

# Customer Churn Analysis

10K

Total Customers

5K

Active customers

5K

Inactive customers

7K

Credit Card Holders

3K

Non Credit Card Holders

8K

Retain Customers

2K

Exit Customers

year

Month

All

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

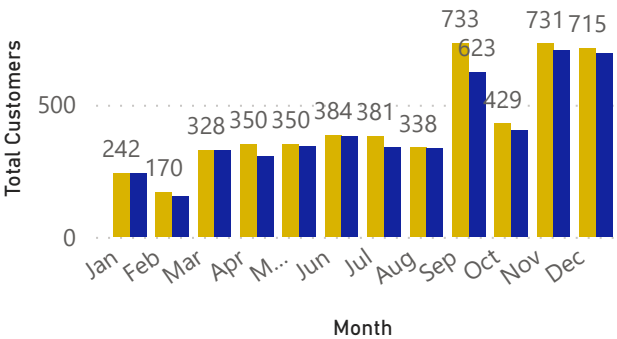
All

GenderCategory

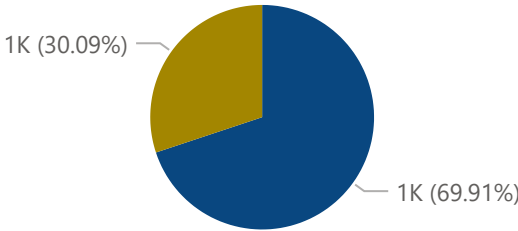
All

Total Customers by Month and ActiveCategory

ActiveCate... ● Active Member ● Inactive Member

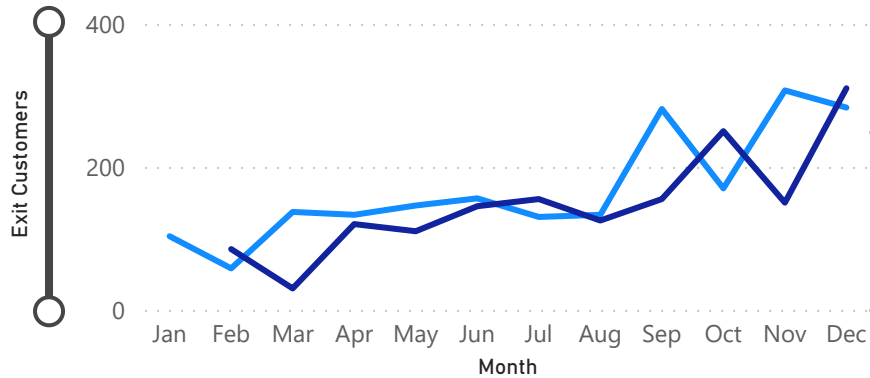


Exit Customers by Category

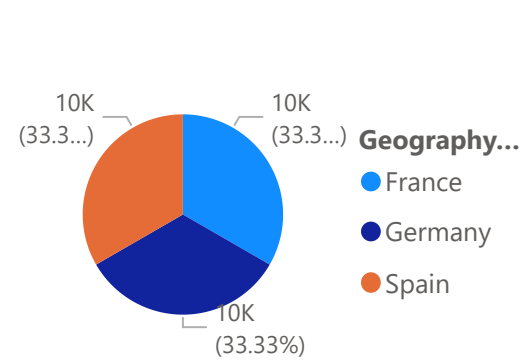


Exit Customers and Previous month exit customers by Month

● Exit Customers ● Previous month exit customers



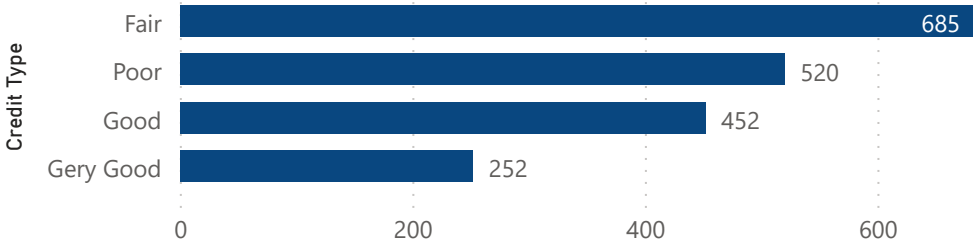
Total Customers by GeographyLocation



Exit Customers by Credit Type

Category

● credit card holder ● non credit card holder



Exit Customers

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.

Exit Customers for credit card holder (1424) was higher than non credit card holder (613).

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%