



Customer Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Holder

7963

Retain Customers

2037

Exit Customers

Year

All

Month

All

GeographyLocation

All

ActiveCategory

All

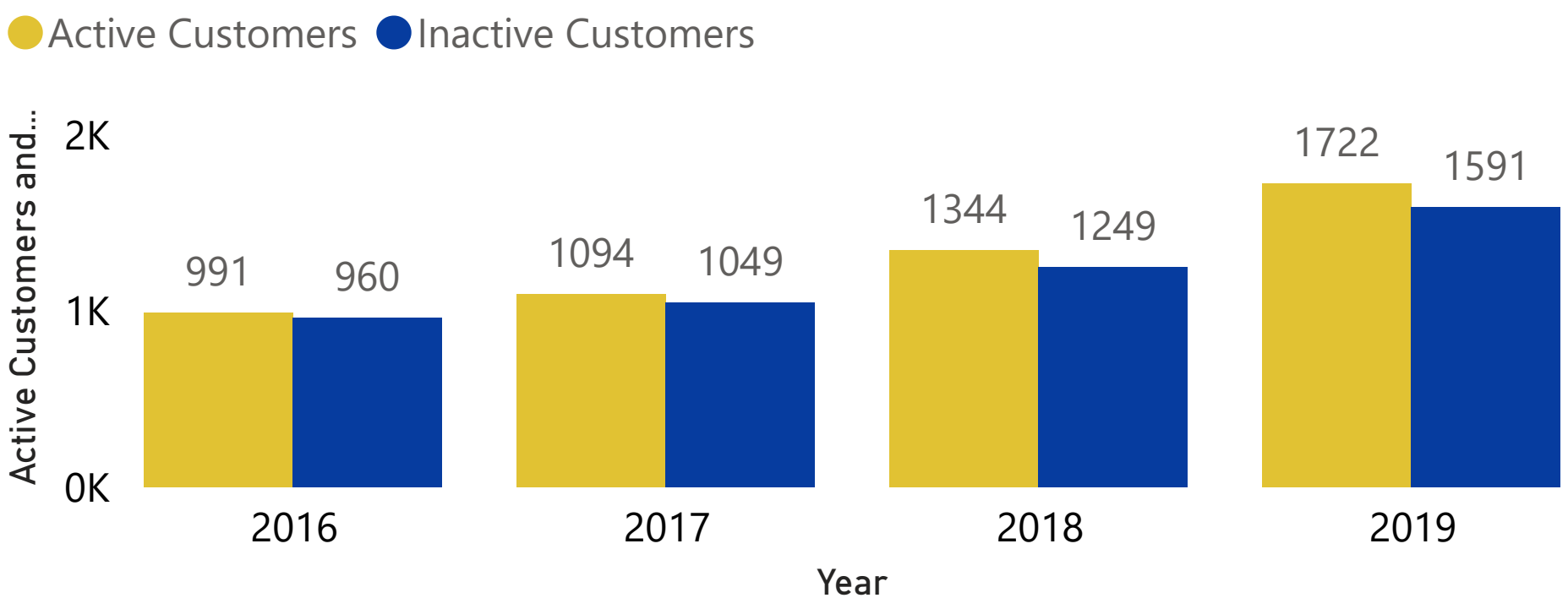
