

# CUSTOMER CHURN REPORT

Exited S...

All

Active Sta...

All

Location

All

Credit Ca...

All

Gender

All

Total Customer

10K

Active Customer

5151

Inactive Customer

4849

Credit Card Holder

7055

Non-Credit Card Holder

2945

Retained Customer

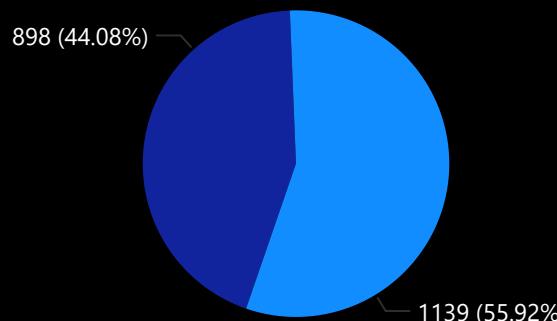
7963

Exited Customer

2037

Exited Customers by GenderID

Male Female



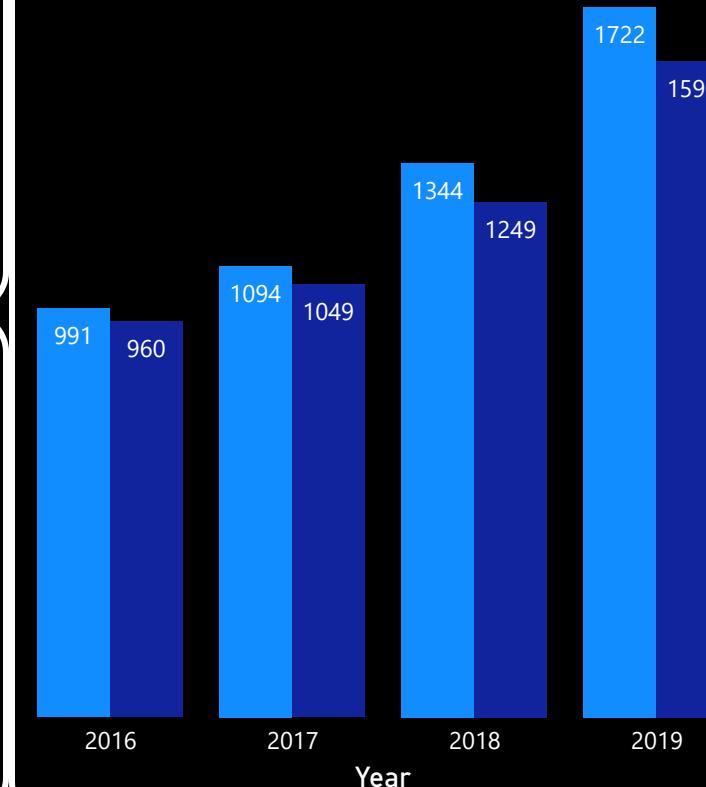
Exited Customers by Year

Exited Customers



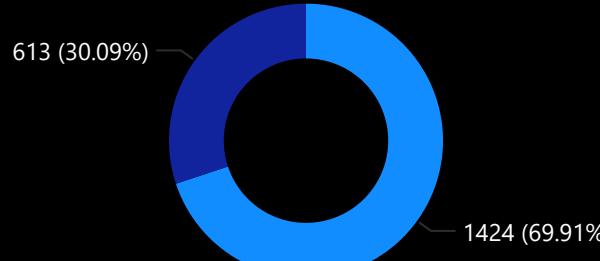
Active and Inactive Customer by Year

Active Customer Inactive Customer

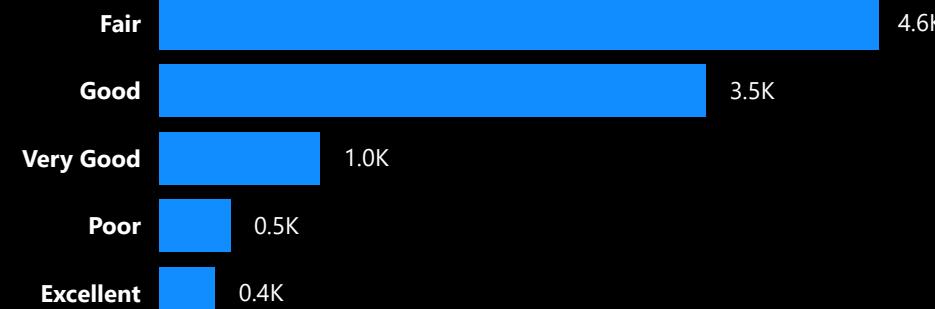


Exited Customers by Credit Card

Credit Card Holder Non-Credit Card Holder



