



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

ActiveCategory

All

ExitCategory

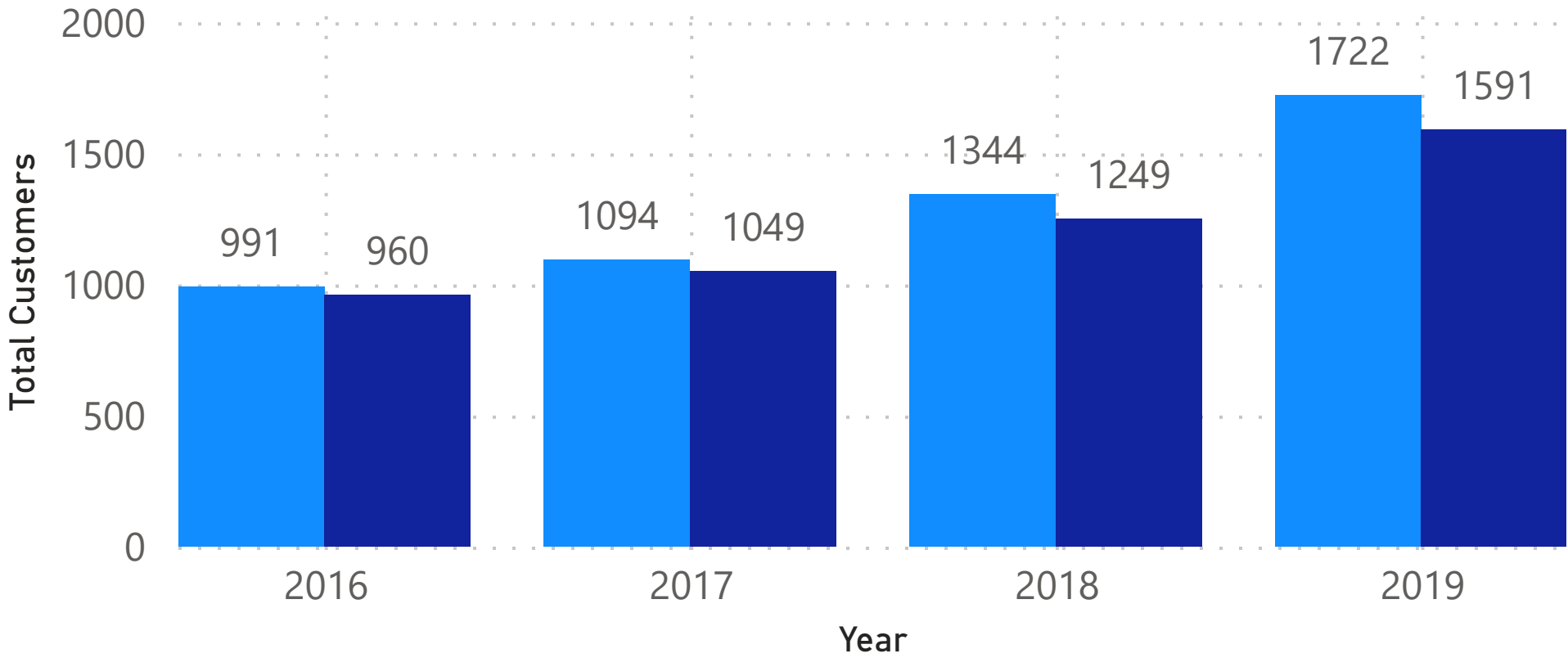
All

GenderCategory

All

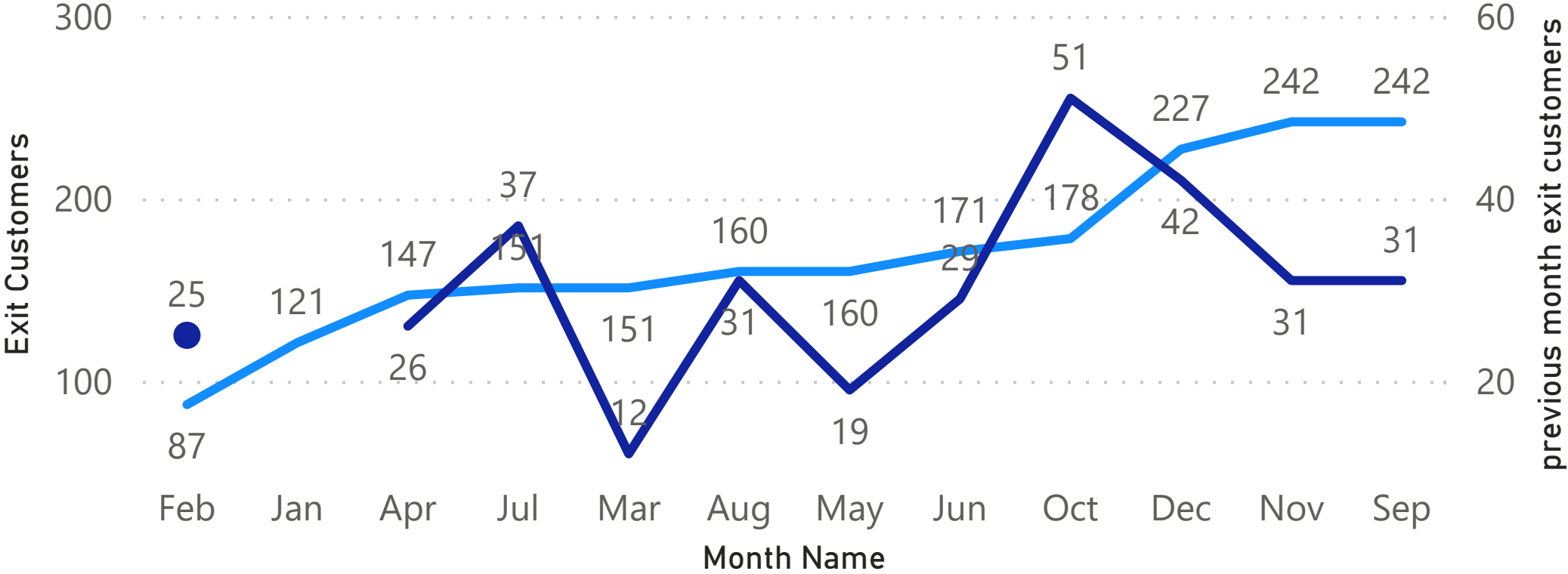
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