ExitCategory

All

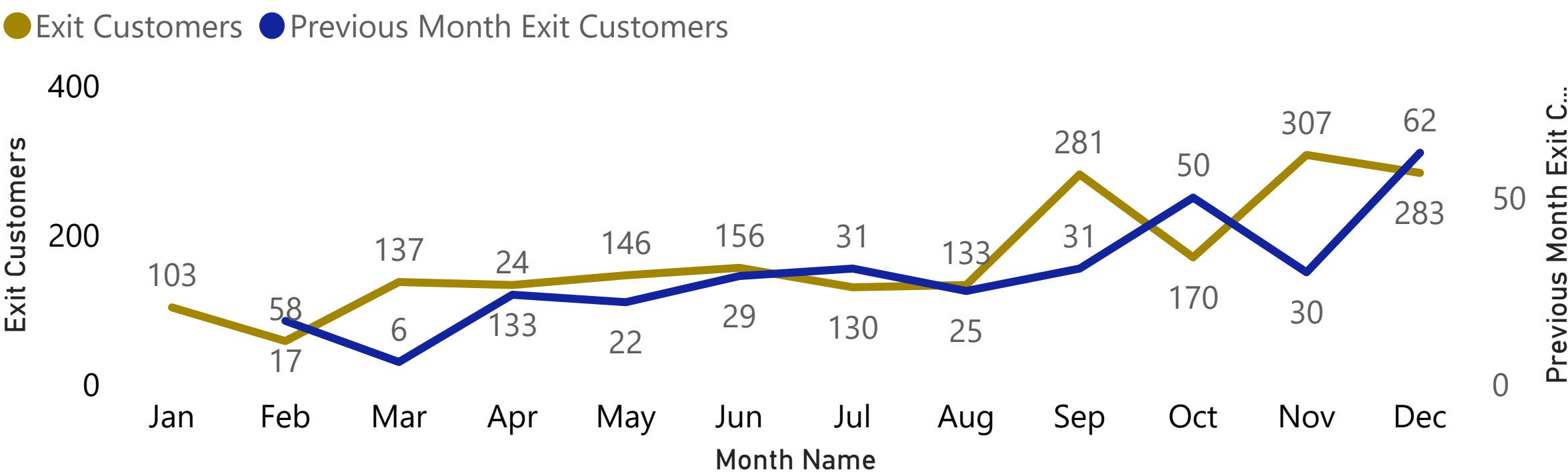
GenderCategory

All

Active Customers and Inactive Customers by Year



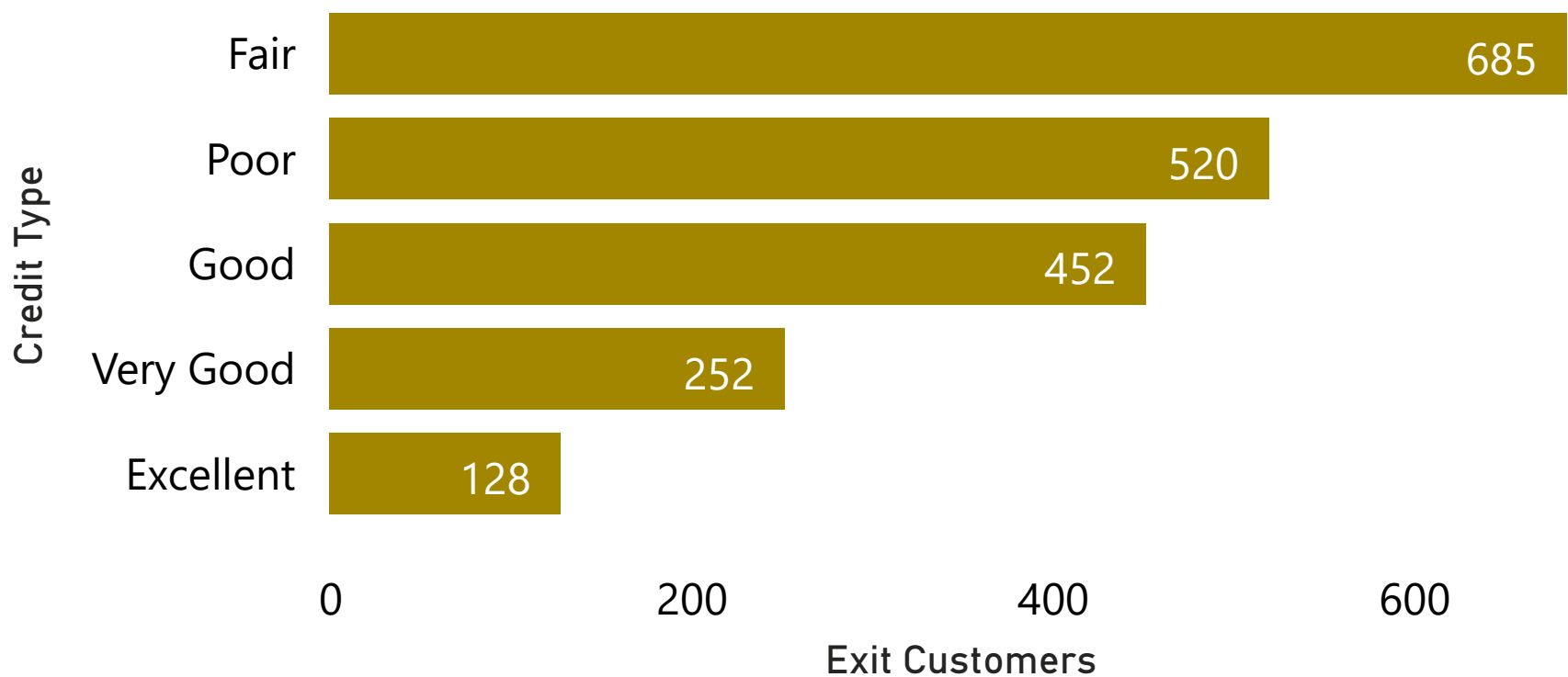
Exit Customers and Previous Month Exit Customers by Month Name



