

CUSTOMER CHURN ANALYSIS



TOTAL CUSTOMERS

10000

ACTIVE CUSTOMERS

5151

INACTIVE CUSTOMERS

4849

RETAINED CUSTOMERS

7963

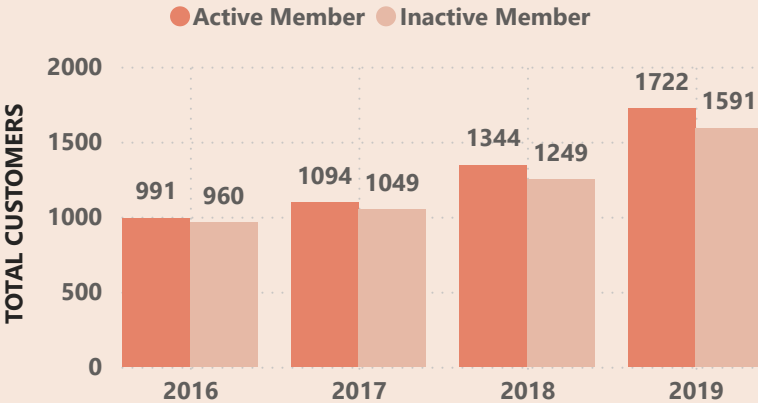
EXIT CUSTOMERS

2037

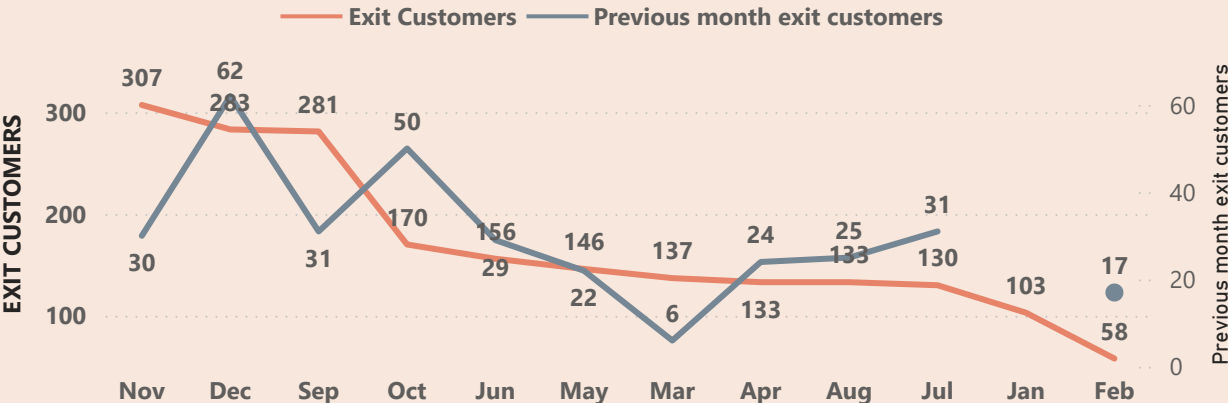
CREDIT CARD HOLDERS

7055

YEARLY CUSTOMERS BY ACTIVE CATEGORY



EXIT CUSTOMERS AND PREVIOUS MONTH EXIT CUSTOMERS BY MONTH



YEAR

All

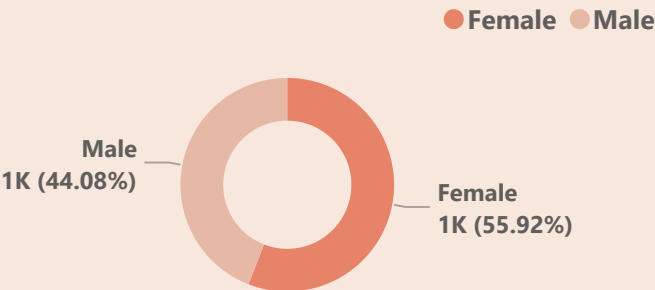
MONTH NAME

All

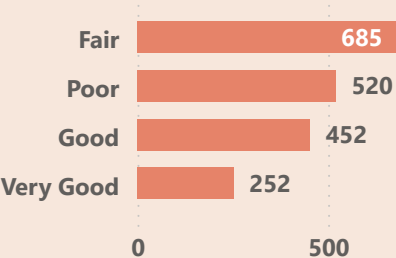
LOCATION

All

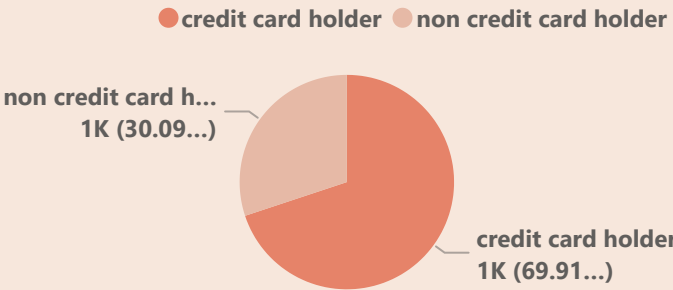
EXIT CUSTOMERS BY GENDER



EXIT CUSTOMER BY CREDIT TYPE



EXIT CUSTOMERS BY CATEGORY



ACTIVE CATEGORY

All

EXIT CATEGORY

















































All

GENDER CATEGORY

All

CREDIT CARD HOLDERS

NON CREDIT CARD...

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%	 22.16%	 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%	 21.60%	 21.36%	 21.24%
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%