

Customer Churn Analysis

10000

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non Credit Card Holders

2037

Exit Customers

7963

Retain Customers

year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

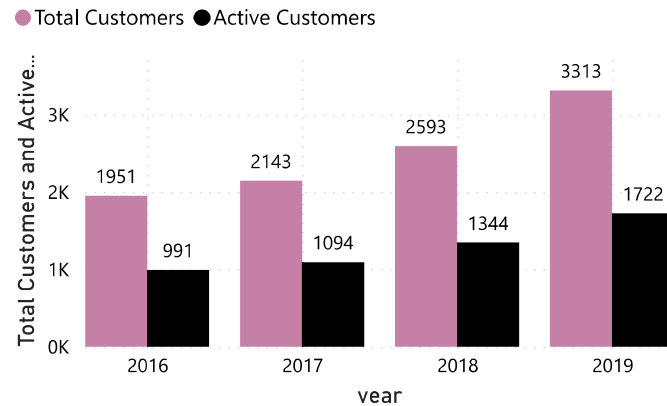
ExitCategory

All

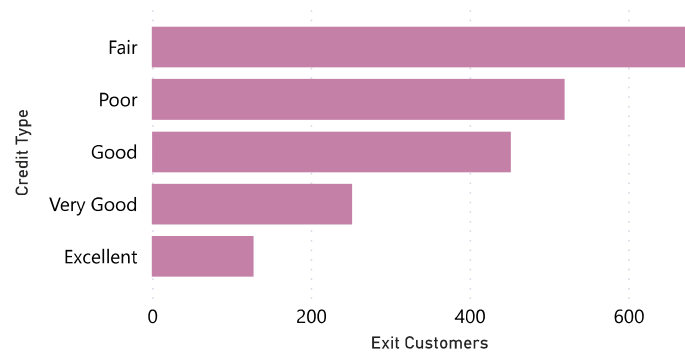
GenderCategory

All

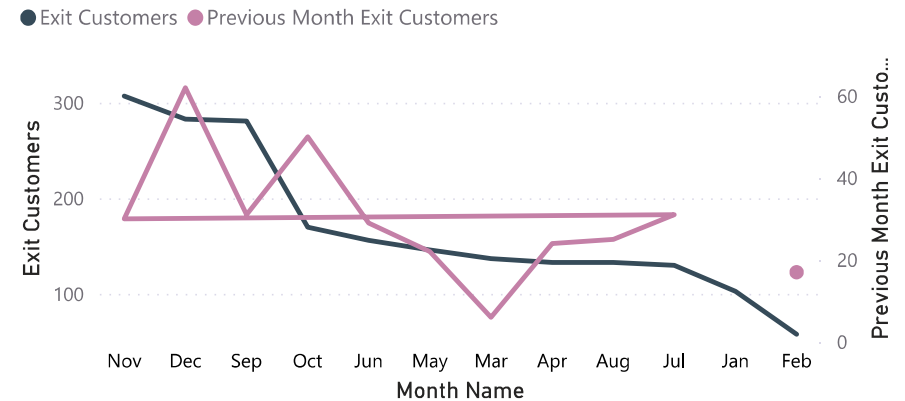
Total Customers and Active Customers by year



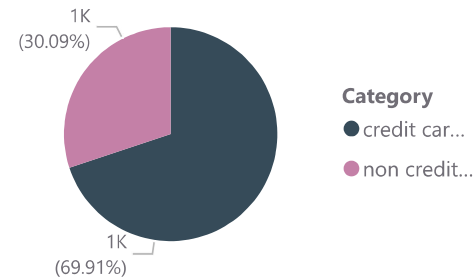
Exit Customers by Credit Type



Exit Customers and Previous Month Exit Customers by Month Name



Exit Customers by Category



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 Previous Month Exit Customers are positively correlated with each other.

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

Churn %													
year	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
2019	▲ 23.13%	● 20.86%	▲ 24.34%	▲ 25.53%	● 20.98%	● 19.35%	▲ 23.98%	▲ 27.12%	▲ 25.26%	▲ 27.56%	▲ 27.16%	▲ 26.97%	24.78%
2018	▲ 25.00%	◆ 33.33%	▲ 24.11%	▲ 26.03%	▲ 27.59%	▲ 25.16%	▲ 23.81%	▲ 24.60%	▲ 29.58%	▲ 25.60%	● 19.76%	▲ 24.83%	25.33%
2017	◆ 36.45%	● 20.17%	▲ 28.46%	● 16.36%	◆ 38.10%	▲ 24.17%	▲ 26.83%	◆ 35.05%	▲ 22.61%	◆ 31.20%	◆ 35.77%	▲ 27.31%	28.79%
2016	● 19.47%	▲ 26.27%	▲ 23.79%	● 13.64%	▲ 26.15%	● 19.84%	◆ 30.69%	● 20.51%	▲ 29.90%	▲ 24.70%	● 21.58%	▲ 25.25%	23.87%
Total	25.58%	24.58%	25.13%	21.80%	27.18%	22.00%	25.62%	26.50%	26.64%	27.17%	25.72%	26.14%	25.58%

