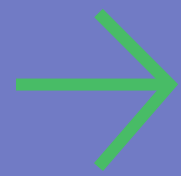




Customer Churn Analysis



10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holder

2945

Non Credit card holders

2037

Exit Customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ExitCategory

All

GenderCategory

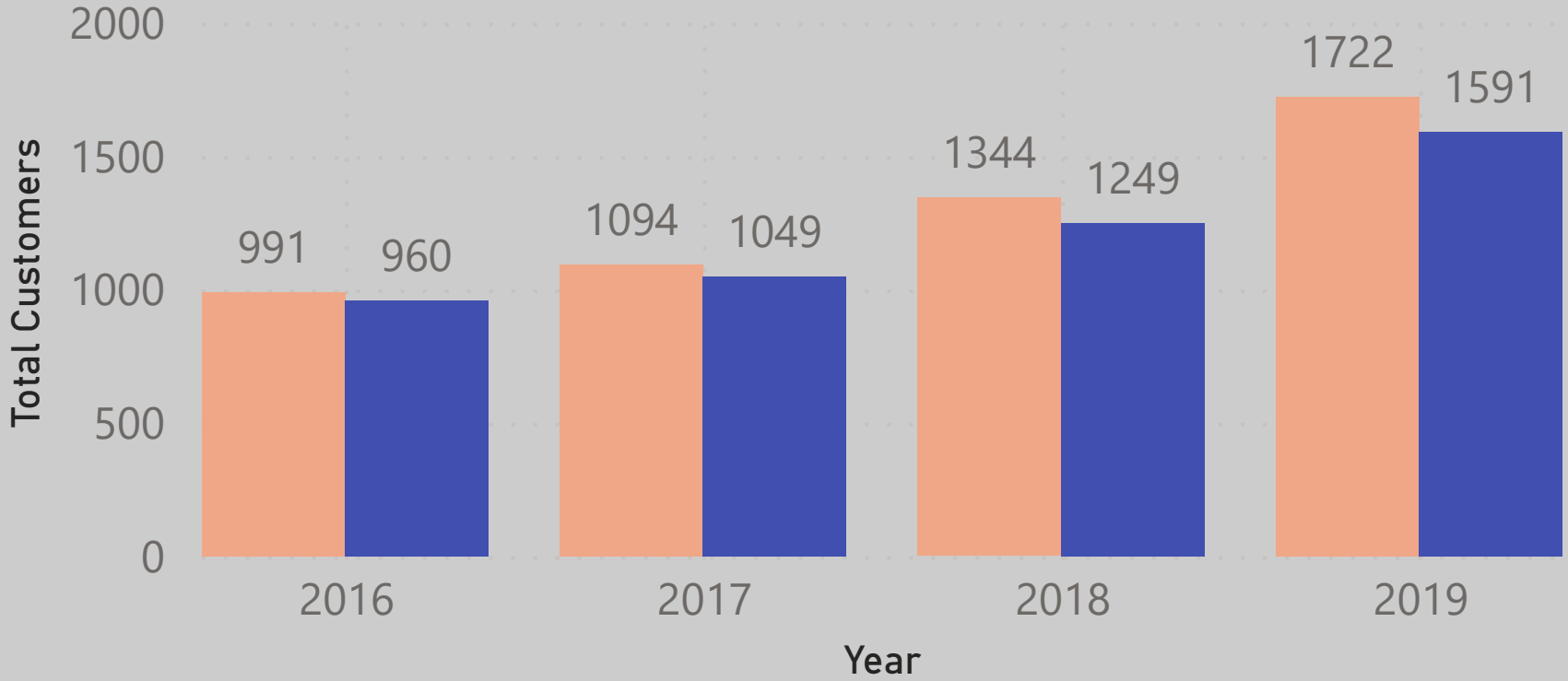
All

Year

All

Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Total Total Customers was higher for Active Member (5151) than Inactive Member (4849).

