Customer Churn Analysis

10000	5151	4849	7055	2945	2037	7963
Total customers	**Active customers**	**Inactive customers**	**Credit card holder**	**Non Credit card holder**	**Exit customers**	**Retain customers**

Year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

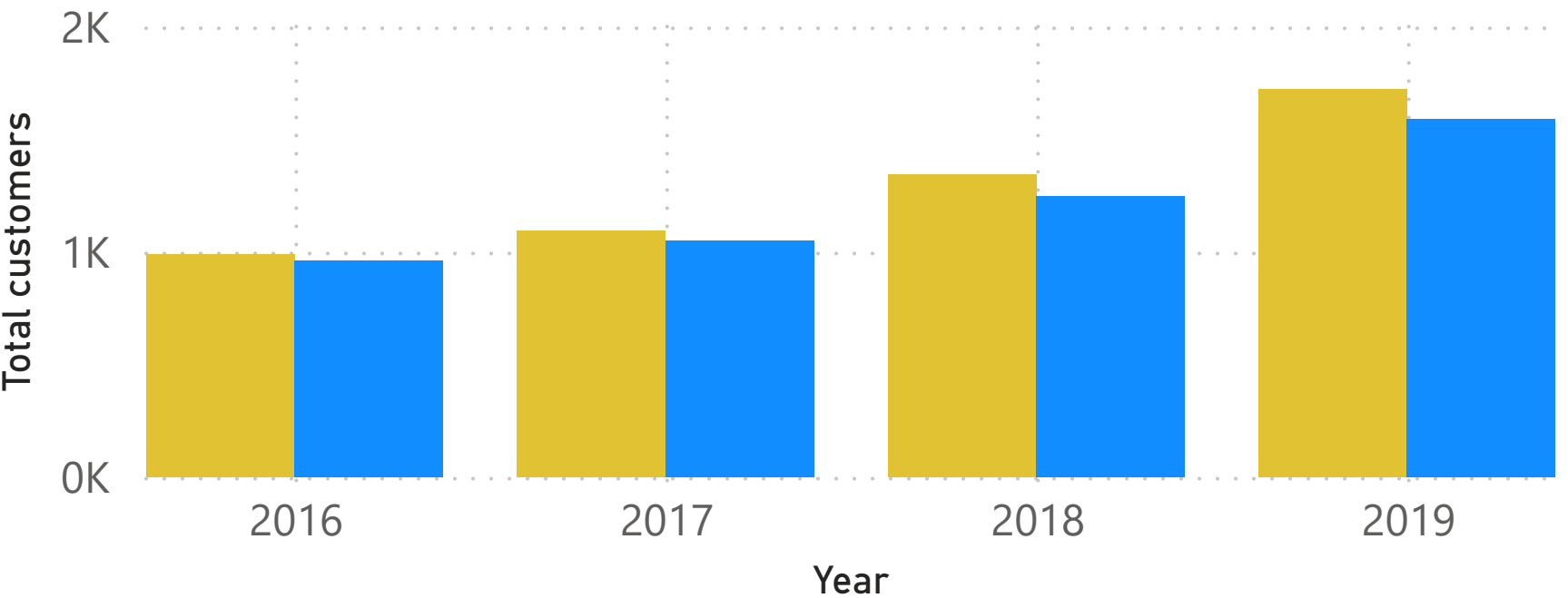**ExitCategory**

All
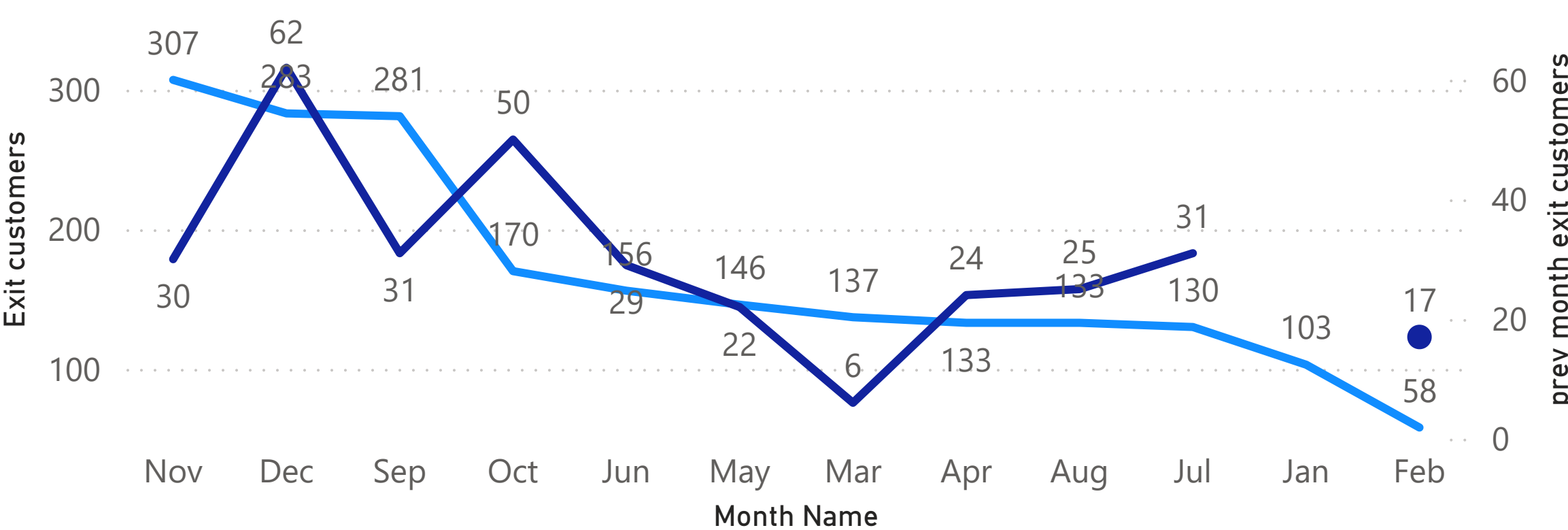
GenderCategory

All

Category

All