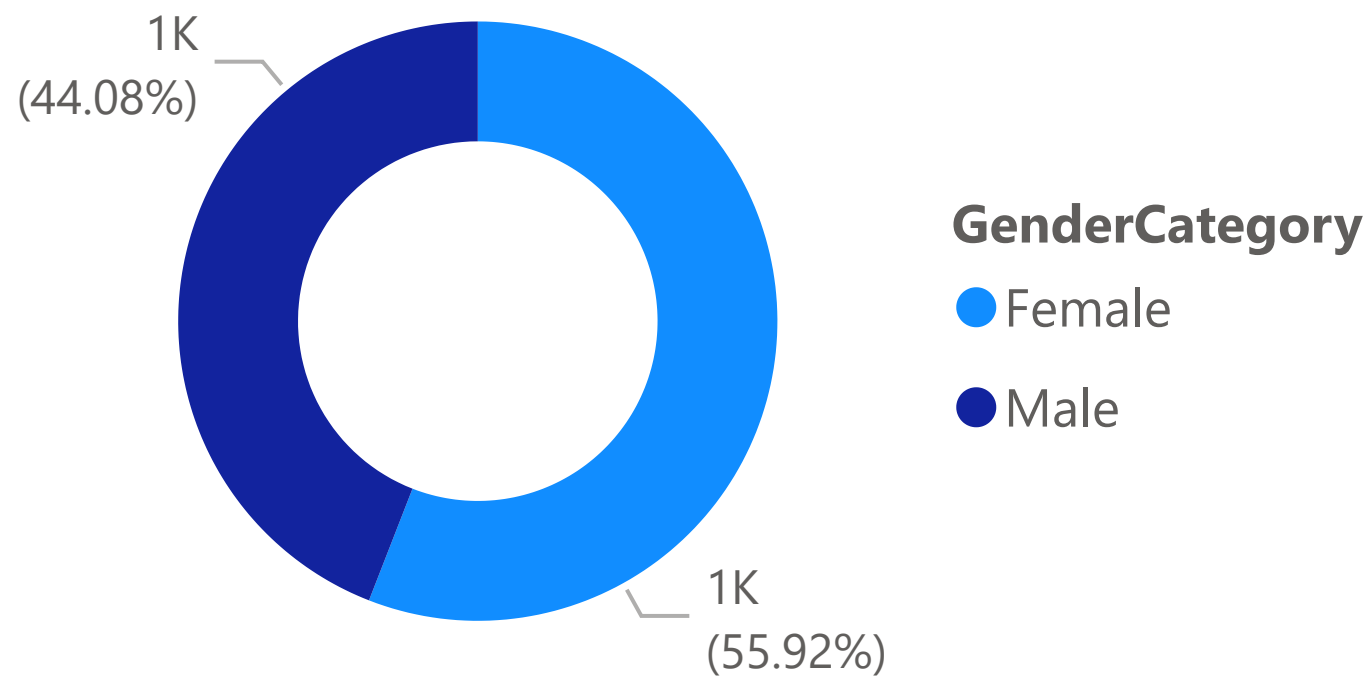


Exit Customers and previous month exit customers by Month Name

