Customer Churn Analysis

10000 Total customers

5151 Active customer

4849 Inactive Customer Method1

2037 Exit Customers

7963 Retain Customers

7055 Credit Card Holders

2945 Non creditcard holder

2016   2019

Month Name
All

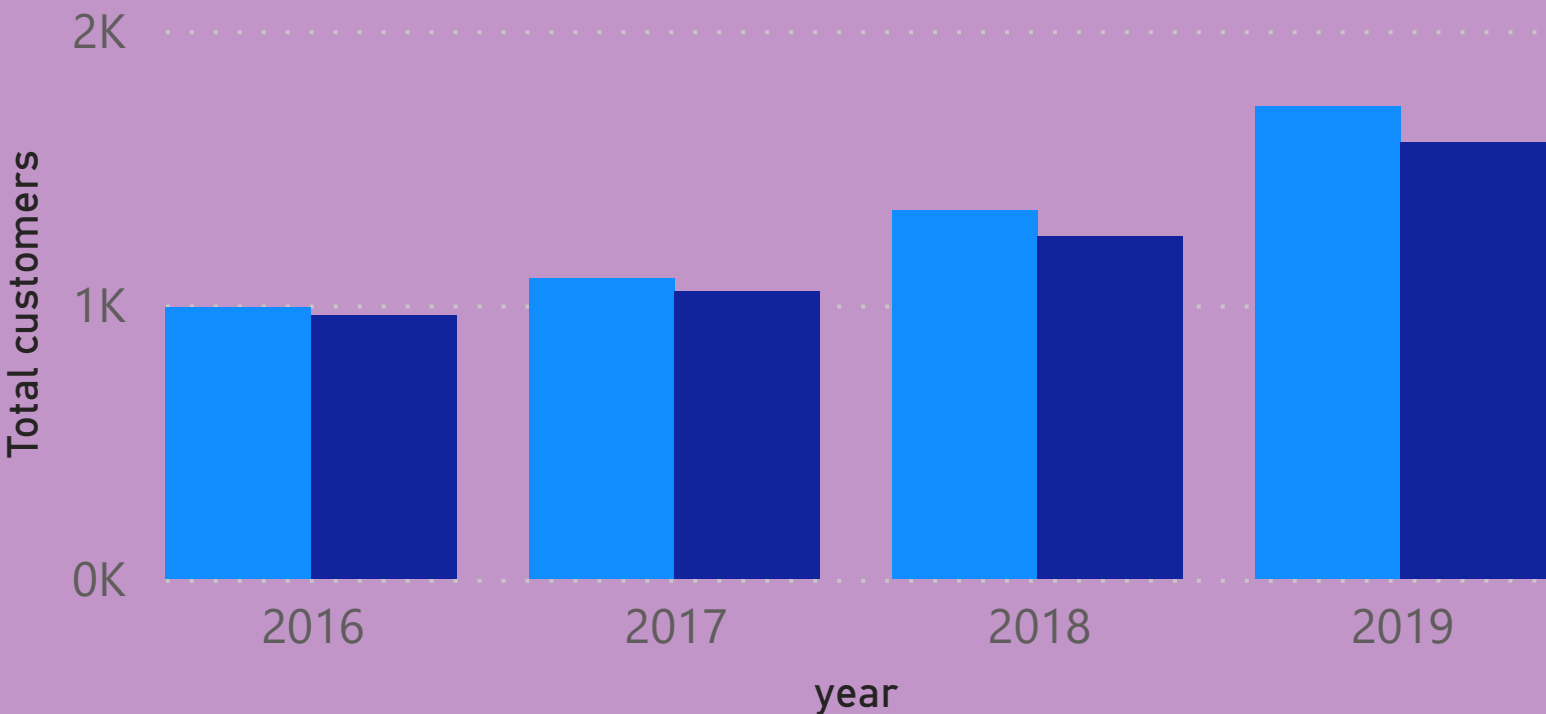**GeographyLocation**
All

ActiveCategory
All

GenderCategory
All

ExitCategory
All

Total customers by year and ActiveCategory
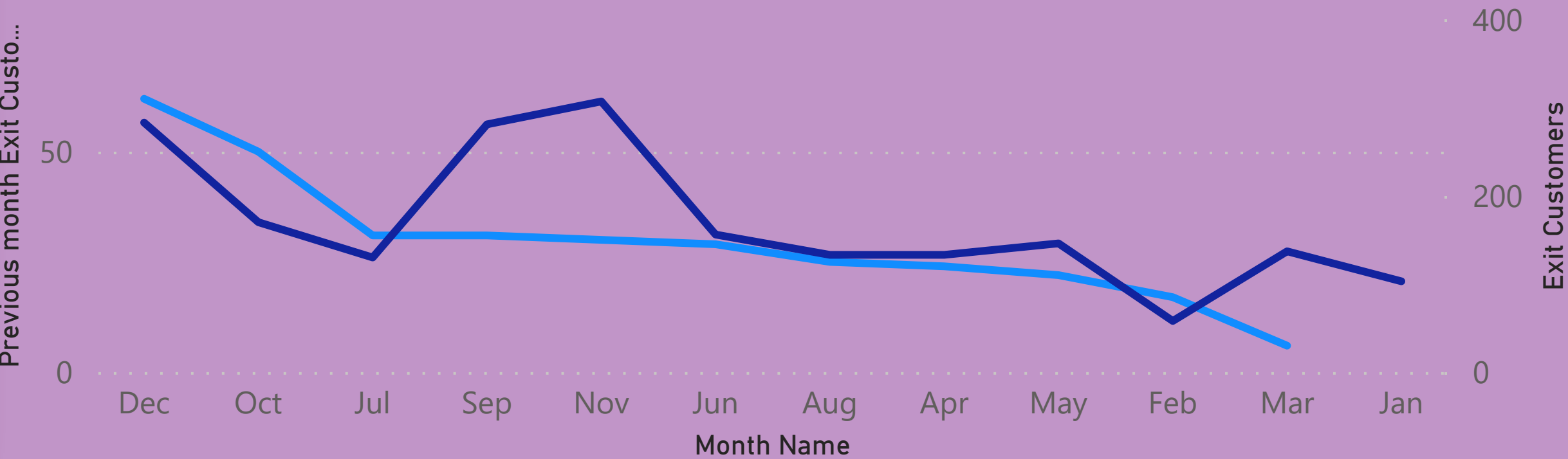
ActiveCategory ● Active Member ● Inactive Member

(Bar chart: Total customers by year)
- 2016
- 2017
- 2018
- 2019

Y-axis: 0K, 1K, 2K (Total customers)
X-axis: year

Previous month Exit Customers and Exit Customers by Month Name

● Previous month Exit Customers ● Exit Customers

(Line chart)
X-axis (Month Name): Dec, Oct, Jul, Sep, Nov, Jun, Aug, Apr, May, Feb, Mar, Jan
Left Y-axis (Previous month Exit Custo...): 0, 50
Right Y-axis (Exit Customers): 0, 200, 400

Exit Customers by GenderCategory

(Donut chart)
1K (44.08%)
1K (55.92%)
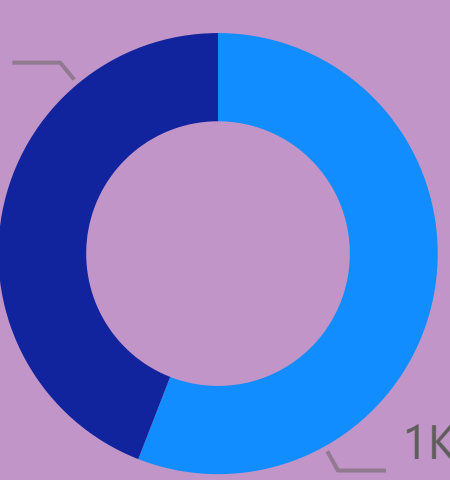
GenderCategory
● Female
● Male