Total customers by Year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

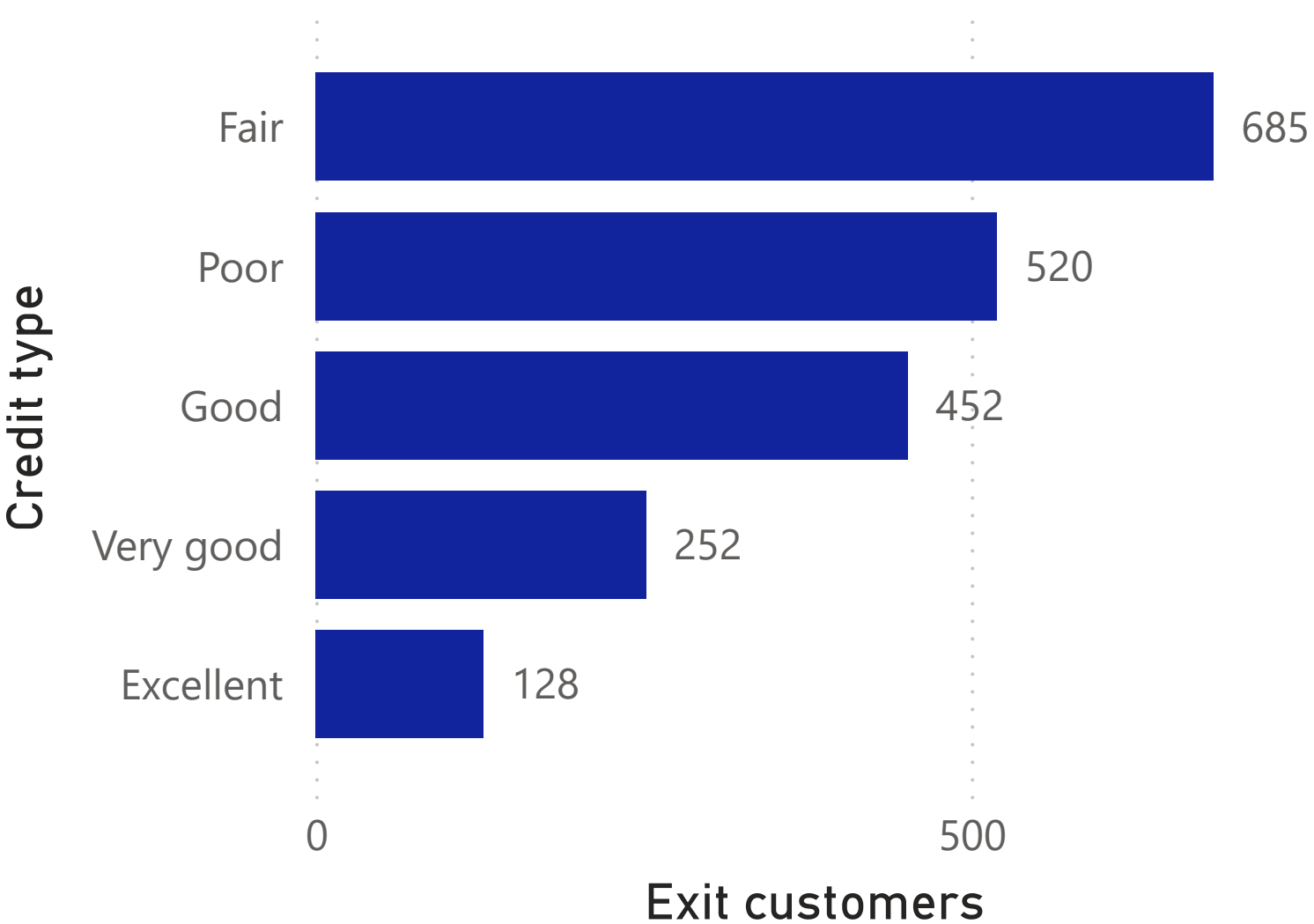## Exit customers and prev month exit customers by Month Name
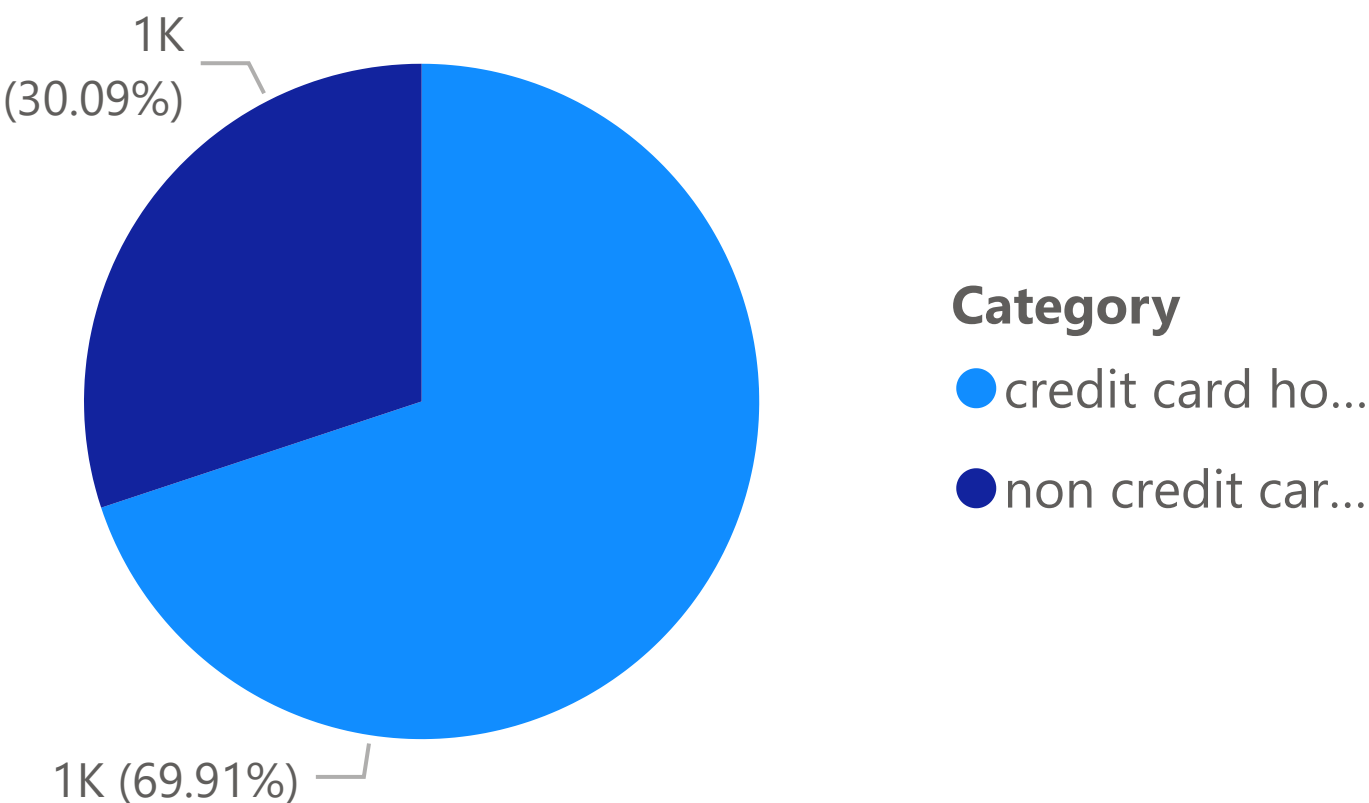
● Exit customers ● prev month exit customers

Customers left by credit type   Customers left by Gender

Exit customers by Credit type

Credit type	Exit customers
Fair	685
Poor	520
Good	452
Very good	252
Excellent	128

Exit customers by Category

1K (30.09%)

1K (69.91%)

Category
● credit card ho...
● non credit car...

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

Exit customers and total prev month exit customers are positively correlated with each other.

Exit customers and prev month exit customers diverged the most when the Month Name was Nov, when Exit customers were 277 higher than prev month exit customers.

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%**