Customer Churn Analysis

Total customers	Active customers	Inactive customers	Retained customers	Exit customers	Credit card holders	Credit card holders
10000	5151	4849	7963	2037	7055	2945

Filter by Year
All

Filter by Month
All

Filter by Geography
All

Filter by Gender
All

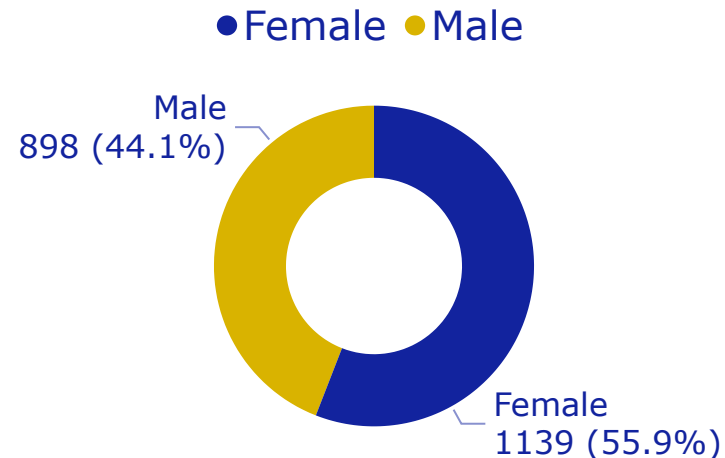**Filter by Active Status**
All

Filter by Exit Category
All

Total Customer YOY

● Active Member ● Inactive Member

Year	Active Member	Inactive Member
2016	991	960
2017	1094	1049
2018	1344	1249
2019	1722	1591
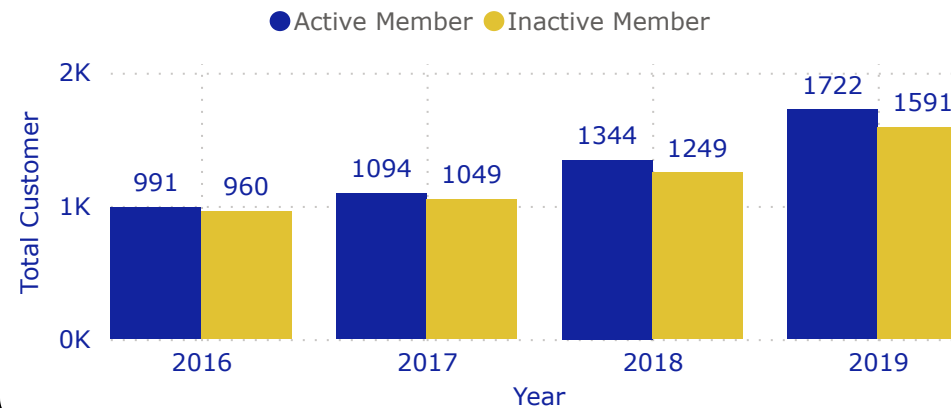
Exit Customer by MOM

● Exit_customer ● Previous_month

Month	Exit_customer	Previous_month
Jan	103	
Feb	58	17
Mar	137	6
Apr	133	24
May	146	22
Jun	156	29
Jul	31	130
Aug	133	25
Sep	281	31
Oct	170	50
Nov	307	30
Dec	62	283
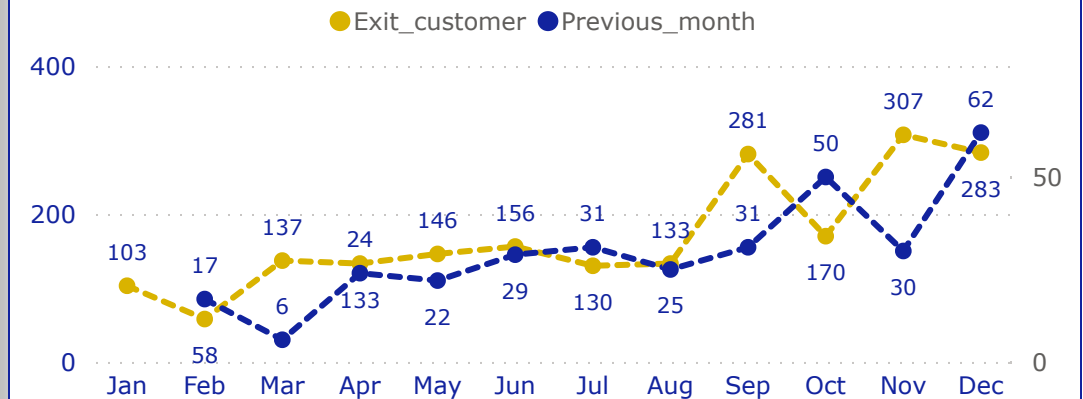
Exit Customer by Gender Category

● Female ● Male

Male 898 (44.1%)

Female 1139 (55.9%)

Exit Customer by Credit card

● Credit Card Holder ● Non Credit Card Holder

Non Credit Card Holder 613 (30.1%)

Credit Card Holder 1424 (69.9%)