

# Banking Customer Churn Analysis

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10K

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

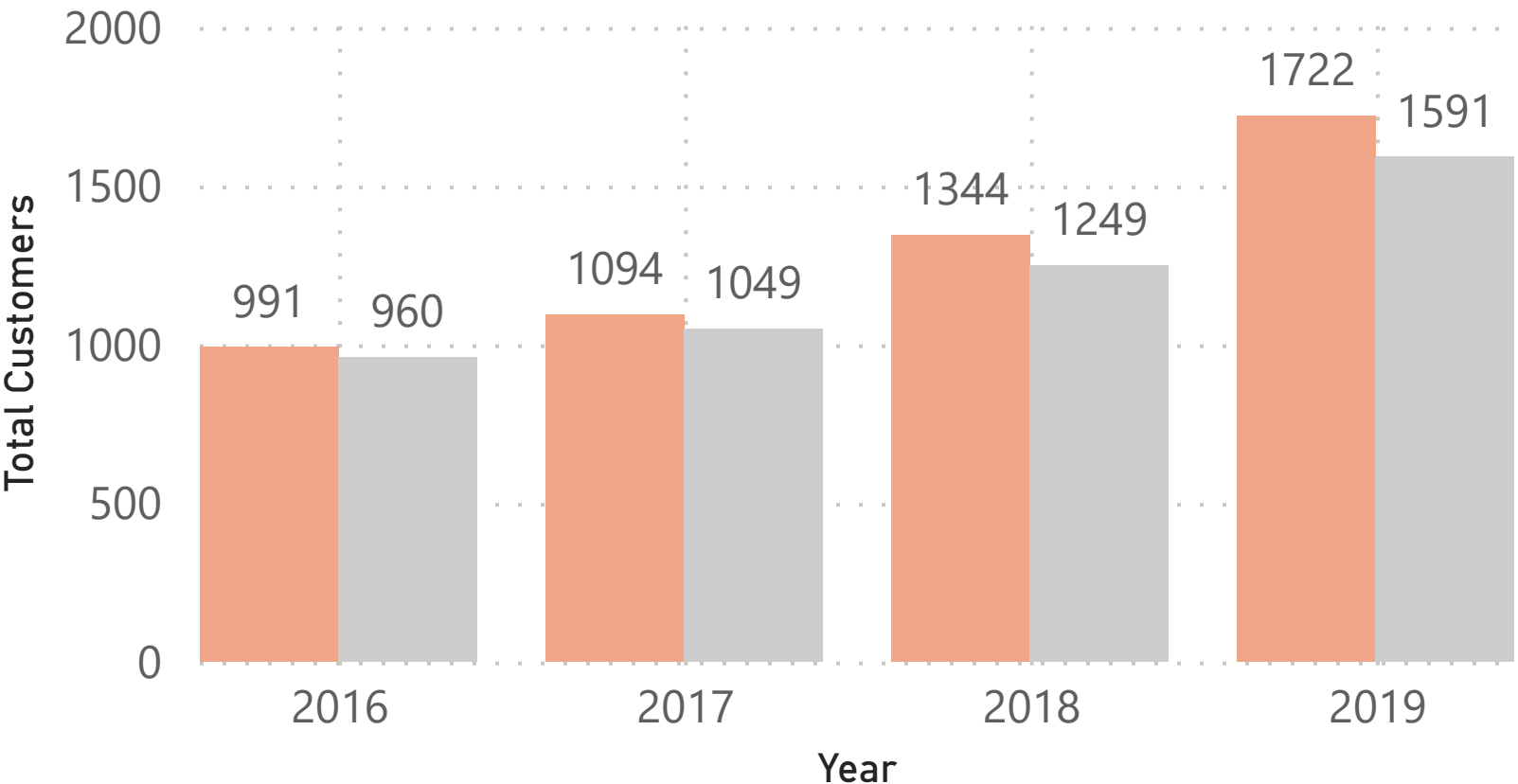
All

GenderCategory

All

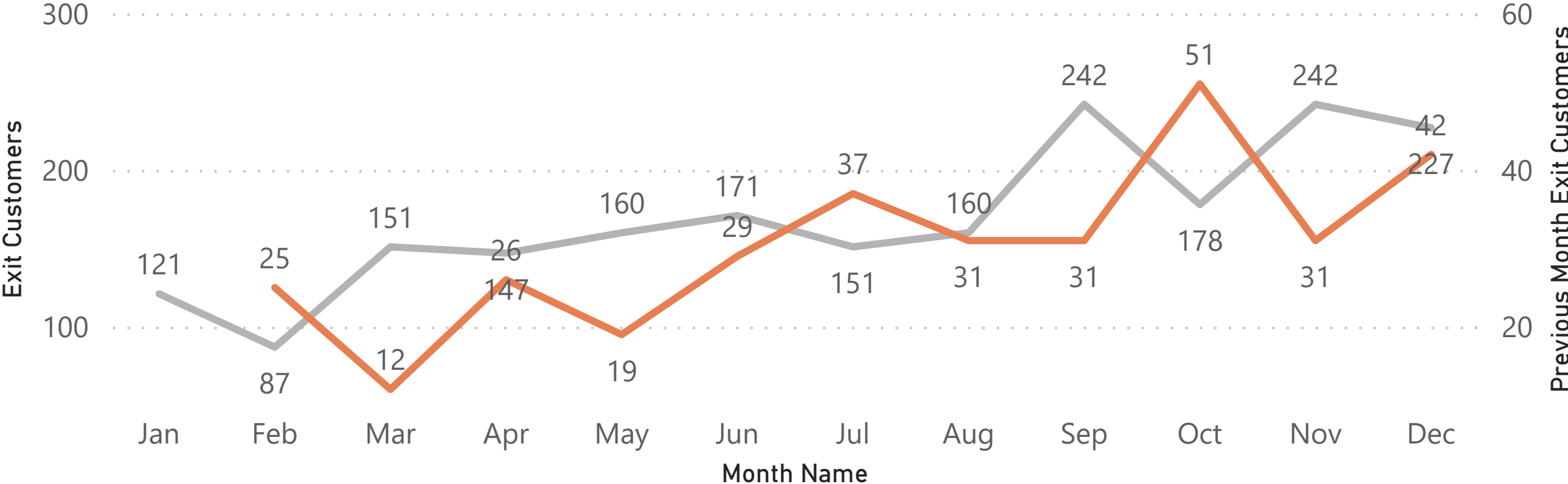
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

