

# Customer Chur Analysis

10000

Total Cx

5151

Active Customers

4849

Inactive Cx

7963

Retaint Cx

2945

Non Credit Holders

7055

Cal Credit Holders

2037

Exit Cx

Year

All

Month Name

All

ActiveCategory

All

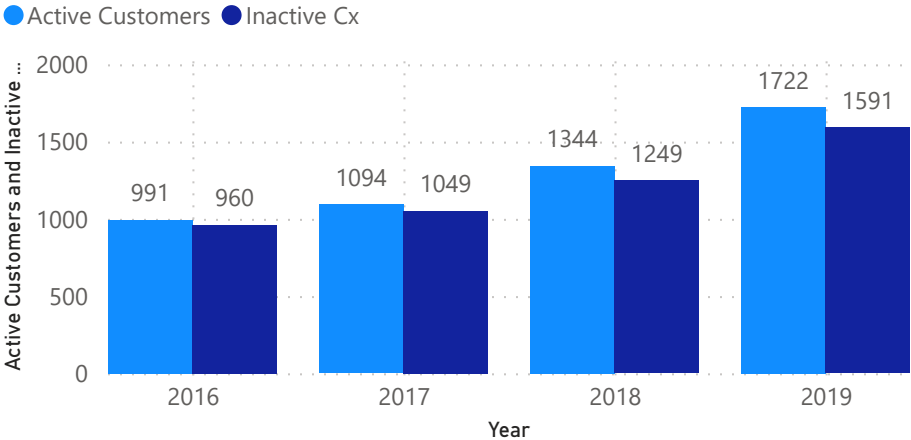
GeographyLocation

All

GenderCategory

All

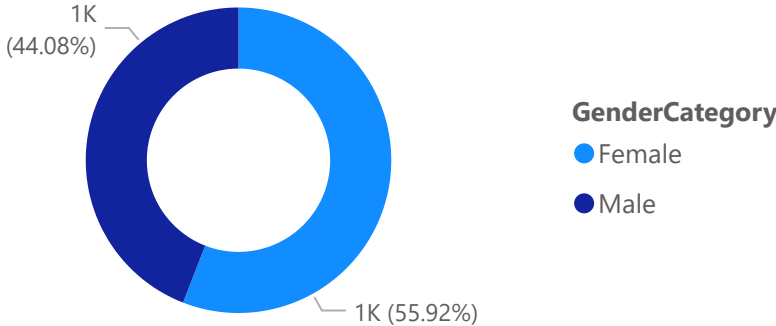
Active Customers and Inactive Cx by Year



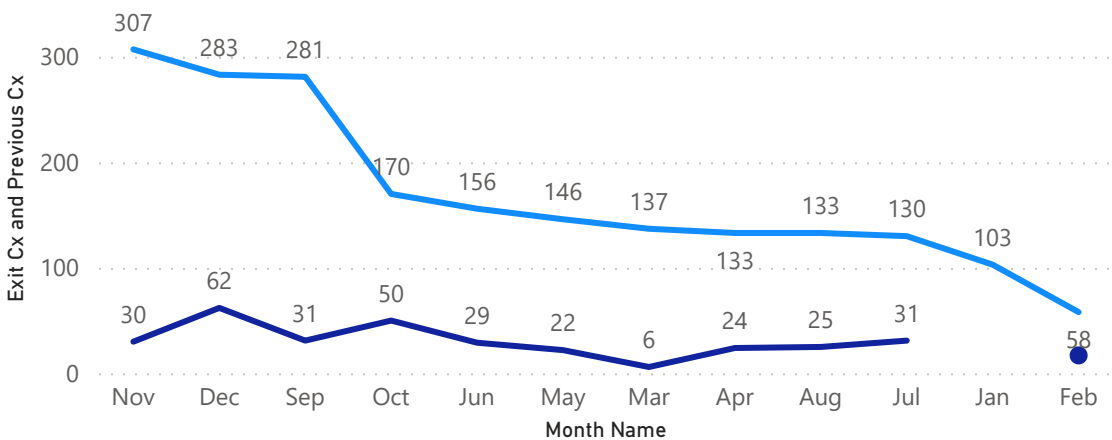
Cx Based on credit type

Cx left by catagory

Exit Cx by GenderCategory



Exit Cx and Previous Cx by Month Name



At 307, Nov had the highest Exit Cx and was 429.31% higher than Feb, which had the lowest Exit Cx at 58.

Exit Cx and total Previous Cx are positively correlated with each other.

Exit Cx and Previous Cx diverged the most when the Month Name was Nov, when Exit Cx were 277 higher than Previous Cx.

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

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

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%