

RBC Bank

Customer Churn Report

10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Cus...

2037

Exited Customers

7963

Retained Customers

Year

All

Month Name

All

GeographyLocation

All

Category

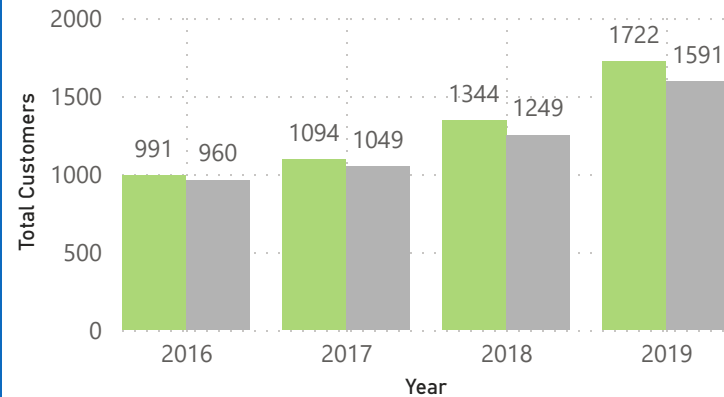
All

ExitCategory

All

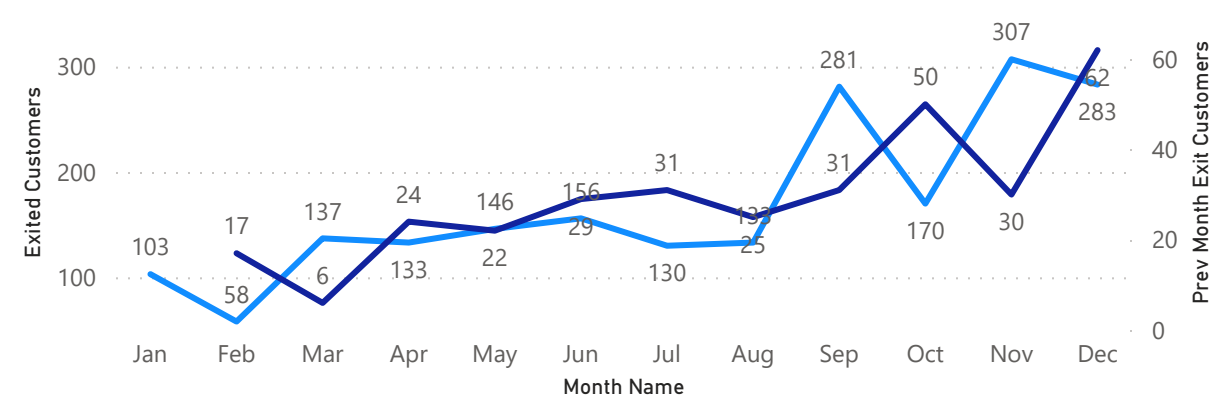
Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

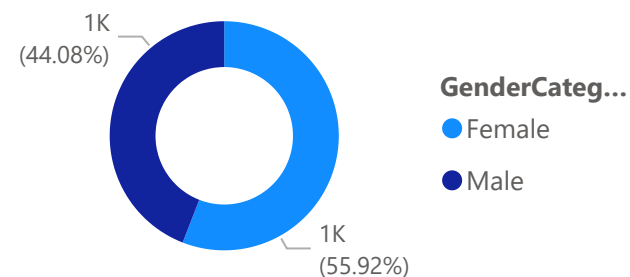


Exited Customers and Prev Month Exit Customers by Month Name

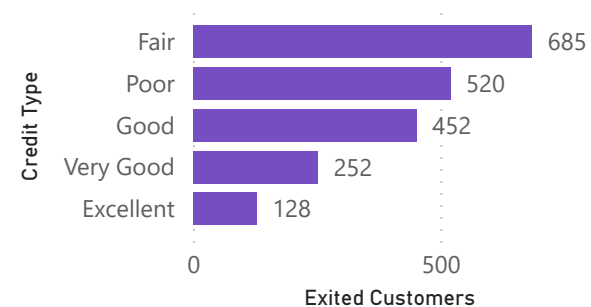
● Exited Customers ● Prev Month Exit Customers



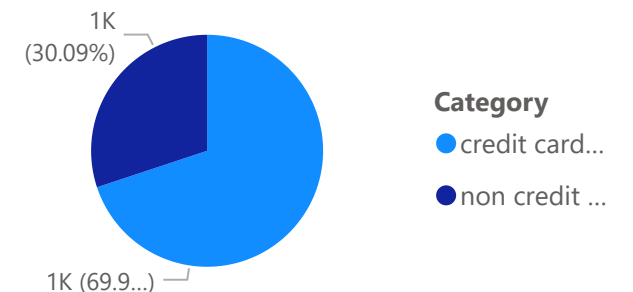
Exited Customers by GenderCategory



Exited Customers by Credit Type



Exited Customers by Category



RBC Bank

Customer Churn Report (2016)

1951

Total Customers

991

Active Customers

960

Inactive Customers

1381

Credit Card Holders

570

Non Credit Card Cus...