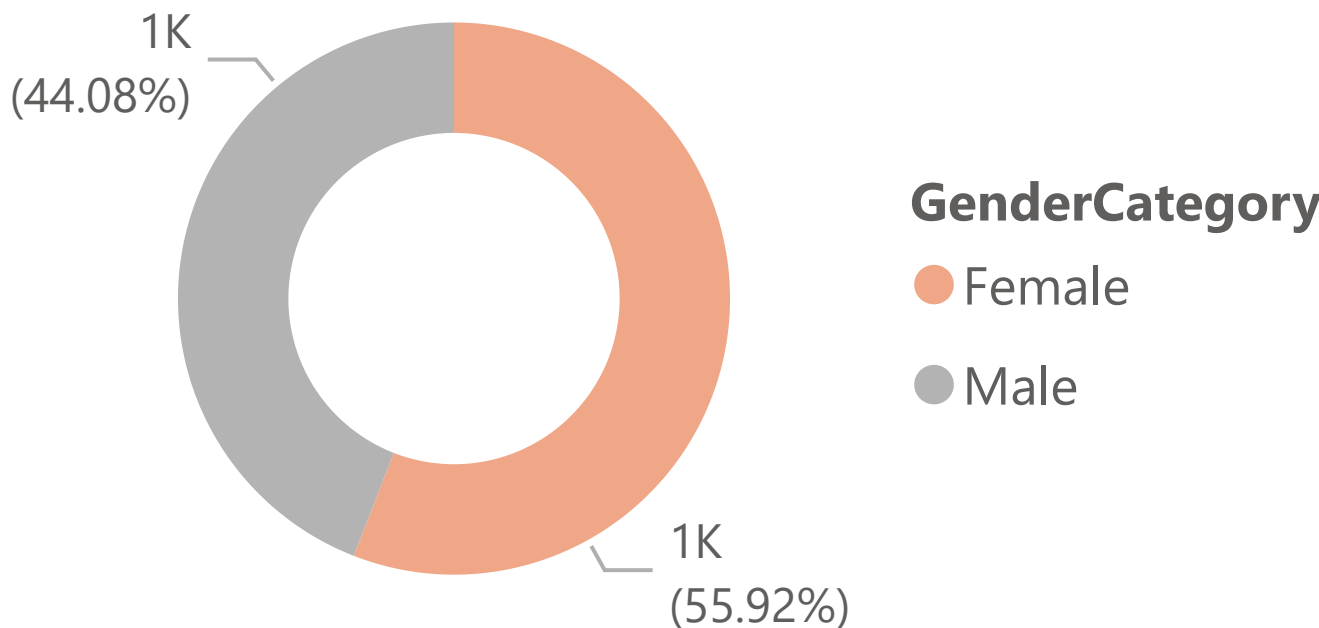


Exit Customers and Previous Month Exit Customers by Month Name

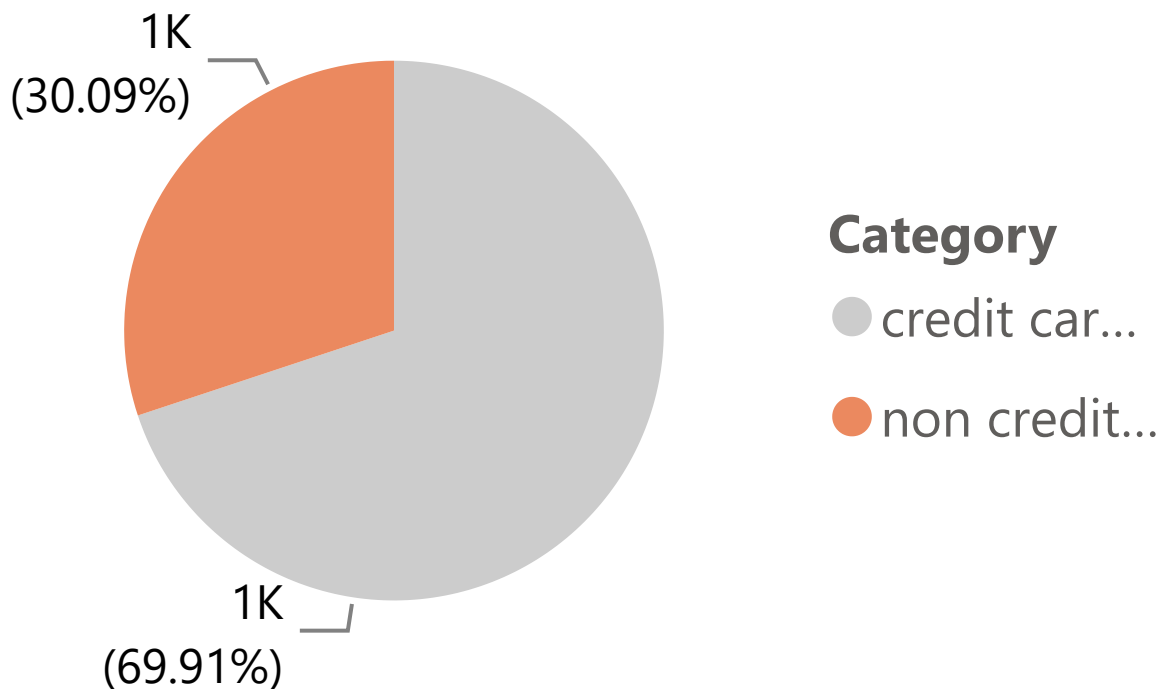
● Exit Customers ● Previous Month Exit Customers