Exit Customers by Credit Type

(Bar chart)
Credit Type:
- fair
- poor
- Very Good
- good

X-axis: 0, 100, 200, 300, 400, 500, 600, 700
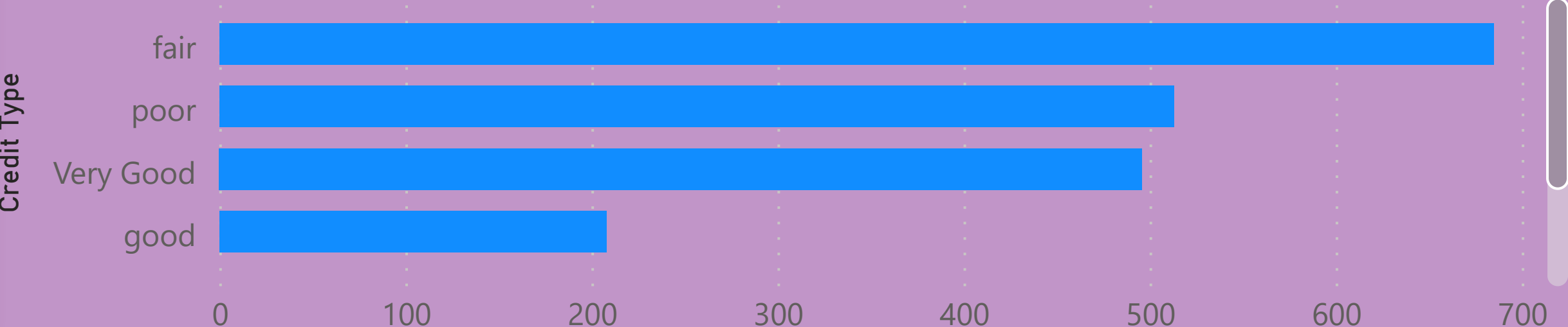
Credit Type	ExitCategory ▼	Exit Customers	Retain Customers	Total customers
fair	Exit	685	2646	685
fair	Retain	685	2646	2646
poor	Exit	513	1812	513
poor	Retain	513	1812	1812
Very Good	Exit	496	1997	496
Very Good	Retain	496	1997	1997
good	Exit	208	951	208
good	Retain	208	951	951
excellent	Exit	128	527	128
excellent	Retain	128	527	527
	Exit	7	30	7
	Retain	7	30	30
Total		**2037**	**7963**	**10000**

Total customers by GeographyLocation

2K (24.77%)
5K (50.14%)
3K (25.09%)

GeographyLocation
● France
● Germany
● Spain

Exit Customers by Category

1K (30.09%)
1K (69.91%)

