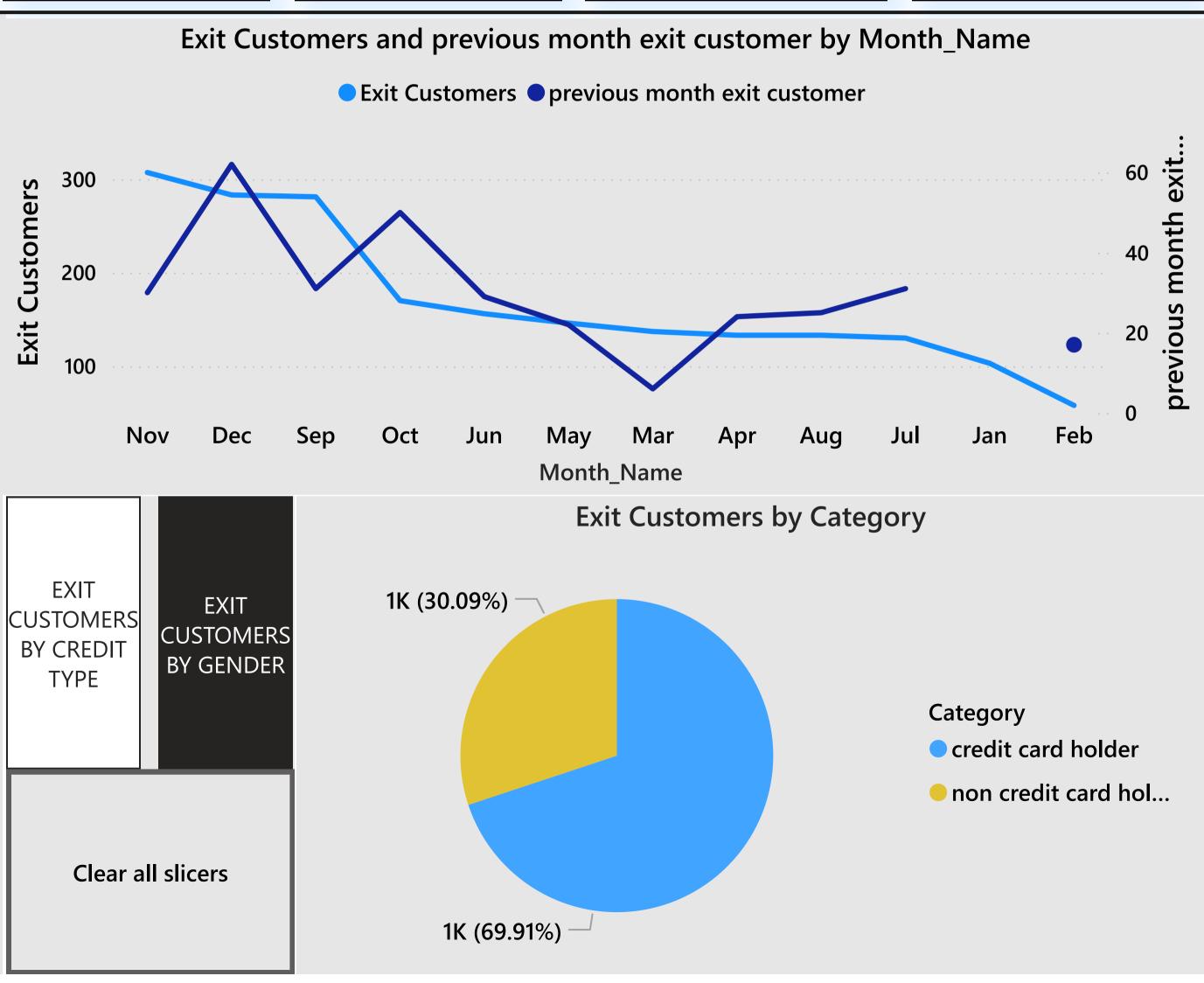
ActiveCategory

ExitCategory

All







Churn %

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
2016	16.30%	20.81%	19.22%	12.00%	20.73%	16.56%	23.48 %	17.02%	23.02%	19.81%	17.75%	20.16%
2017	26.71%	16.78%	2 2.16%	14.06%	27.59%	19.46%	21.15%	25.95%	18.44%	23.78%	26.35%	21.45%
2018	20.00%	25.00%	19.43%	20.65%	21.62%	20.10%	19.23%	19.75%	22.83%	20.38%	16.50%	19.89%
2019	18.78%	17.26%	19.57%	20.34%	17.34%	16.22%	19.34%	21.33%	20.16%	1 21.60%	1 21.36%	21.24%

