CUSTOMER CHURN ANALYSIS →

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

2016   2019

Month name
All

GeographyLocation
All

ActiveCategory
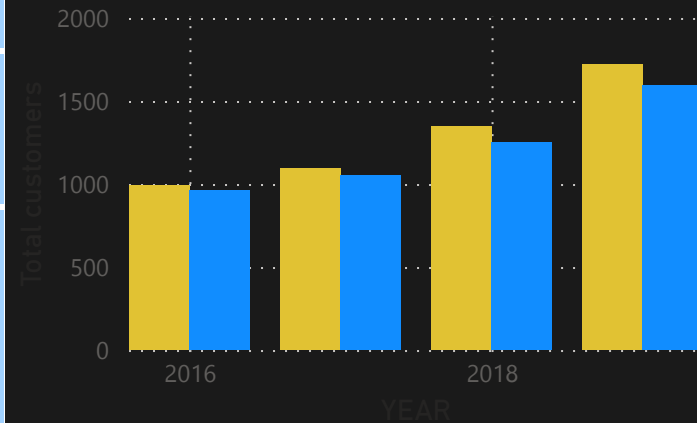All

ExitCategory
All

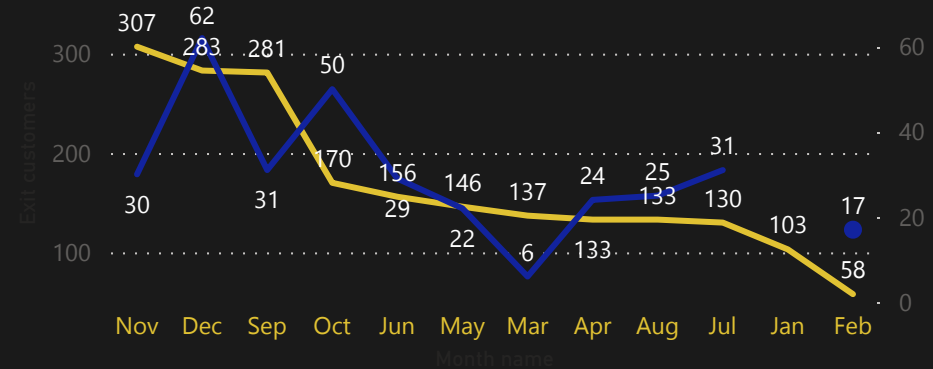**GenderCategory**
All

Total customers by YEAR and ActiveCategory

ActiveCate... ● Active Member ● Inactive Member

Exit customers and previous month exit customers by Month name

● Exit customers ● previous month exit customers

307 62
283 281 50
30 31 170 156 146 137 24 25 31
22 6 133 133 130 103 17
58

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

customers left by credit type   customers left by gender

1K (44.08%)
1K (55.92%)

GenderCategory
● Female
● Male

Exit customers by Category

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

Category
● credit card h...
● non credit ca...

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.
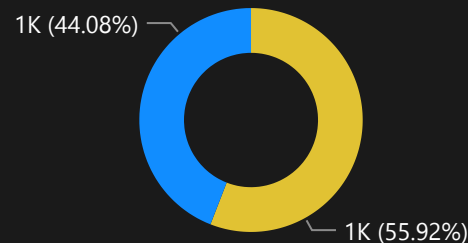
Total Total customers was higher for Active Member (5151) than Inactive Member (4849).

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).

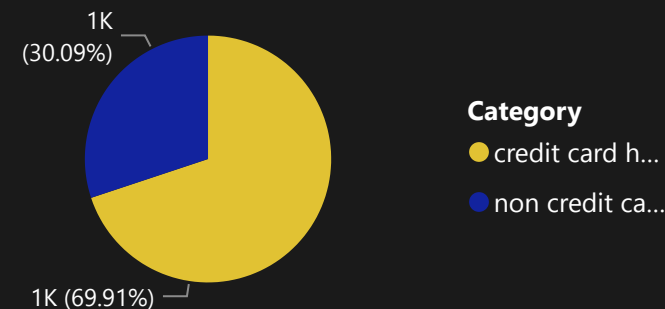| YEAR	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
2016	🟢 16.30%	🔺 20.81%	🔺 19.22%	🟢 12.00%	🔺 20.73%	🟢 16.56%	🔷 23.48%	🟢 17.02%	🔷 23.02%	🔺 19.81%	🔺 17.75%	🔺
2017	🔷 26.71%	🟢 16.78%	🔺 22.16%	🟢 14.06%	🔷 27.59%	🔺 19.46%	🔺 21.15%	🔷 25.95%	🔺 18.44%	🔷 23.78%	🔷 26.35%	🔺
2018	🔺 20.00%	🔷 25.00%	🔺 19.43%	🔺 20.65%	🔺 21.62%	🔺 20.10%	🔺 19.23%	🔺 19.75%	🔷 22.83%	🔺 20.38%	🟢 16.50%	🔺
2019	🔺 18.78%	🔺 17.26%	🔺 19.57%	🔺 20.34%	🔺 17.34%	🟢 16.22%	🔺 19.34%	🔺 21.33%	🔺 20.16%	🔺 21.60%	🔺 21.36%	🔺
Total	**20.37%**	**19.73%**	**20.09%**	**17.90%**	**21.37%**	**18.03%**	**20.39%**	**20.95%**	**21.04%**	**21.36%**	**20.46%**	

Total customers by GeographyLocation

- 2K (24.77%)
- 5K (50.14%)
- 3K (25.09%)

GeographyLocation
- France
- Germany
- Spain