376

Exited Customers

1575

Retained Customers

Year

2016

Month Name

All

GeographyLocation

All

Category

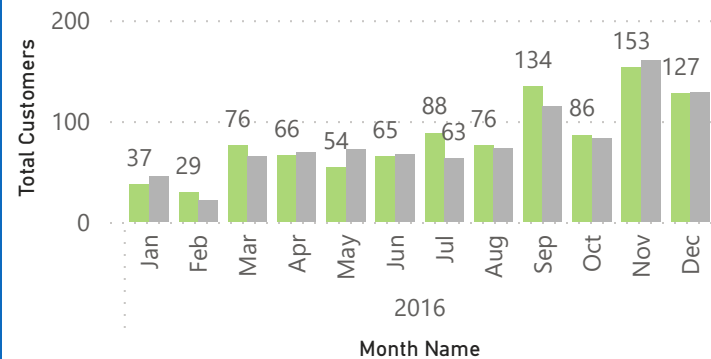
All

ExitCategory

All

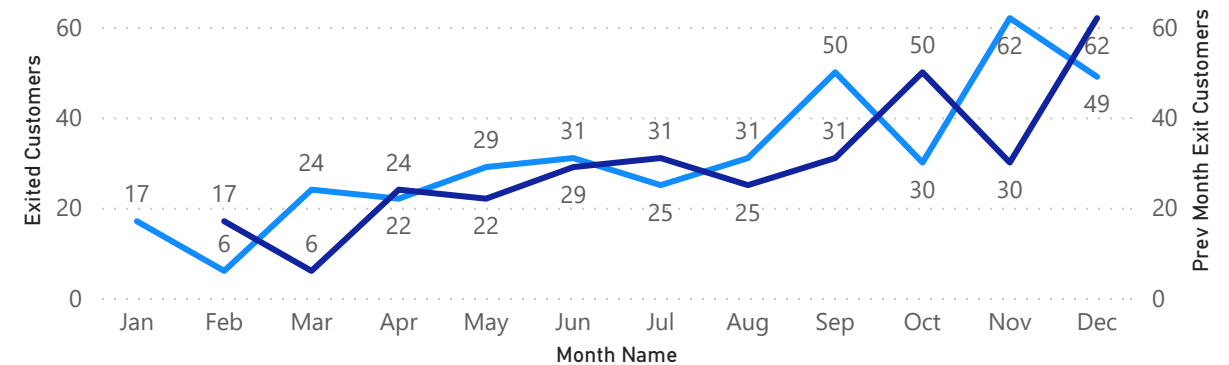
Total Customers by Year, Month Name and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

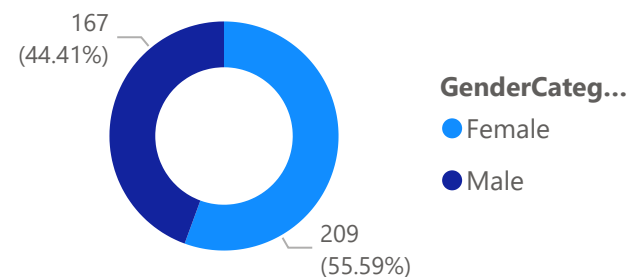


Exited Customers and Prev Month Exit Customers by Month Name

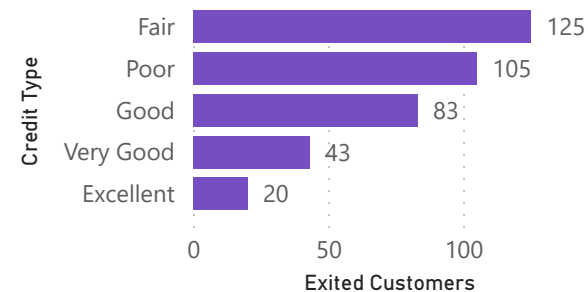
● Exited Customers ● Prev Month Exit Customers