Category
● credit card holder
● non credit card hol...
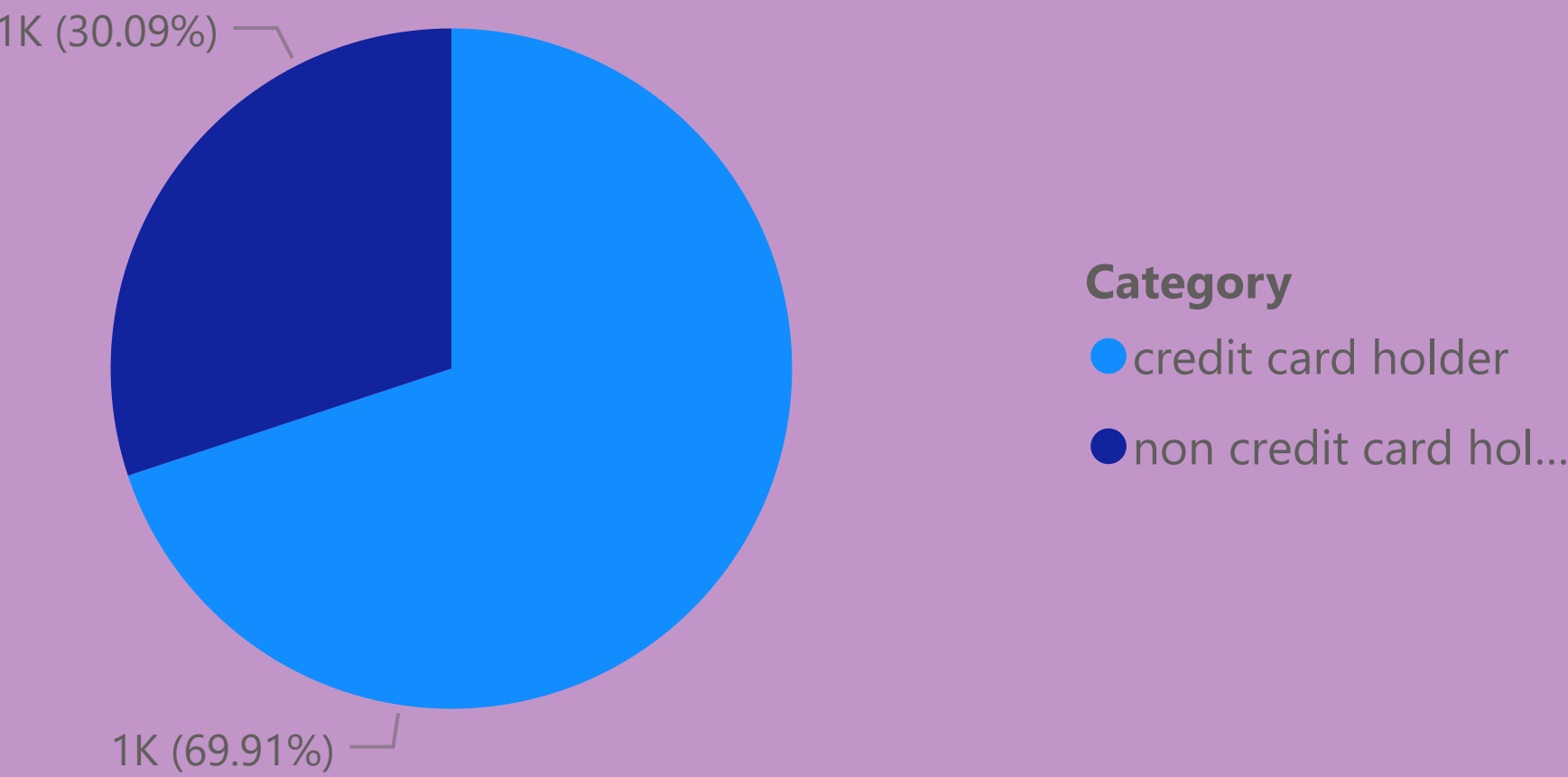
Exit Customers for credit card