



# 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

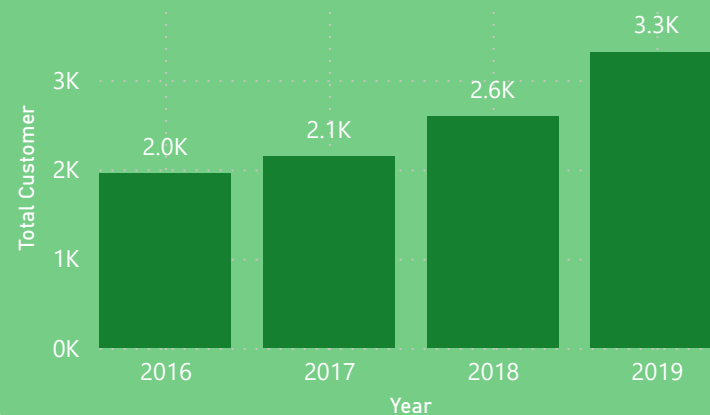
Geography Locat...

All

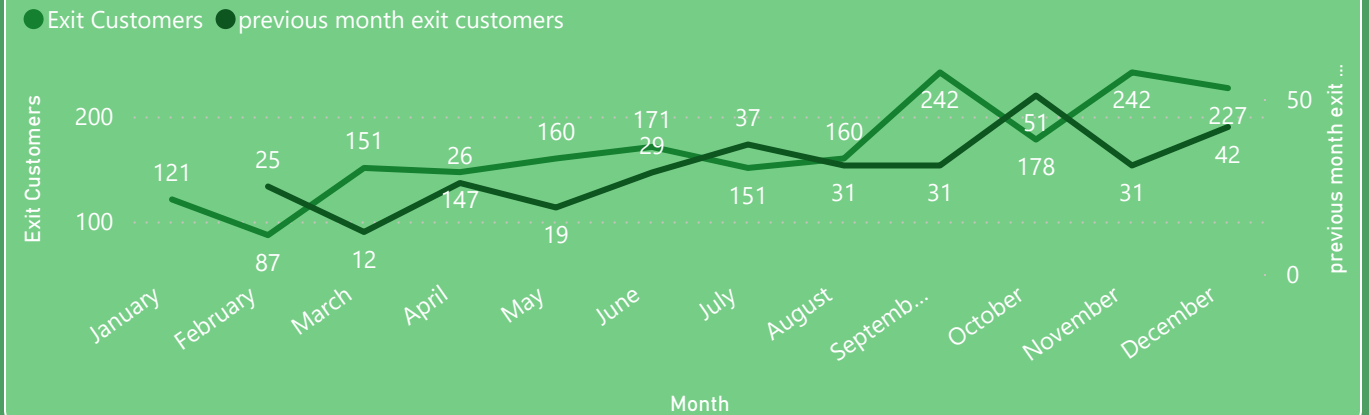
Exit Category

All

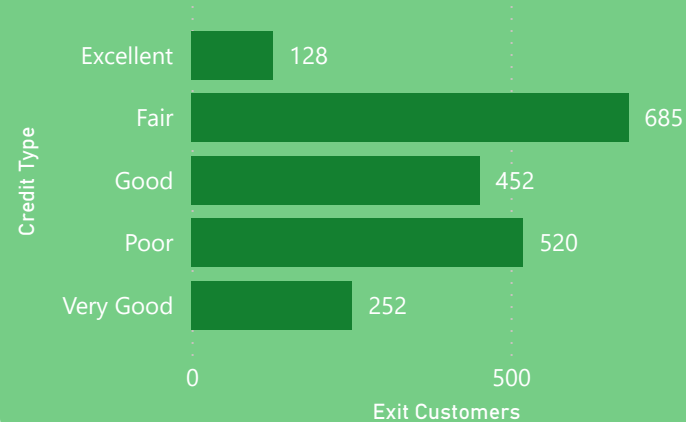
Total customers by year



Exit customers and previous month exit customers for each month

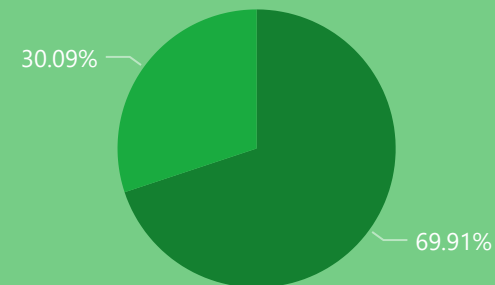


Exit customers by credit type

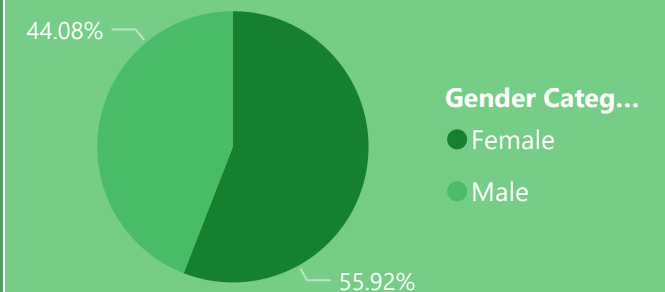


Exit customers by credit card category

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