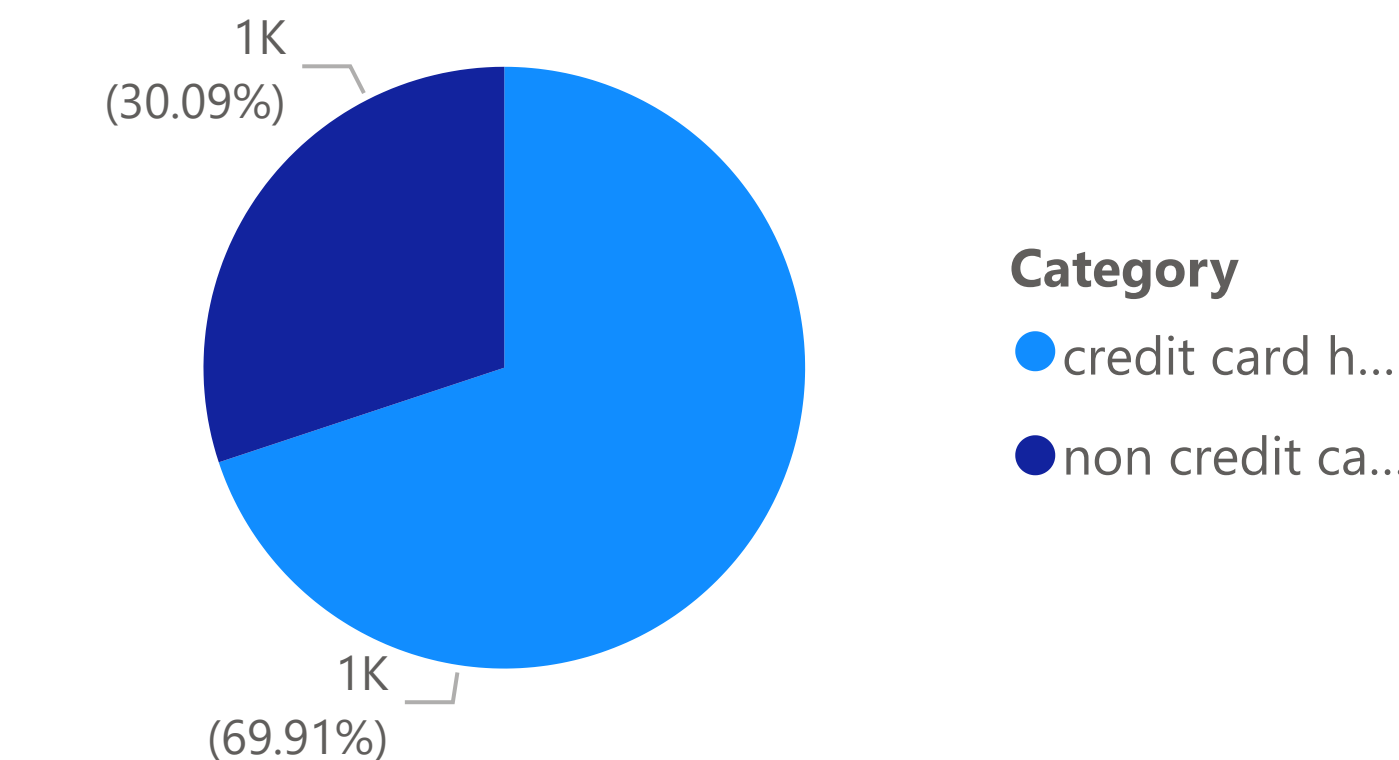
● Exit Customers ● previous month exit customers