holder (1424) was higher than non credit card holder (613).
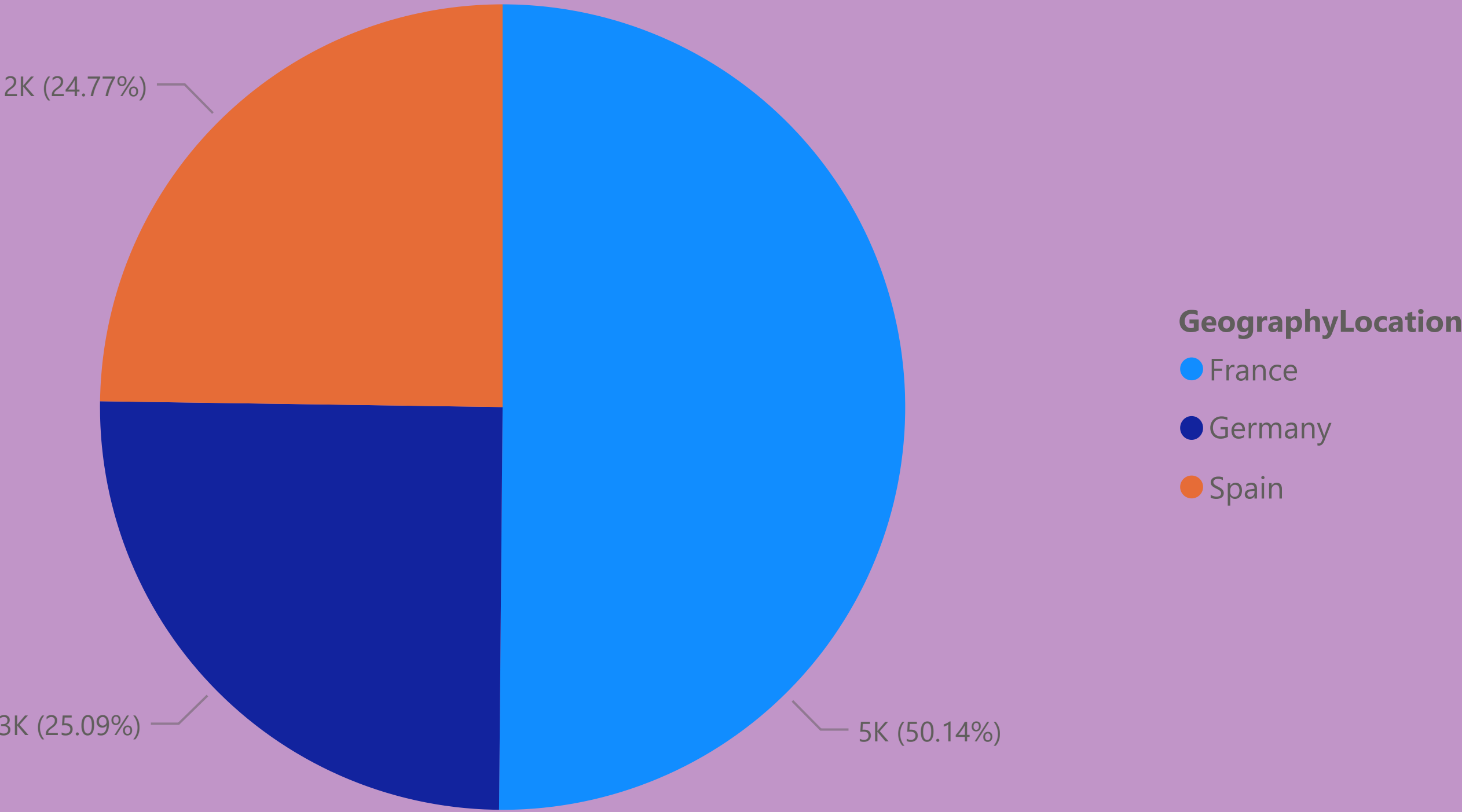
Churn % Monthly and Yearly wise

