



Bank Customer Analysis



10000	5151	4849	7055	2945	2037	7963
Total_customer	Active_customer	Inactive_customer	Creditcard_holders	Not_creditcard_holders	Exit_customer	Retain_customer

Year

All

Month_name

All

GeographyLocation

All

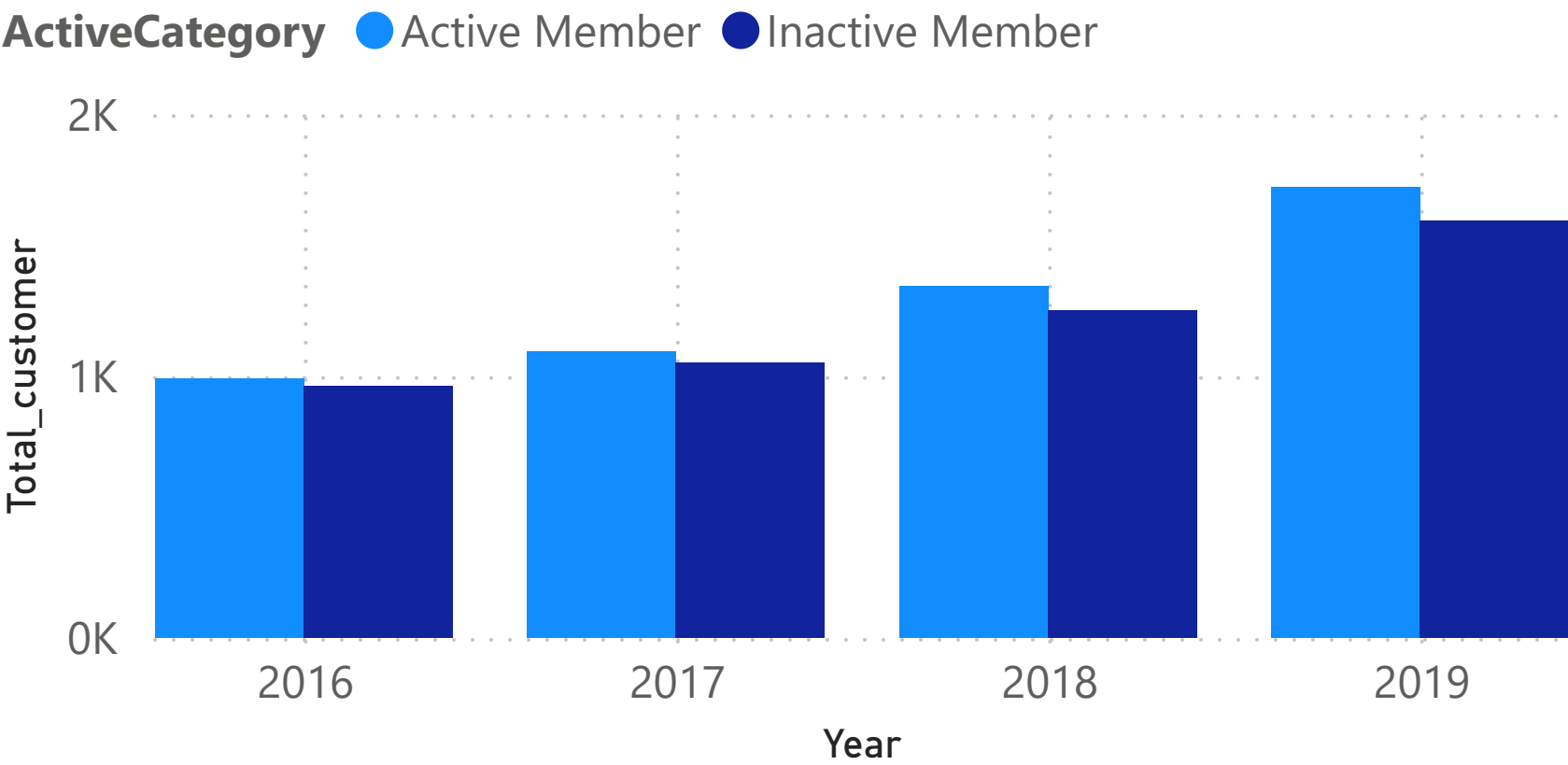
ActiveCategory

All

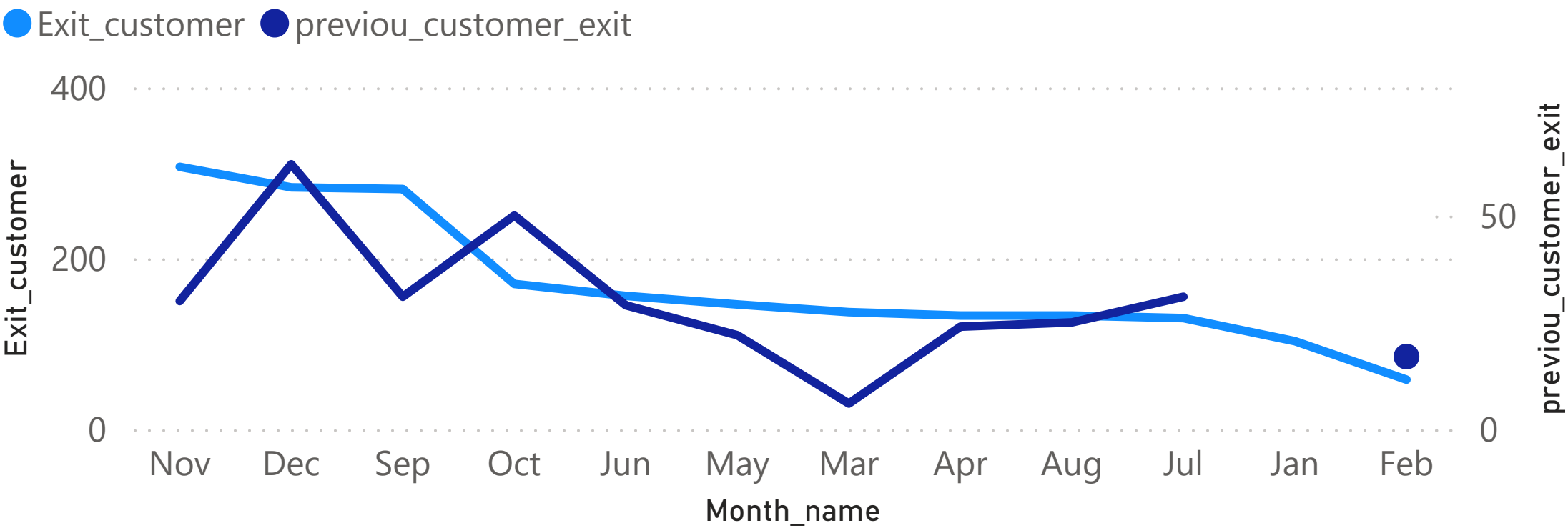
GenderCategory

All

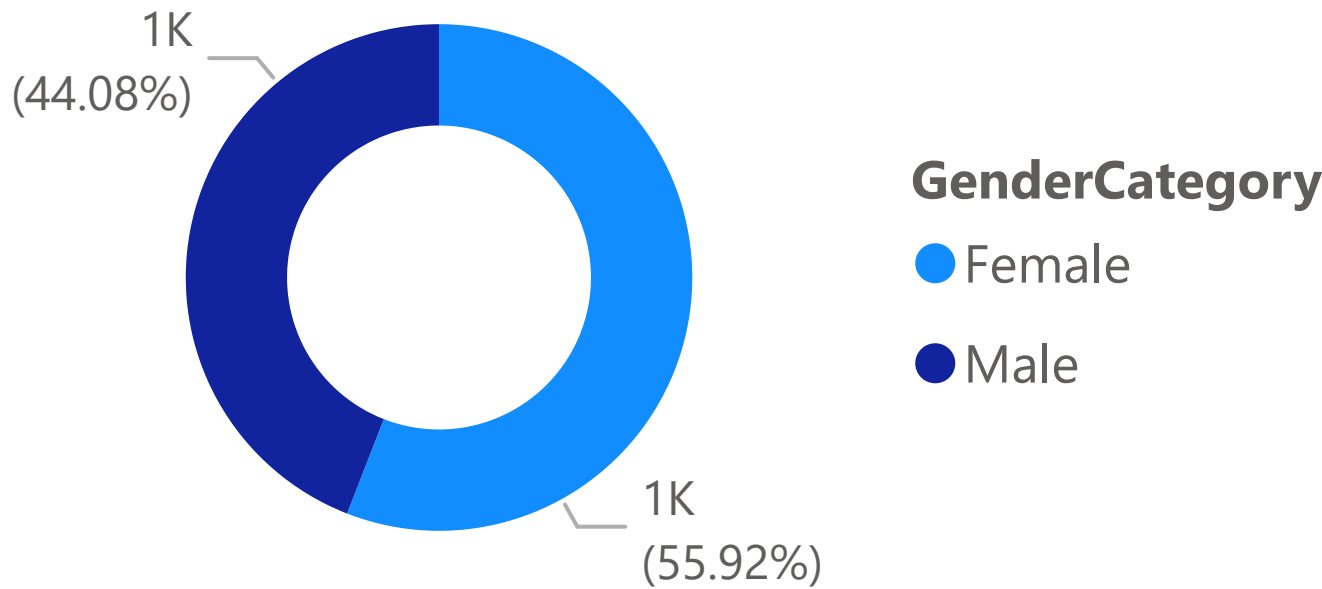
Total_customer by Year and ActiveCategory