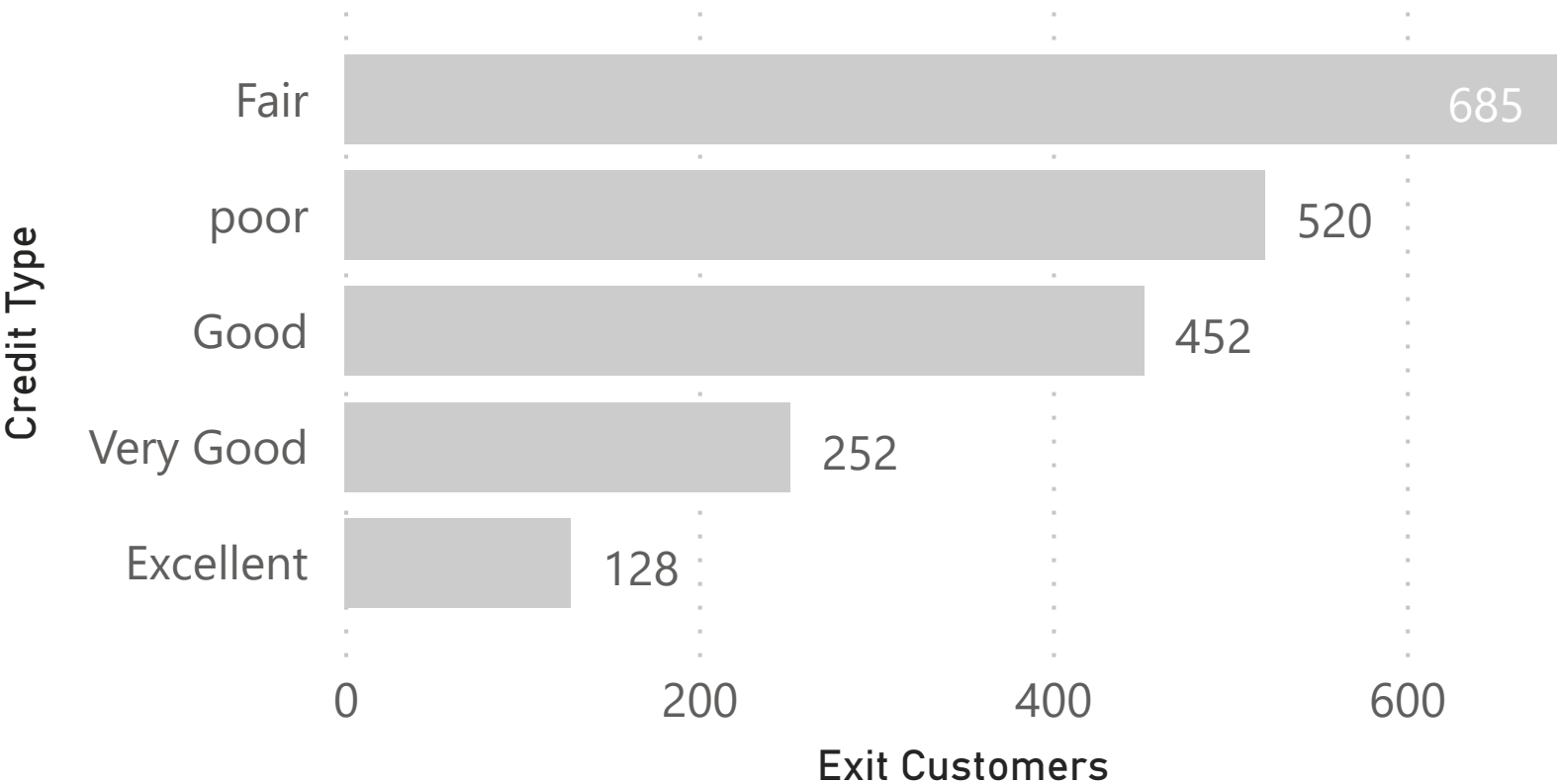
Exit Customers by GenderCategory



Exit Customers by Category



Exit Customers by Credit Type



Churn %

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016	22.12%	16.22%	15.85%	18.27%	21.01%	27.21%	18.56%	17.71%	20.65%	19.87%	17.36%	17.87%
2017	30.00%	18.40%	27.70%	26.86%	22.82%	16.03%	18.71%	19.35%	19.72%	28.57%	22.55%	21.00%
2018	20.89%	16.52%	18.75%	22.80%	18.37%	21.19%	19.83%	20.81%	20.37%	17.89%	20.52%	21.91%
2019	17.31%	18.13%	19.43%	16.67%	22.10%	21.14%	20.93%	20.08%	21.39%	23.33%	18.94%	17.73%

Total Customers by GeographyLocation