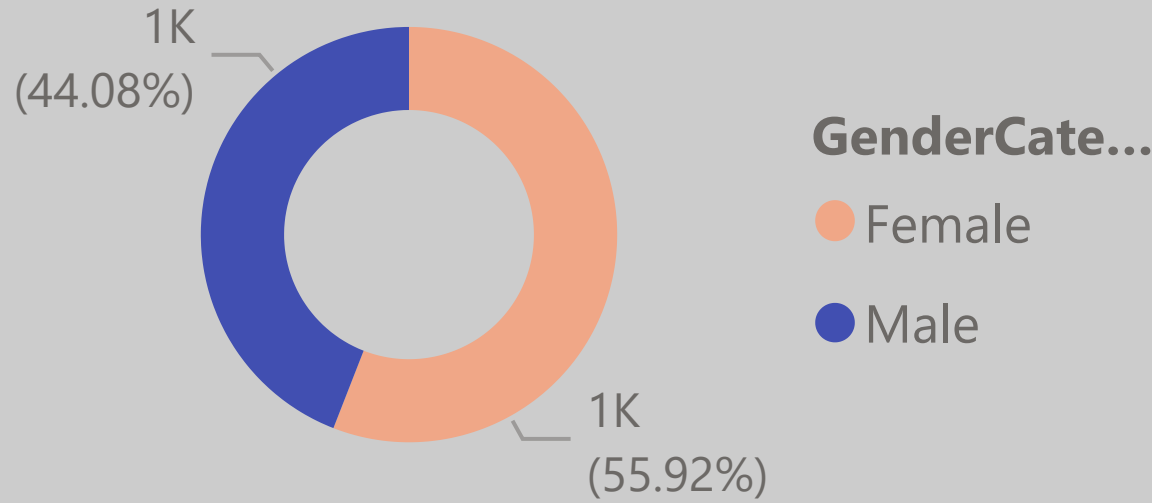
2019 in ActiveCategory made up 17.22% of Total Customers.

Average Total Customers was higher for Active Member (1,287.75) than Inactive Member (1,212.25).

Exit Customers for Female (1139) was higher than Male (898).

