



# CUSTOMER CHURN ANALYSIS



10000

Total Customer

7055

Creditcard Holders

2945

Non-creditcard Hol...

5151

Active Customers

4849

InActive Customers

2037

Exit Customers

7963

Retain Customers

Year

All

Active Category

All

Month

All

Gender Category

All

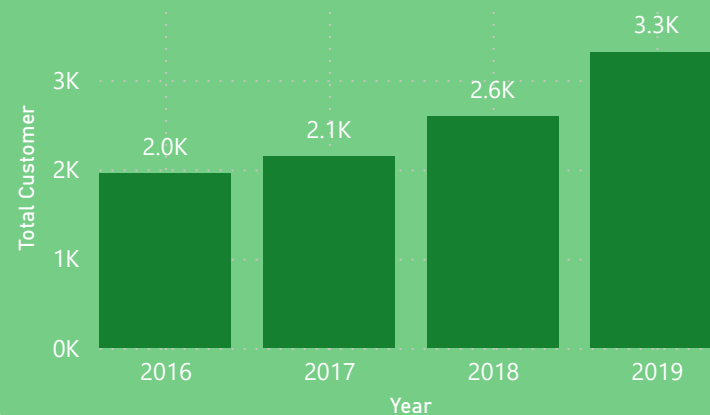
Geography Locat...

All

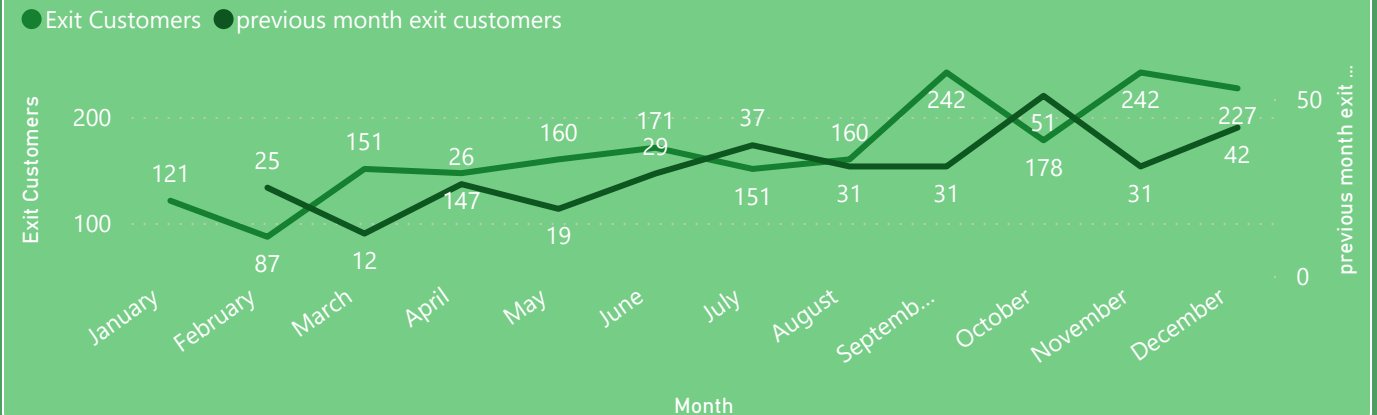
Exit Category

All

Total Customer by Year



Exit Customers and previous month exit customers for each month

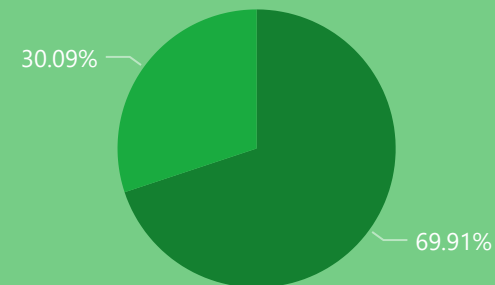


Number of Products by Credit Type

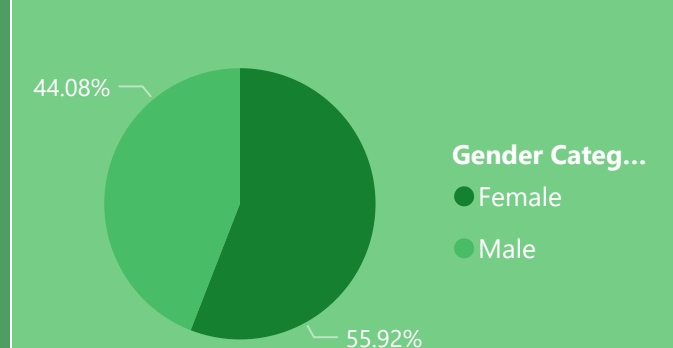


Exit Customers by Category

Category ● credit card holder ● non credit card hol...