Exit customers by gender

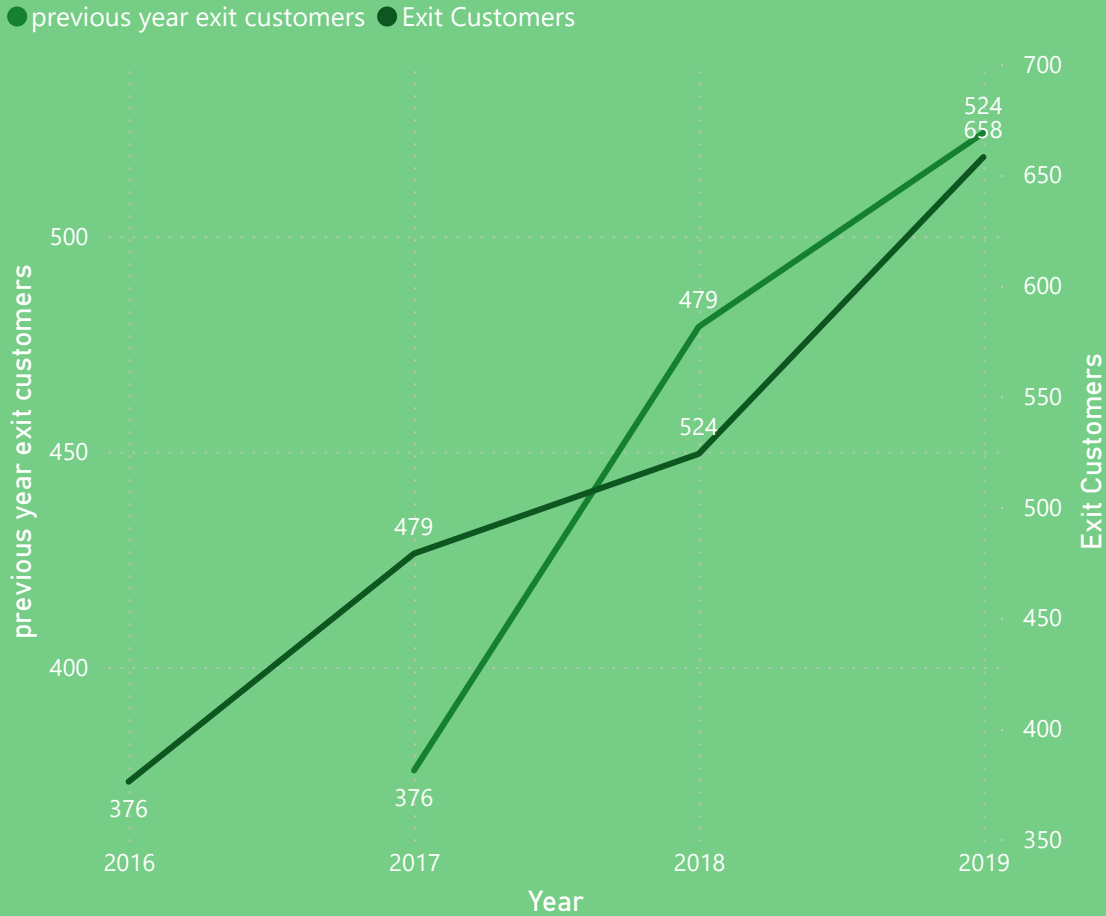




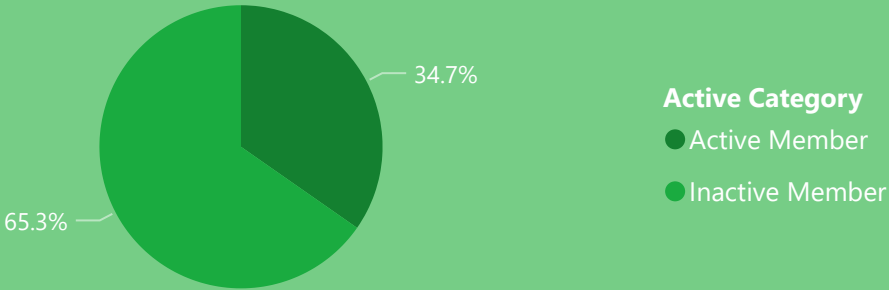
Churn% by Year and month in each year

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 and previous year exit customers for each year



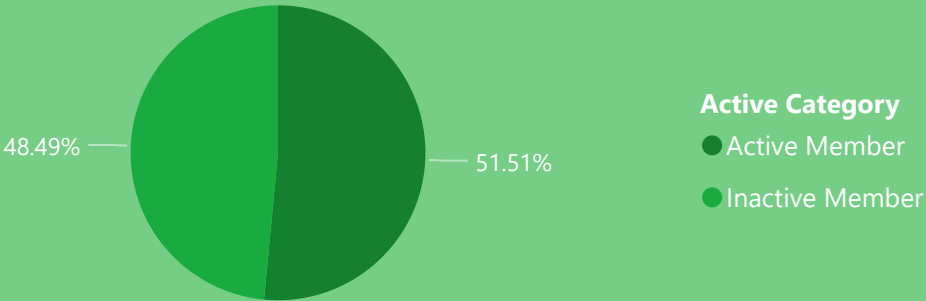
Churned% by active category



Total customers by geographic location

Total customers by active category

Total customers by active category





Exit customers by geographic location