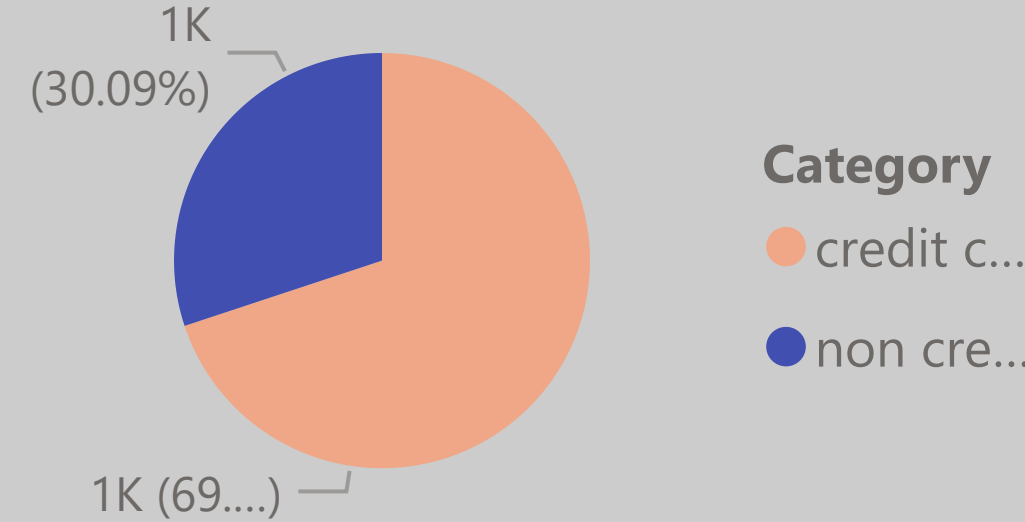
Customer left based on credit type

Exit Customers by GenderCategory

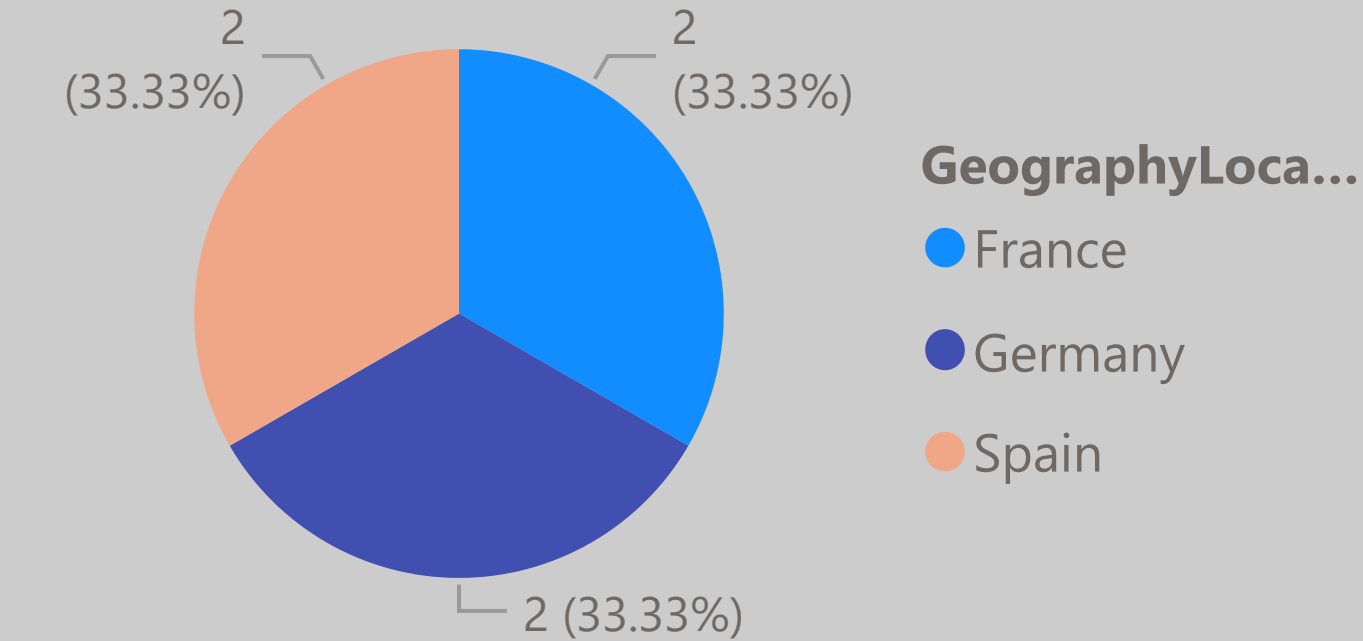


Customers left by Gender

Exit Customers by Category



GenderCategory by GeographyLocation





Customer Churn Analysis

10000

Total Customers

5151

Active Customers

4849

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7055

Credit Card Holder

2945

Non Credit card holders

2037

Exit Customers

7963

Retain Customers

Year

All

Month Name

All

GeographyLocation

All

ExitCategory

All

GenderCategory

All

Year

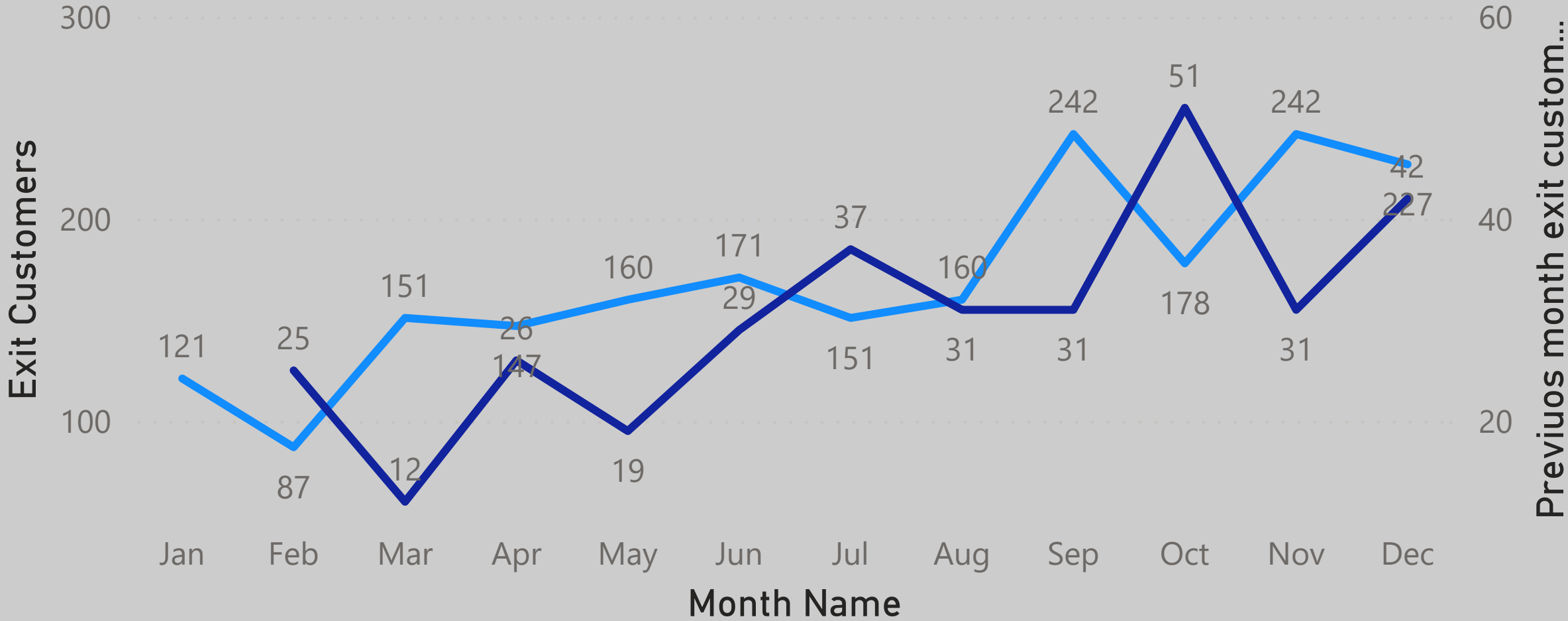
All

Churn %

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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 month exit customers by Month

● Exit Customers ● Previous month exit customers



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.