Exit Customers by Gender Category

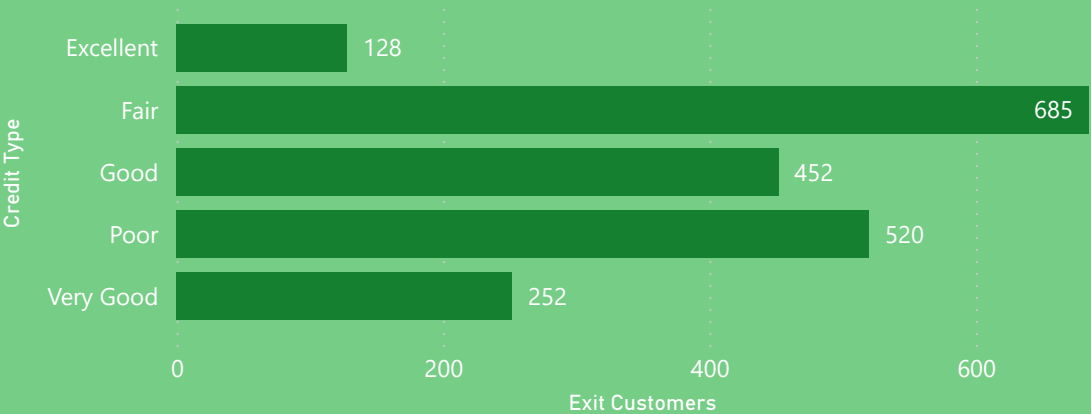




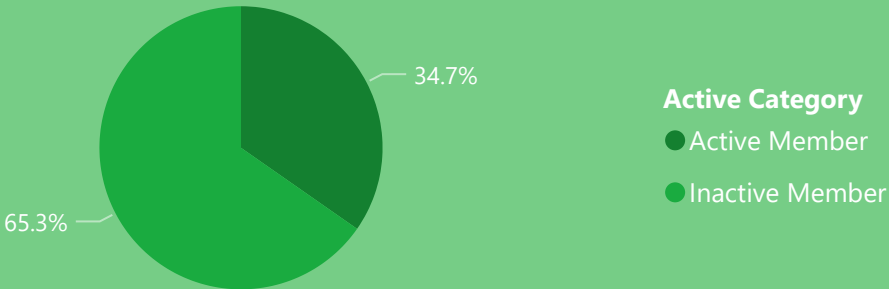
Churn% by Year and month in each year

Year	January	February	March	April	May	June	July	August	September	October	November	December
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%

Exit Customers by Credit Type



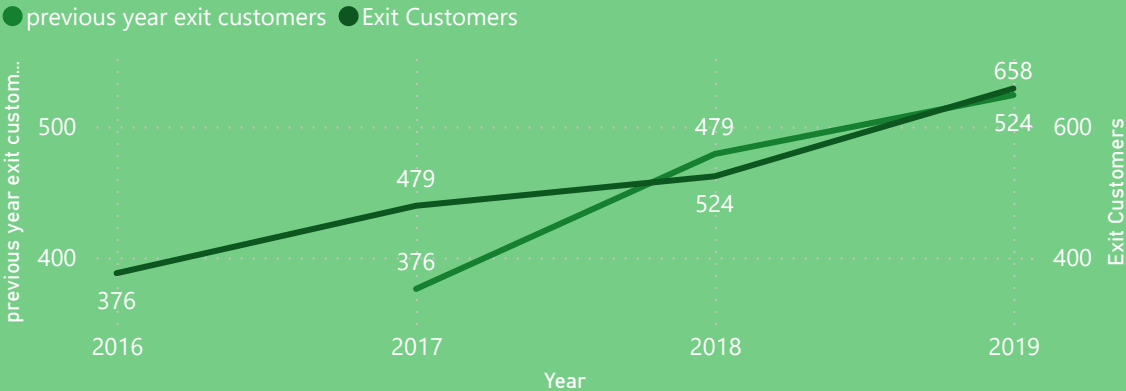
Churned% by Active Category



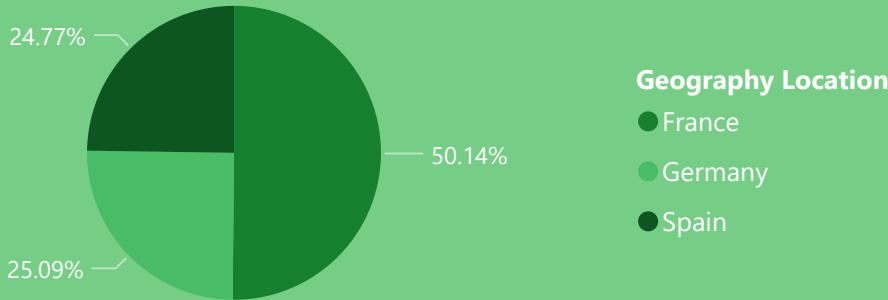
Total Customers by Geographic location

Total Customers by Active Category

previous year exit customers and Exit Customers by Year



Total Customers by Geography Location





## Exit Customers by GeographyLocation

