



# Customer Churn Analysis



10000

Total Customers

5151

Active customers

4849

Inactive customers

7055

Credit card holders

2945

Non credit card holders

7963

Retained Customers

2037

Exit Customers

year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

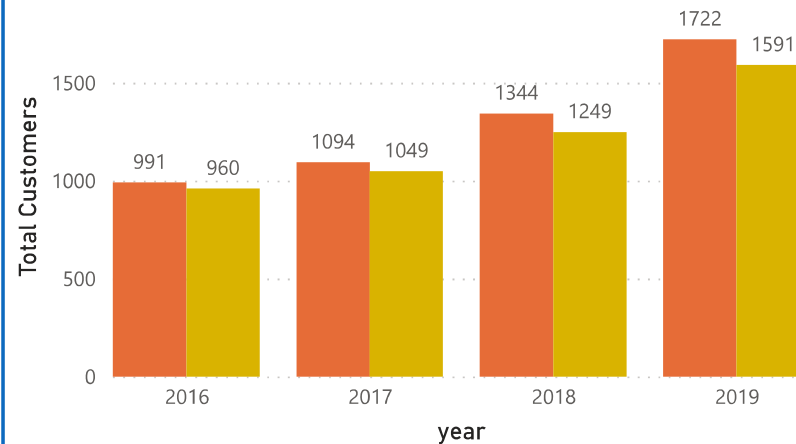
All

GenderCategory

All

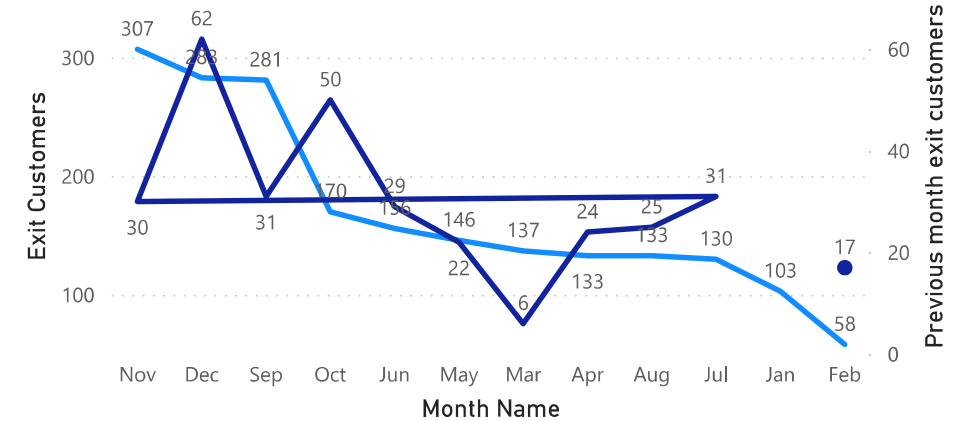
## Total Customers by year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

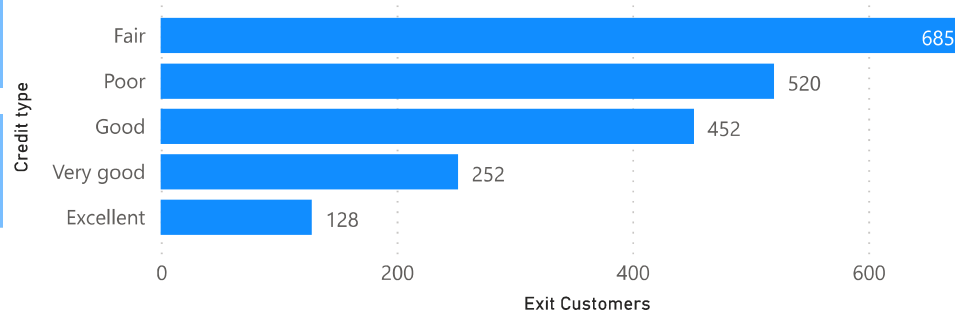


## Exit Customers and Previous month exit customers by Month Name

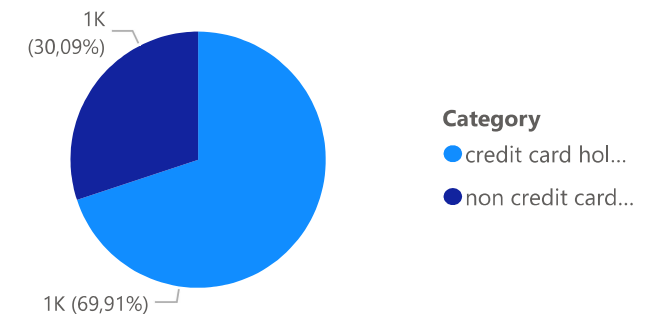
● Exit Customers ● Previous month exit customers



## Exit Customers by Credit type



## Exit Customers by Category



year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	De
2016	▲ 20,73 %	● 12,00 %	● 17,02 %	● 16,30 %	● 23,02 %	● 23,48 %	● 16,56 %	▲ 20,81 %	▲ 20,16 %	▲ 17,75 %	▲ 19,81 %	▲
2017	● 27,59 %	● 14,06 %	● 25,95 %	● 26,71 %	▲ 18,44 %	▲ 21,15 %	▲ 19,46 %	● 16,78 %	▲ 21,45 %	● 26,35 %	● 23,78 %	▲
2018	▲ 21,62 %	▲ 20,65 %	▲ 19,75 %	▲ 20,00 %	● 22,83 %	▲ 19,23 %	▲ 20,10 %	● 25,00 %	▲ 19,89 %	● 16,50 %	▲ 20,38 %	▲
2019	▲ 17,34 %	▲ 20,34 %	▲ 21,33 %	▲ 18,78 %	▲ 20,16 %	▲ 19,34 %	● 16,22 %	▲ 17,26 %	▲ 21,24 %	▲ 21,36 %	▲ 21,60 %	▲