



Bank Chrun Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Hol...

7963

Retain Customers

2037

Exit Customers

Year

All



Month Name

All



GeographyLocation

All



ActiveCategory

All



ExitCategory

All



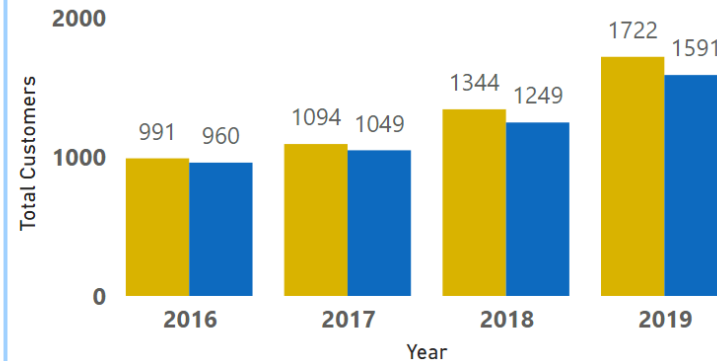
GenderCategory

All



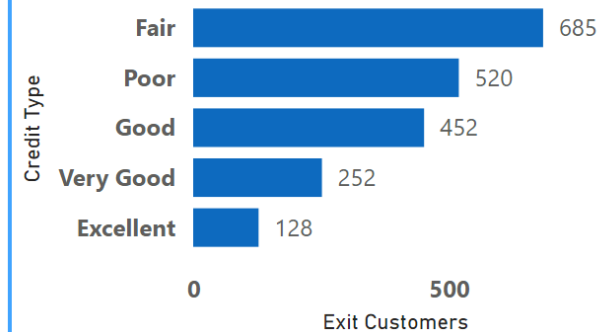
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