year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2016	◆ 16.30%	▲ 20.81%	▲ 19.22%	◆ 12.00%	▲ 20.73%	◆ 16.56%	● 23.48%	◆ 17.02%	● 23.02%	▲ 19.81%	▲ 17.75%	▲ 20.16%	**19.27%**
2017	● 26.71%	◆ 16.78%	▲ 22.16%	◆ 14.06%	● 27.59%	▲ 19.46%	▲ 21.15%	● 25.95%	▲ 18.44%	● 23.78%	● 26.35%	▲ 21.45%	**22.35%**
2018	▲ 20.00%	● 25.00%	▲ 19.43%	▲ 20.65%	▲ 21.62%	▲ 20.10%	▲ 19.23%	▲ 19.75%	● 22.83%	▲ 20.38%	◆ 16.50%	▲ 19.89%	**20.21%**
2019	▲ 18.78%	▲ 17.26%	▲ 19.57%	▲ 20.34%	▲ 17.34%	◆ 16.22%	▲ 19.34%	▲ 21.33%	▲ 20.16%	▲ 21.60%	▲ 21.36%	▲ 21.24%	**19.86%**
Total	**20.37%**	**19.73%**	**20.09%**	**17.90%**	**21.37%**	**18.03%**	**20.39%**	**20.95%**	**21.04%**	**21.36%**	**20.46%**	**20.72%**	**20.37%**

Exit Customers by Age

(Bar chart of Exit Customers versus Age. Selected bars labelled: 2, 1, 33, 57, 53, 69, 89, 88, 73, 91, 80, 40, 50, 29, 32, 5, 1. X-axis marked at 20, 40, 60, 80. Y-axis marked at 0, 50, 100.)

