# CUSTOMER CHURN ANALYSIS

→

| 10000 | 5151 | 4849 | 7055 | 2945 | 2037 | 7963 |
|---|---|---|---|---|---|---|
| Total_Customer | Active_Customer | InActive_Customer | Credit_Card_Holder | NonCredit_Card_Holder | Exit_Customer | Retain_Customer |

**Year**
All ⌄

**MonthName**
All ⌄

**GeographyLocation**
All ⌄

**ActiveCategory**
All ⌄

**ExitCategory**
All ⌄

**GenderCategory**
All ⌄

## Total_Customer by Year and ActiveCategory

● Active Member ● Inactive Member

| | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|
| Active | 1.0K | 1.1K | 1.3K | 1.7K |
| Inactive | 1.0K | 1.0K | 1.2K | 1.6K |
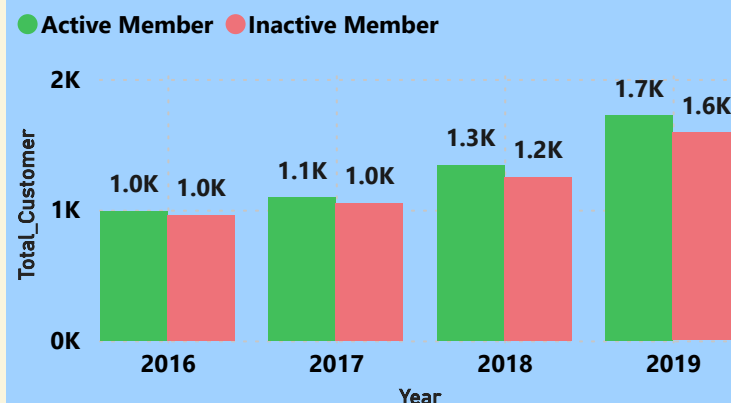
Customers left by Category    Customers left by Gender

## Exit_Customer by GenderCategory

● Female ● Male

898 (44.08%)

1139 (55.92%)
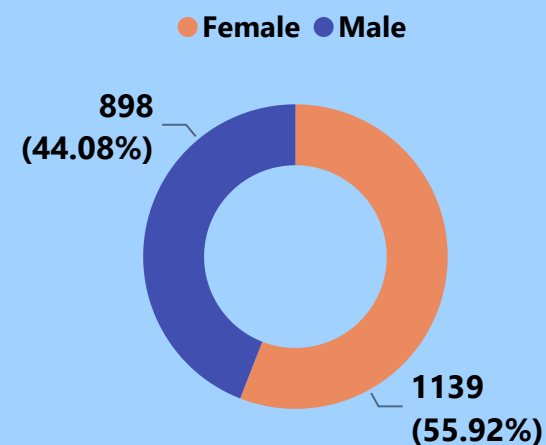
## Exit_Customer and Prev_Month_Exit_Cust by MonthName

● Exit_Customer ● Prev_Month_Exit_Cust

| MonthName | Exit_Customer | Prev_Month_Exit_Cust |
|---|---|---|
| Nov | 242 | 31 |
| Sep | 242 | 31 |
| Dec | 227 | 42 |
| Oct | 178 | 51 |
| Jun | 171 | 29 |
| Aug | 160 | 31 |
| May | 160 | 19 |
| Jul | 151 | 37 |
| Mar | 151 | 12 |
| Apr | 147 | 26 |
| Jan | 121 | |
| Feb | 87 | 25 |
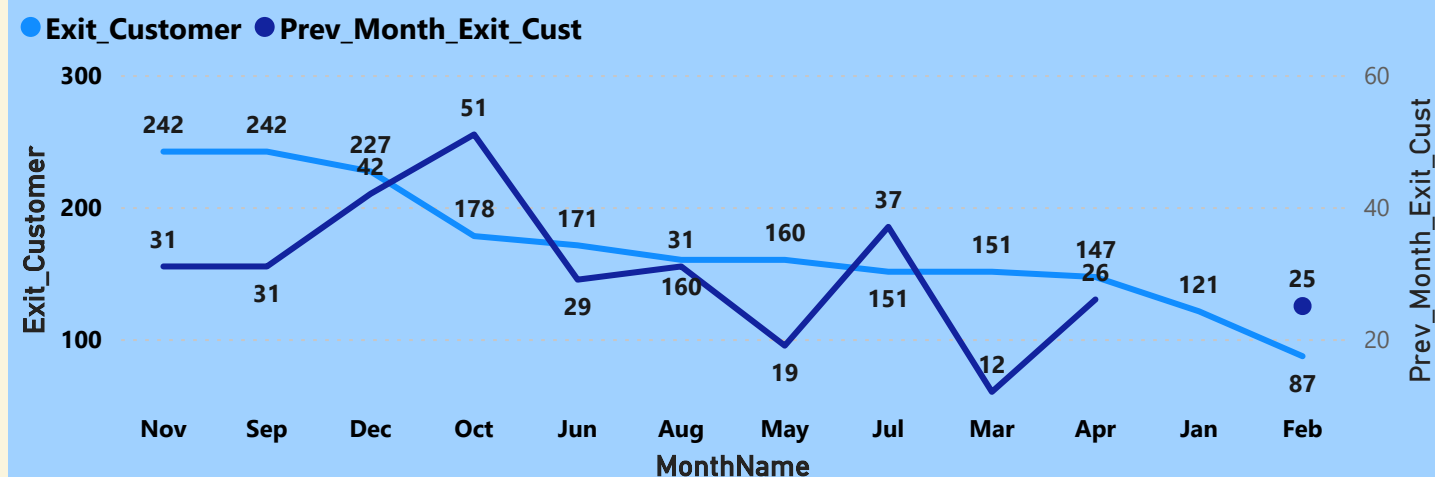
## Exit_Customer by Credit_Type

| Credit_Type | Exit_Customer |
|---|---|
| Fair | 685 |
| Poor | 520 |
| Good | 452 |
| Very Good | 252 |
| Excellent | 128 |