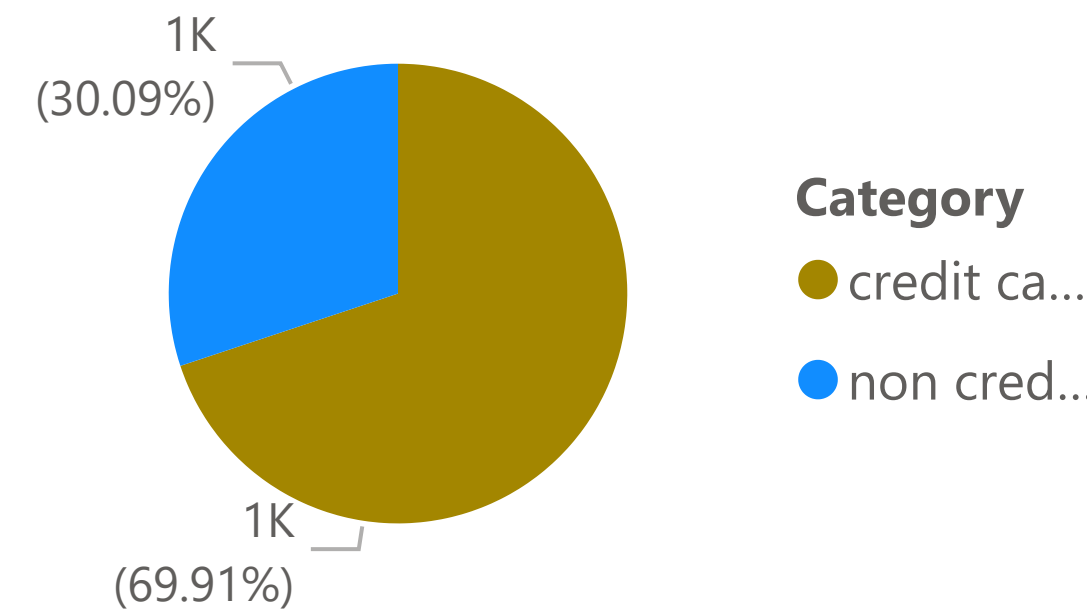
Exit Customers by Credit Type

Exit Customers by Gender

Exit Customers by Credit Type



Exit Customers by Category



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.

Across all 4 year, Active Customers ranged from 991 to 1722 and Inactive Customers ranged from 960 to 1591.

Churn %

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

Total Customers by GeographyLocation