Exited Customer by Credit Score Category





# CUSTOMER CHURN REPORT

Exited

All

Active Status

All

Location

All

Credit Card

All

Gender

All

Total Customer

10K

Active Customer

5151

Inactive Customer

4849

Credit Card Holder

7055

Non-Credit Card Holder

2945

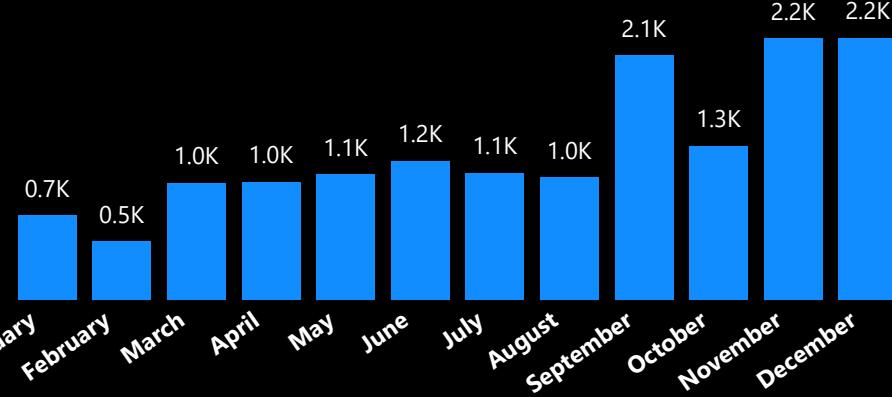
Retained Customer

7963

Exited Customer

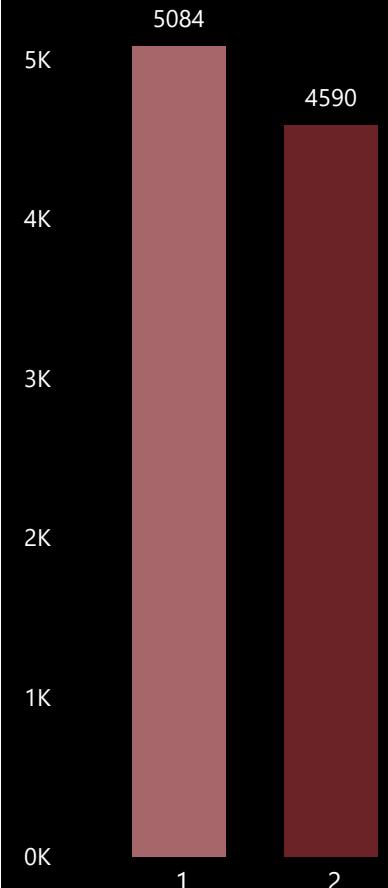
2037

### Products by Month



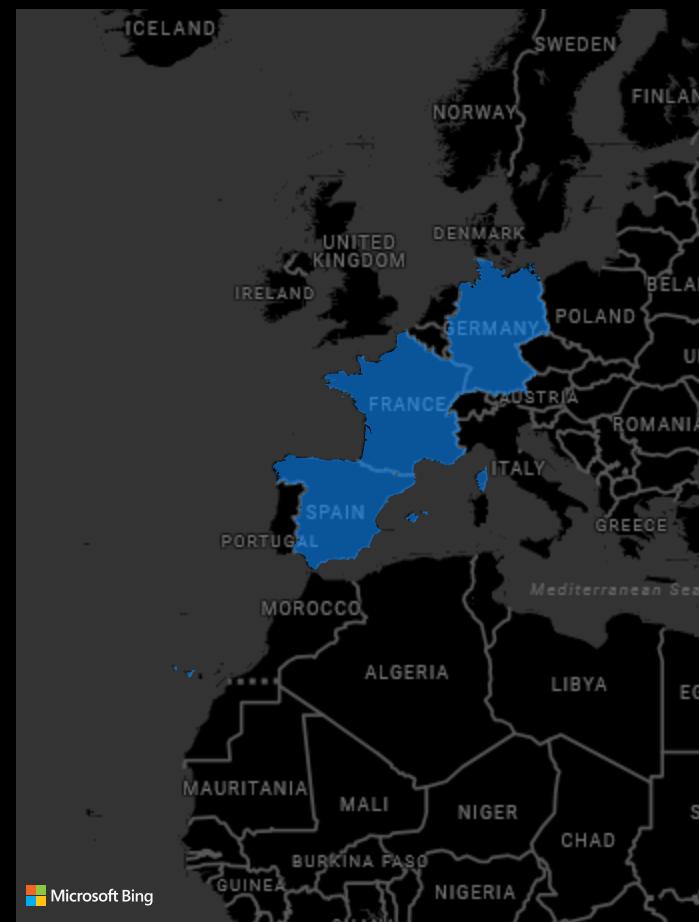
### Count of CustomerId by NumOfProducts

Sum of NumOfProducts 0.24K 9.18K



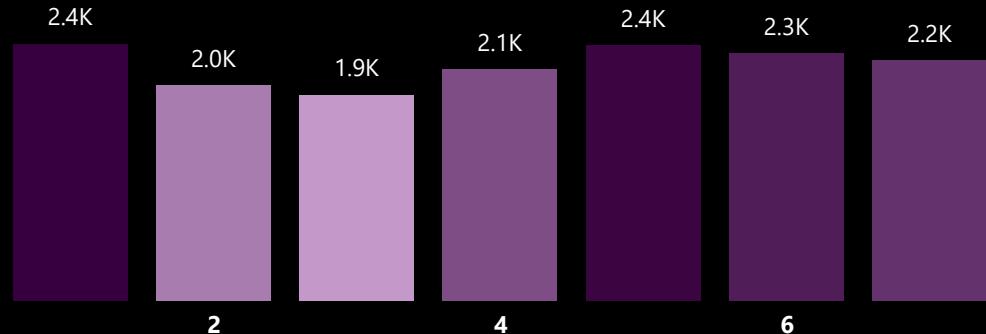
### Location by Credit Card

Credit Card ● Credit Card Holder ● Non-Credit Card H...



