Customer Chur Analysis

10000

Total Cx

5151

Active Customers

4849

Inactive Cx

7963

Retaint Cx

2945

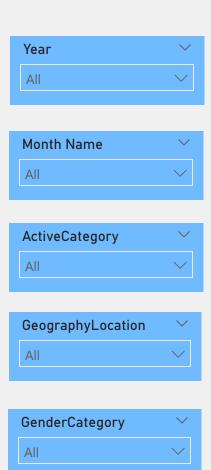
Non Credit Holders

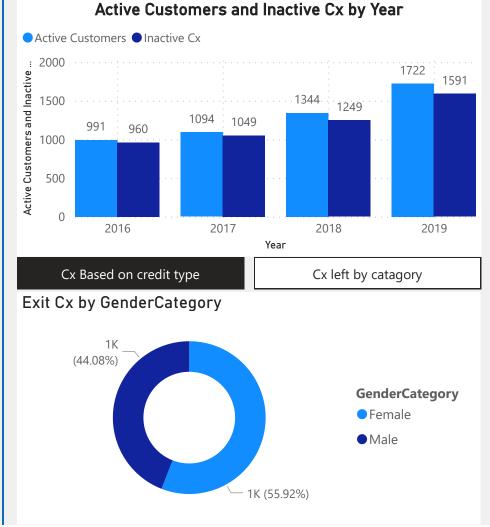
7055

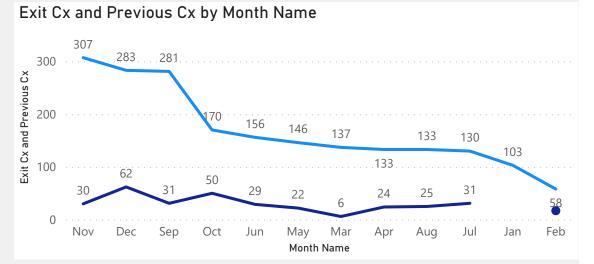
Cal Credit Holders

2037

Exit Cx







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.

 $\underline{\text{Exit Cx}}$ and $\underline{\text{Previous Cx}}$ diverged the most when the Month Name was $\underline{\text{Nov}}$, when $\underline{\text{Exit Cx}}$ were $\underline{\text{277}}$ higher than $\underline{\text{Previous Cx}}$.

Across all $\underline{4}$ Year, Active Customers ranged from $\underline{991}$ to $\underline{1722}$ and Inactive Cx ranged from $\underline{960}$ to 1591.

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

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