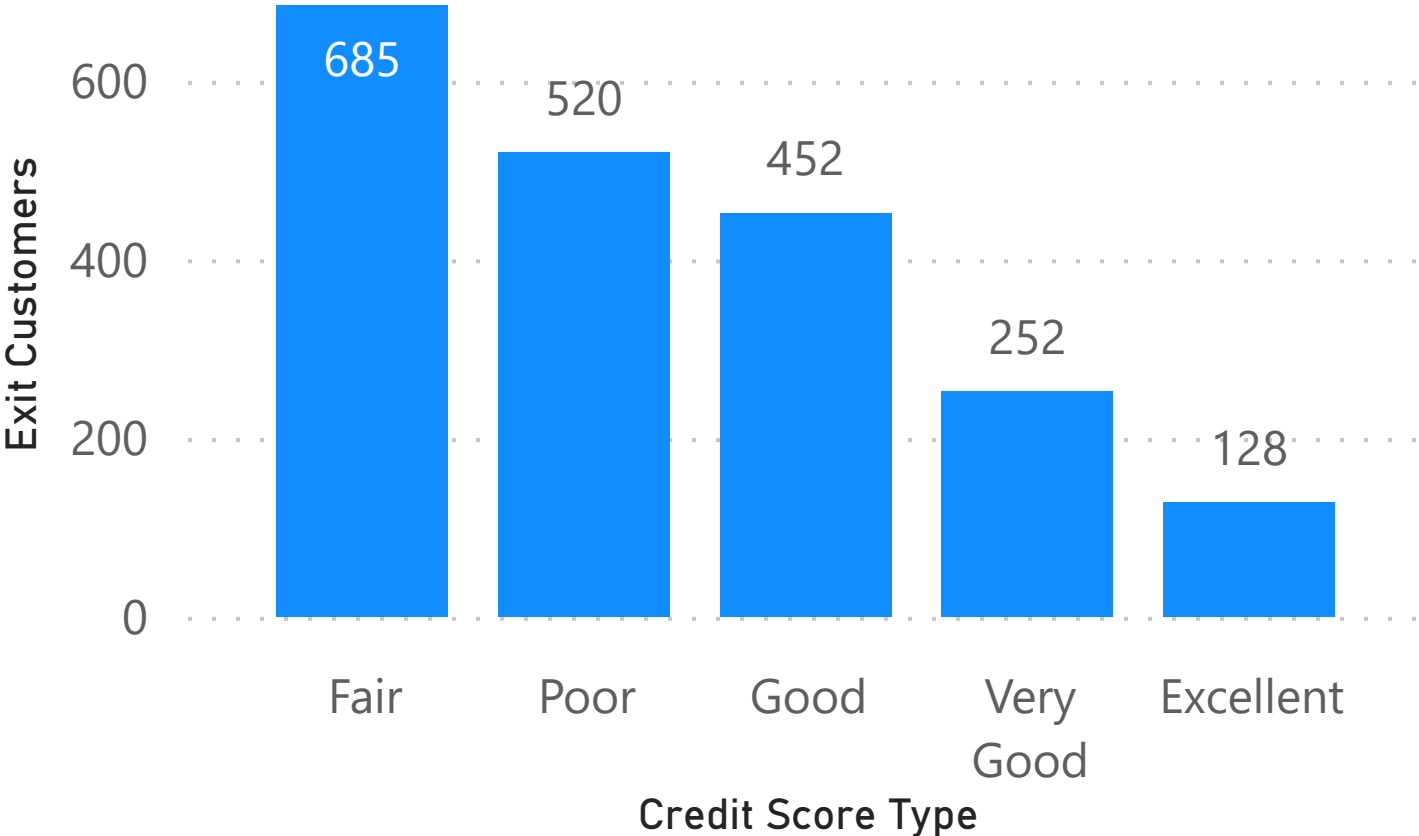
Exit Customers by GenderCategory



Exit Customers by Category



Exit Customers by Credit Score Type



Churn Percentage

Year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	<div><div></div>18.27%</div>	<div><div></div>17.71%</div>	<div><div></div>17.87%</div>	<div><div></div>16.22%</div>	<div><div></div>22.12%</div>	<div><div></div>18.56%</div>	<div><div></div>27.21%</div>	<div><div></div>15.85%</div>	<div><div></div>21.01%</div>	<div><div></div>17.36%</div>	<div><div></div>19.87%</div>	<div><div></div>20.65%</div>	19.27%
2017	<div><div></div>26.86%</div>	<div><div></div>19.35%</div>	<div><div></div>21.00%</div>	<div><div></div>18.40%</div>	<div><div></div>30.00%</div>	<div><div></div>18.71%</div>	<div><div></div>16.03%</div>	<div><div></div>27.70%</div>	<div><div></div>22.82%</div>	<div><div></div>22.55%</div>	<div><div></div>28.57%</div>	<div><div></div>19.72%</div>	22.35%
2018	<div><div></div>22.80%</div>	<div><div></div>20.81%</div>	<div><div></div>21.91%</div>	<div><div></div>16.52%</div>	<div><div></div>20.89%</div>	<div><div></div>19.83%</div>	<div><div></div>21.19%</div>	<div><div></div>18.75%</div>	<div><div></div>18.37%</div>	<div><div></div>20.52%</div>	<div><div></div>17.89%</div>	<div><div></div>20.37%</div>	20.21%
2019	<div><div></div>16.67%</div>	<div><div></div>20.08%</div>	<div><div></div>17.73%</div>	<div><div></div>18.13%</div>	<div><div></div>17.31%</div>	<div><div></div>20.93%</div>	<div><div></div>21.14%</div>	<div><div></div>19.43%</div>	<div><div></div>22.10%</div>	<div><div></div>18.94%</div>	<div><div></div>23.33%</div>	<div><div></div>21.39%</div>	19.86%
Total	21.18%	19.63%	19.57%	17.54%	21.27%	19.64%	21.35%	20.11%	21.08%	19.84%	22.50%	20.60%	20.37%

Exit Customers, Active Customers and Total Customers by GeographyLocation