### Products by Day

Sum of NumOfProducts 1.91K 2.38K



Microsoft Bing

# CUSTOMER CHURN REPORT

Tenure

All

Year

All

Age

All

Gender

All

Revenue Before Churn

765M

Revenue Loss

185M

Revenue After Churn

579M

Average Balance

76K

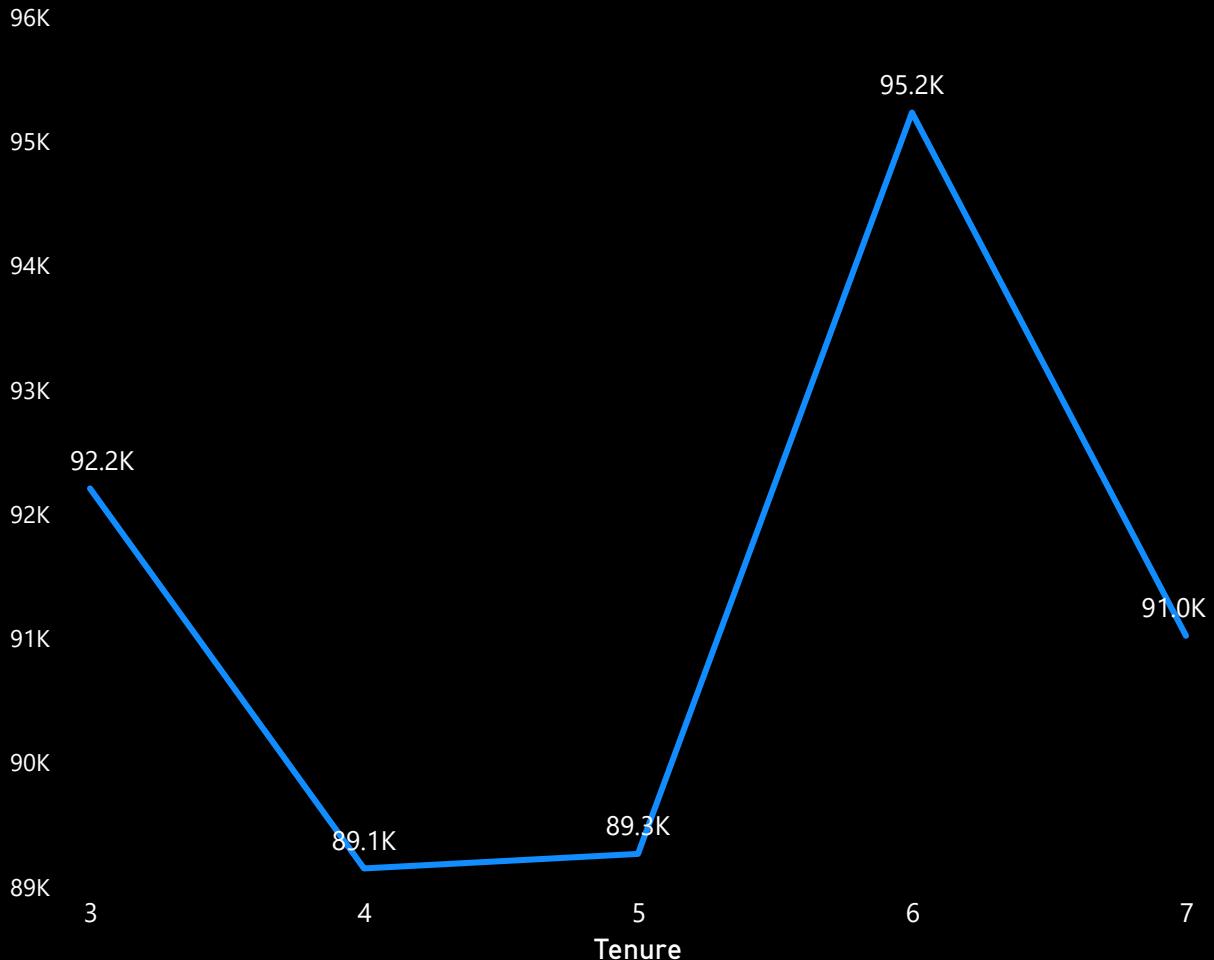
Avg.Revenue Per Churn

91K

Average Tenure

4.86

Avg Revenue per Churned Customer by Tenure



Revenue Before Churn, Revenue After Churn and Revenue Loss during Churn by Year