Retain Customers by Age

(Bar chart of Retain Customers versus Age. Selected bars labelled: 20, 417, 416, 20, 38, 30, 32, 10, 32, 13, 20, 12, 11, 3, 4, 1, 2. X-axis marked at 20, 40, 60, 80, 100. Y-axis marked at 0, 200, 400.)
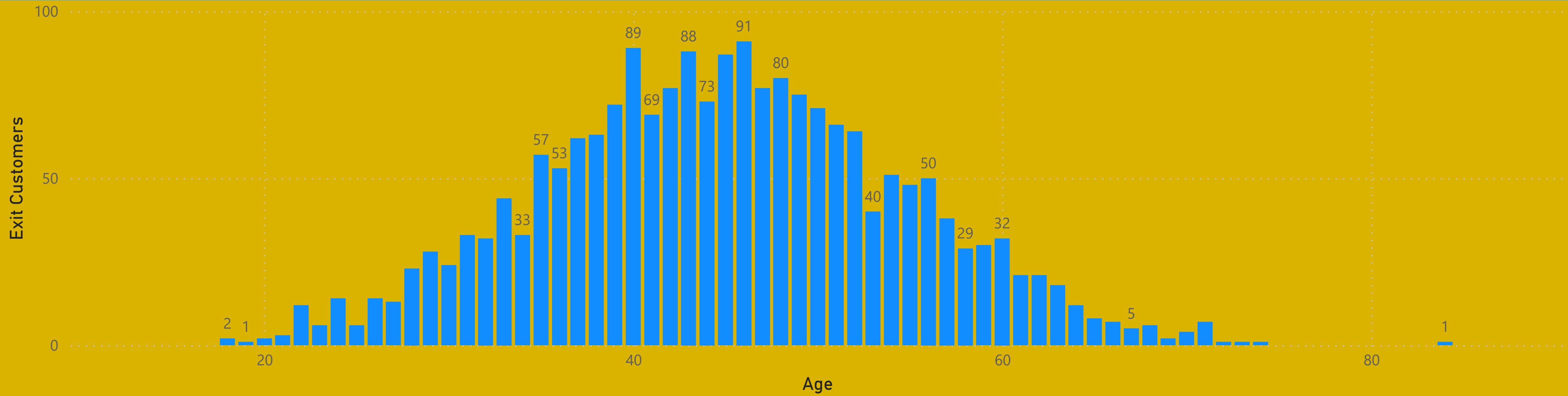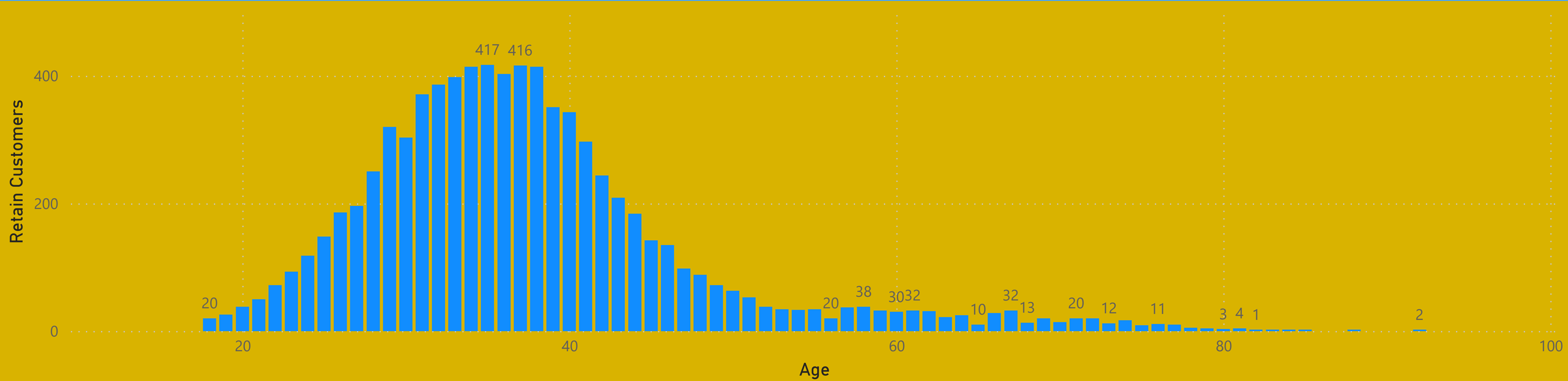
GeographyLocation ▼	Active customer	churn %	Credit Card Holders	Total customers	Retain Customers	Exit Customers	Non creditcard holder	Previous month Exit Customers	Inactive Customer Method1
Spain	1312	16.67%	1721	2477	2064	413	756		1165
Germany	1248	32.44%	1791	2509	1695	814	718		1261
France	2591	16.15%	3543	5014	4204	810	1471		2423
Total	**5151**	**20.37%**	**7055**	**10000**	**7963**	**2037**	**2945**		**4849**