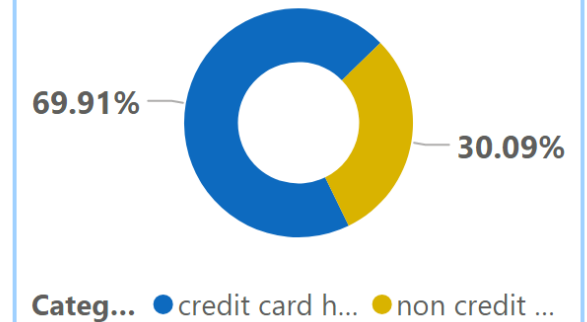
Customer left by credit type

Exit Customers by Credit Type



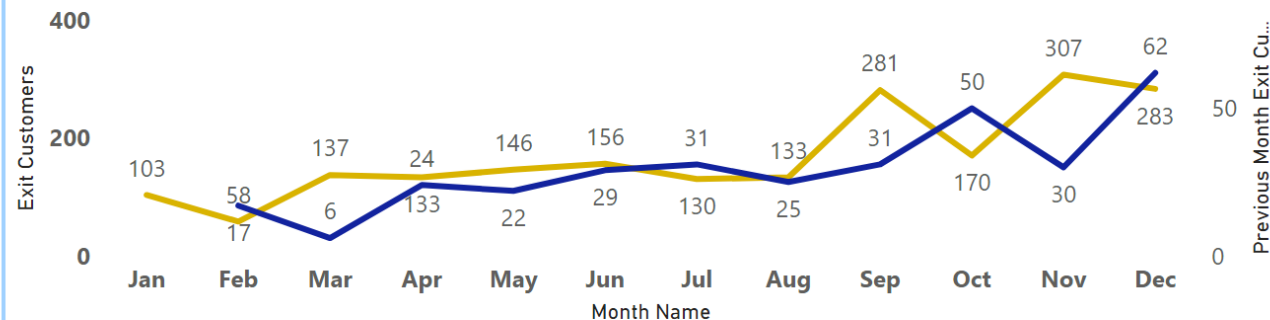
Customer left by Gender type

Exit Customers by Category



Exit Customers and Previous Month Exit Customers by Month Name

● Exit Customers ● Previous Month Exit Customers



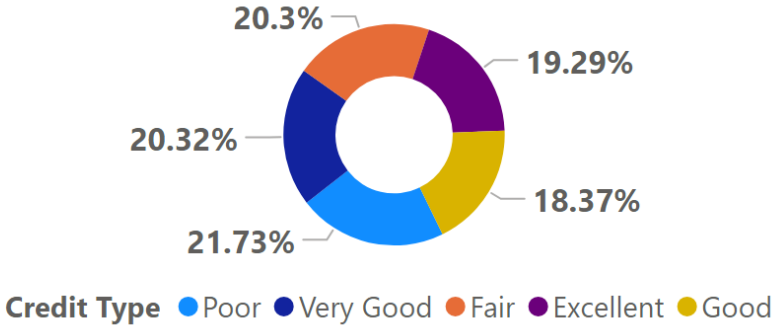
At 307, Nov had the highest Exit Customers and was 429.31% higher than Feb, which had the lowest Exit Customers at 58.

Exit Customers and total Previous Month Exit Customers are positively correlated with each other.

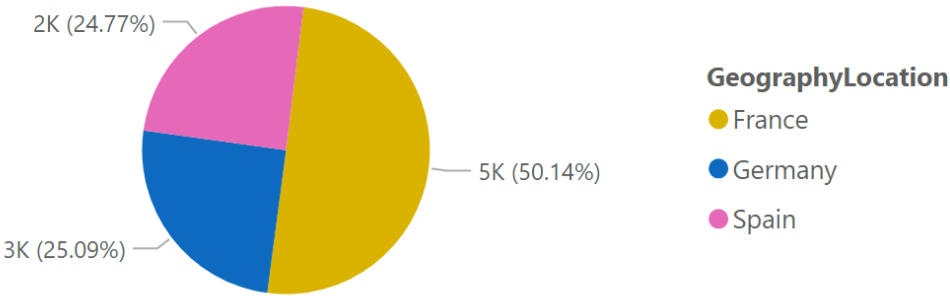
Exit Customers and Previous Month Exit Customers diverged the most when the Month Name was Nov, when Exit Customers were 277 higher than Previous Month Exit Customers.

| Month Name | 2016 | 2017 | 2018 | 2019 |
|------------|----------|----------|----------|----------|
| Jan | ➔ 20.73% | ⬇ 27.59% | ➔ 21.62% | ➔ 17.34% |
| Feb | ⬆ 12.00% | ⬆ 14.06% | ➔ 20.65% | ➔ 20.34% |
| Mar | ⬆ 17.02% | ⬇ 25.95% | ➔ 19.75% | ➔ 21.33% |
| Apr | ⬆ 16.30% | ⬇ 26.71% | ➔ 20.00% | ➔ 18.78% |
| May | ⬇ 23.02% | ➔ 18.44% | ⬇ 22.83% | ➔ 20.16% |
| Jun | ⬇ 23.48% | ➔ 21.15% | ➔ 19.23% | ➔ 19.34% |
| Jul | ⬆ 16.56% | ➔ 19.46% | ➔ 20.10% | ⬆ 16.22% |
| Aug | ➔ 20.81% | ⬆ 16.78% | ⬇ 25.00% | ➔ 17.26% |
| Sep | ➔ 20.16% | ➔ 21.45% | ➔ 19.89% | ➔ 21.24% |
| Oct | ➔ 17.75% | ⬇ 26.35% | ⬆ 16.50% | ➔ 21.36% |
| Nov | ➔ 19.81% | ⬇ 23.78% | ➔ 20.38% | ➔ 21.60% |
| Dec | ➔ 19.22% | ➔ 22.16% | ➔ 19.43% | ➔ 19.57% |

Churn % by Credit Type



Total Customers by GeographyLocation



| Year | Total Customers | Active Customers | Inactive Customers | Retain Customers | Exit Customers | Credit Card Holders | Non Credit Card Holders | Churn % |
|-------|-----------------|------------------|--------------------|------------------|----------------|---------------------|-------------------------|---------|
| 2019 | 3313 | 1722 | 1591 | 2655 | 658 | 2321 | 992 | 19.86% |
| 2018 | 2593 | 1344 | 1249 | 2069 | 524 | 1827 | 766 | 20.21% |
| 2017 | 2143 | 1094 | 1049 | 1664 | 479 | 1526 | 617 | 22.35% |
| 2016 | 1951 | 991 | 960 | 1575 | 376 | 1381 | 570 | 19.27% |
| Total | 10000 | 5151 | 4849 | 7963 | 2037 | 7055 | 2945 | 20.37% |