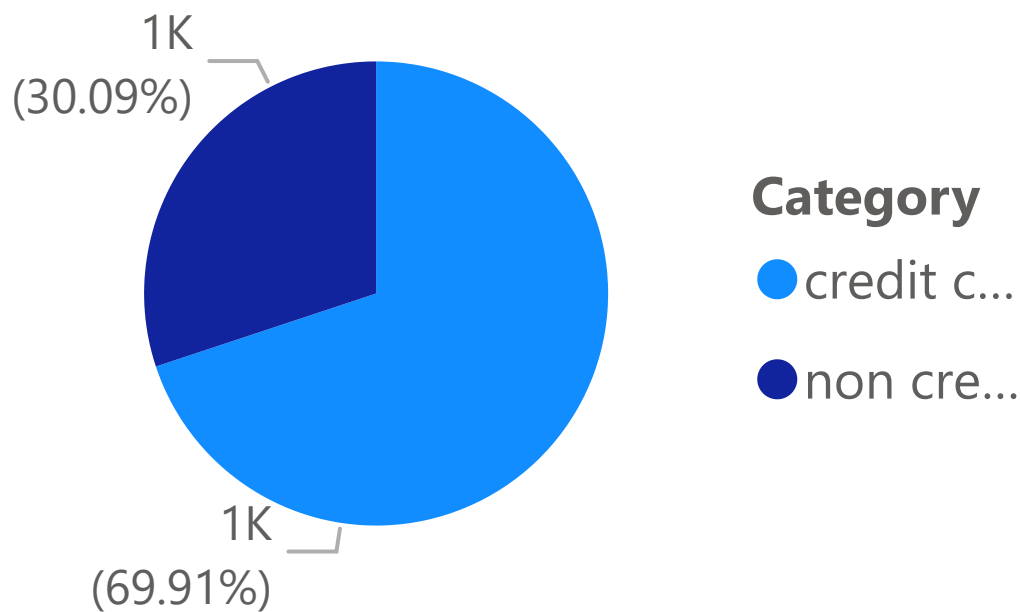
Exit_customer and previou_customer_exit by Month_name



Exit_customer by GenderCategory



Exit_customer by Category

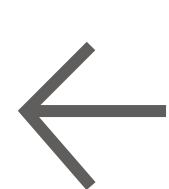


At 307, Nov had the highest Exit_customer and was 429.31% higher than Feb, which had the lowest Exit_customer at 58.

Exit_customer and total previou_customer_exit are positively correlated with each other.

Exit_customer and previou_customer_exit diverged the most when the Month_name was Nov, when Exit_customer were 277 higher than previou_customer_exit.

2019 in ActiveCategory Inactive Member made up 20.62% of Exit_customer.



Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	<div><div></div>16.30%</div>	<div><div></div>20.81%</div>	<div><div></div>19.22%</div>	<div><div></div>12.00%</div>	<div><div></div>20.73%</div>	<div><div></div>16.56%</div>	<div><div></div>23.48%</div>	<div><div></div>17.02%</div>	<div><div></div>23.02%</div>	<div><div></div>19.81%</div>	<div><div></div>17.75%</div>	<div><div></div>20.16%</div>	19.27%
2017	<div><div></div>26.71%</div>	<div><div></div>16.78%</div>	<div><div></div>22.16%</div>	<div><div></div>14.06%</div>	<div><div></div>27.59%</div>	<div><div></div>19.46%</div>	<div><div></div>21.15%</div>	<div><div></div>25.95%</div>	<div><div></div>18.44%</div>	<div><div></div>23.78%</div>	<div><div></div>26.35%</div>	<div><div></div>21.45%</div>	22.35%
2018	<div><div></div>20.00%</div>	<div><div></div>25.00%</div>	<div><div></div>19.43%</div>	<div><div></div>20.65%</div>	<div><div></div>21.62%</div>	<div><div></div>20.10%</div>	<div><div></div>19.23%</div>	<div><div></div>19.75%</div>	<div><div></div>22.83%</div>	<div><div></div>20.38%</div>	<div><div></div>16.50%</div>	<div><div></div>19.89%</div>	20.21%
2019	<div><div></div>18.78%</div>	<div><div></div>17.26%</div>	<div><div></div>19.57%</div>	<div><div></div>20.34%</div>	<div><div></div>17.34%</div>	<div><div></div>16.22%</div>	<div><div></div>19.34%</div>	<div><div></div>21.33%</div>	<div><div></div>20.16%</div>	<div><div></div>21.60%</div>	<div><div></div>21.36%</div>	<div><div></div>21.24%</div>	19.86%
Total	20.37%	19.73%	20.09%	17.90%	21.37%	18.03%	20.39%	20.95%	21.04%	21.36%	20.46%	20.72%	20.37%