Retain Customers and Exit Customers by GeographyLocation
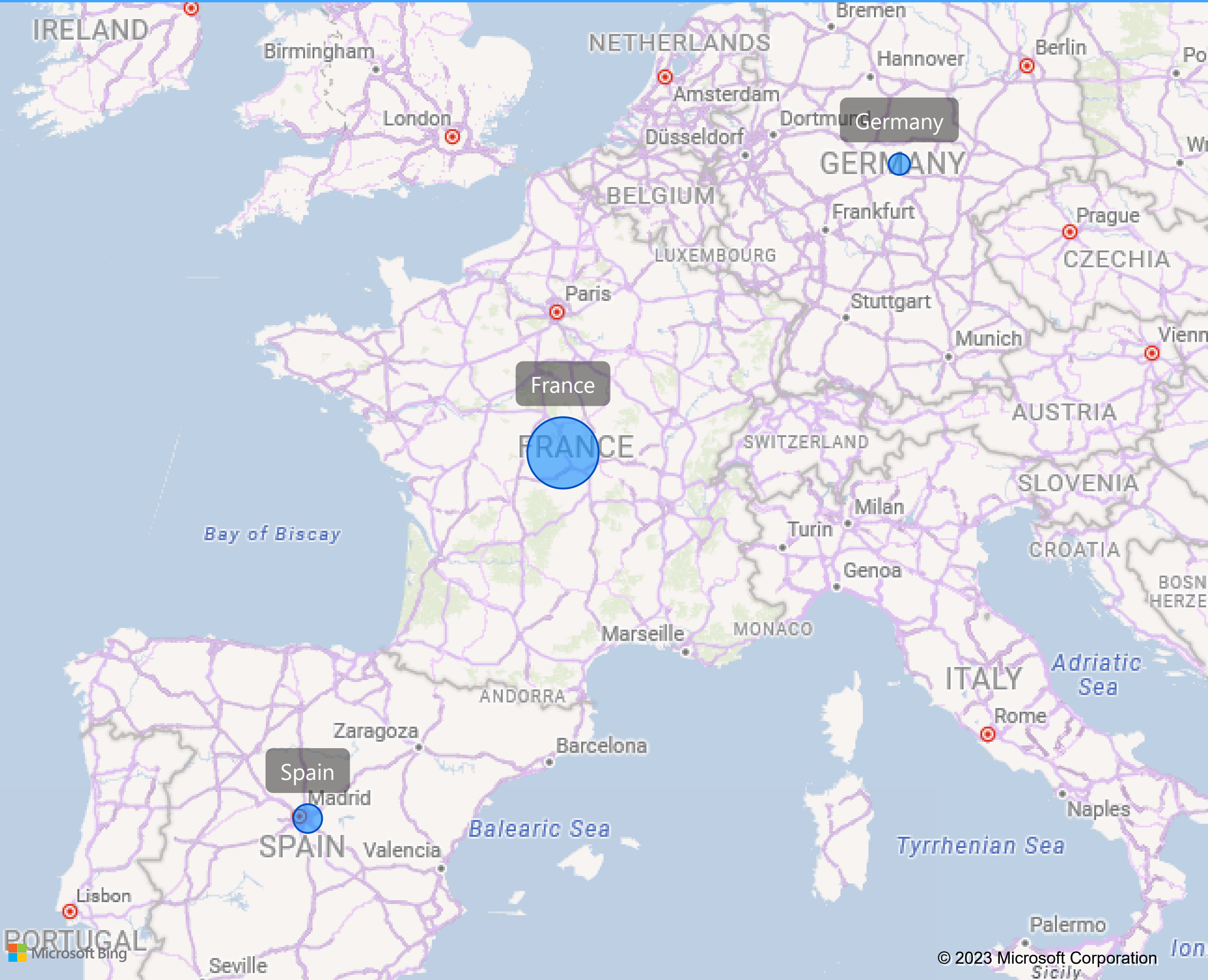

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Month	Exit Customers	Year	Sum of year	GeographyLocation	Retain Customers
January	4	2016	62496	France	32
January	8	2016	62496	Germany	18
January	5	2016	62496	Spain	15
February	1	2016	58464	France	17
February	4	2016	58464	Germany	16
February	1	2016	58464	Spain	11
March	12	2016	62496	France	58
March	10	2016	62496	Germany	32
March	2	2016	62496	Spain	27
April	11	2016	60480	France	60
April	6	2016	60480	Germany	16
April	5	2016	60480	Spain	37
May	12	2016	62496	France	54
May	10	2016	62496	Germany	19
May	7	2016	62496	Spain	24
June	13	2016	60480	France	45
June	12	2016	60480	Germany	19
June	6	2016	60480	Spain	37
July	6	2016	62496	France	65
July	15	2016	62496	Germany	29
July	4	2016	62496	Spain	32
August	10	2016	62496	France	65
August	16	2016	62496	Germany	21
August	5	2016	62496	Spain	32
Total	**2037**		**2947566**		**7963**