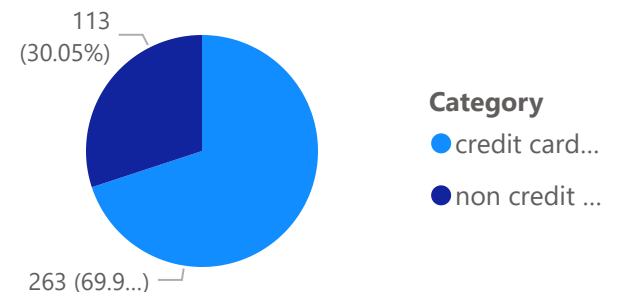
Exited Customers by GenderCategory



Exited Customers by Credit Type



Exited Customers by Category



RBC Bank

Customer Churn Report (France)

5014

Total Customers

2591

Active Customers

2423

Inactive Customers

3543

Credit Card Holders

1471

Non Credit Card Cus...

810

Exited Customers

4204

Retained Customers

Year

All

Month Name

All

GeographyLocation

France

Category

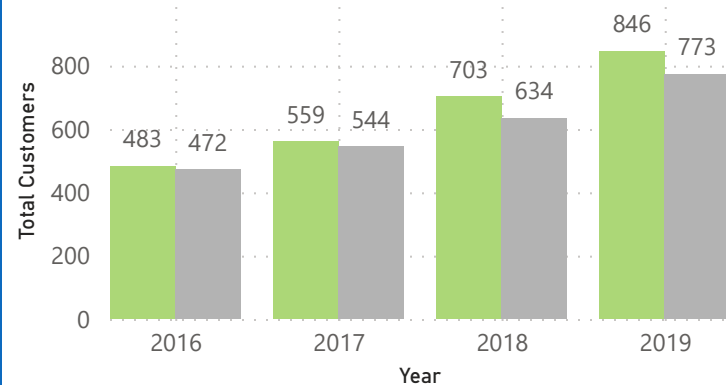
All

ExitCategory

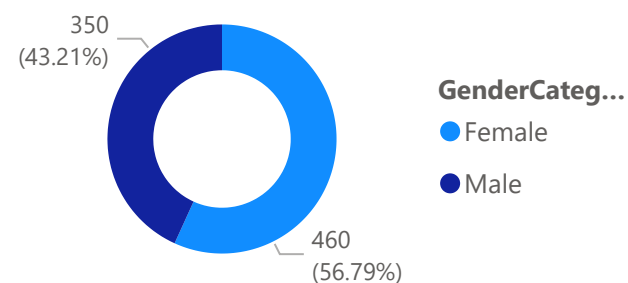
All

Total Customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

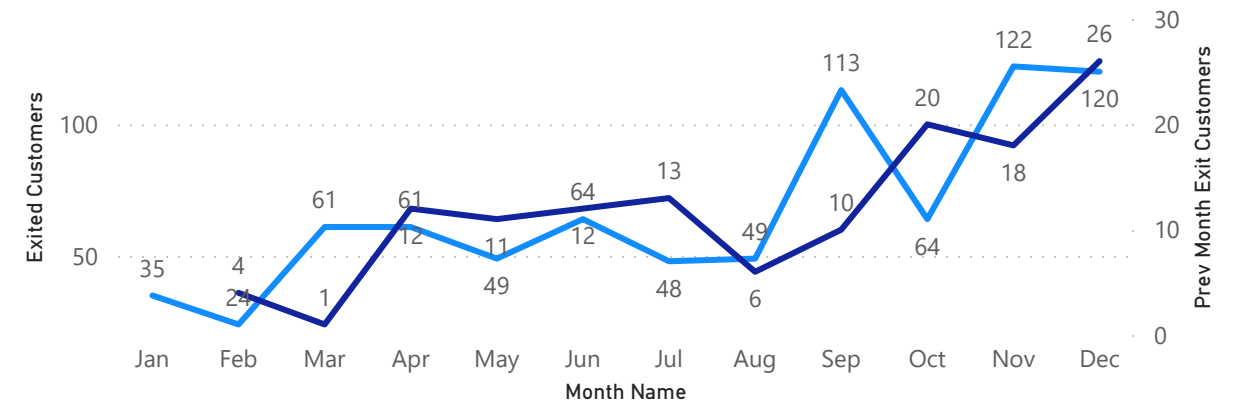


Exited Customers by GenderCategory



Exited Customers and Prev Month Exit Customers by Month Name

● Exited Customers ● Prev Month Exit Customers



Exited Customers by Credit Type



Exited Customers by Category

