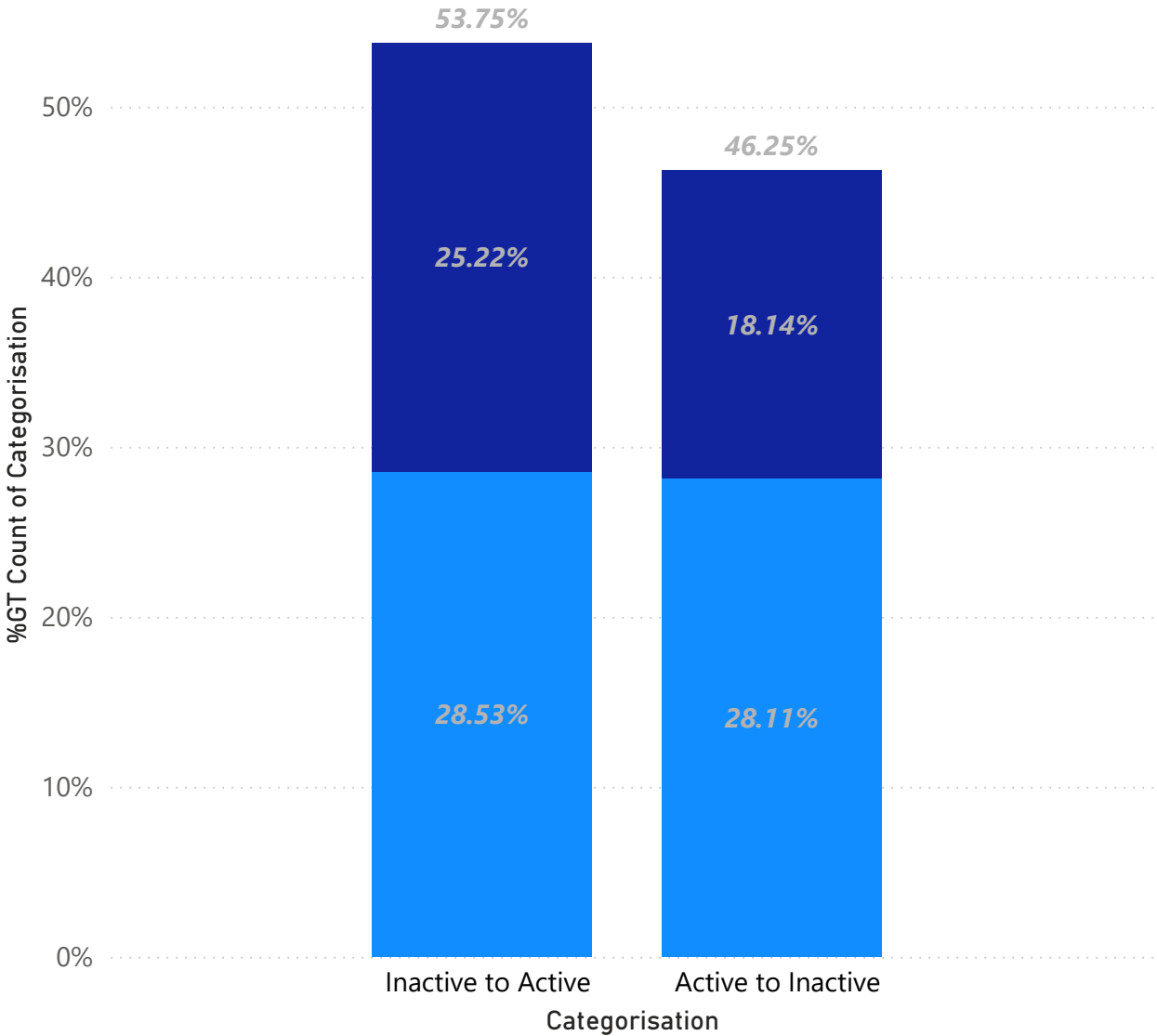


The Inactive customers constitutes more than half of all the customers which is a concern, these can be tapped again to boost revenue. Out of the 53% currently inactive, only about 4% were active before.

Out of the total 47% Active customers currently only 4.5% were revived from the inactive base.

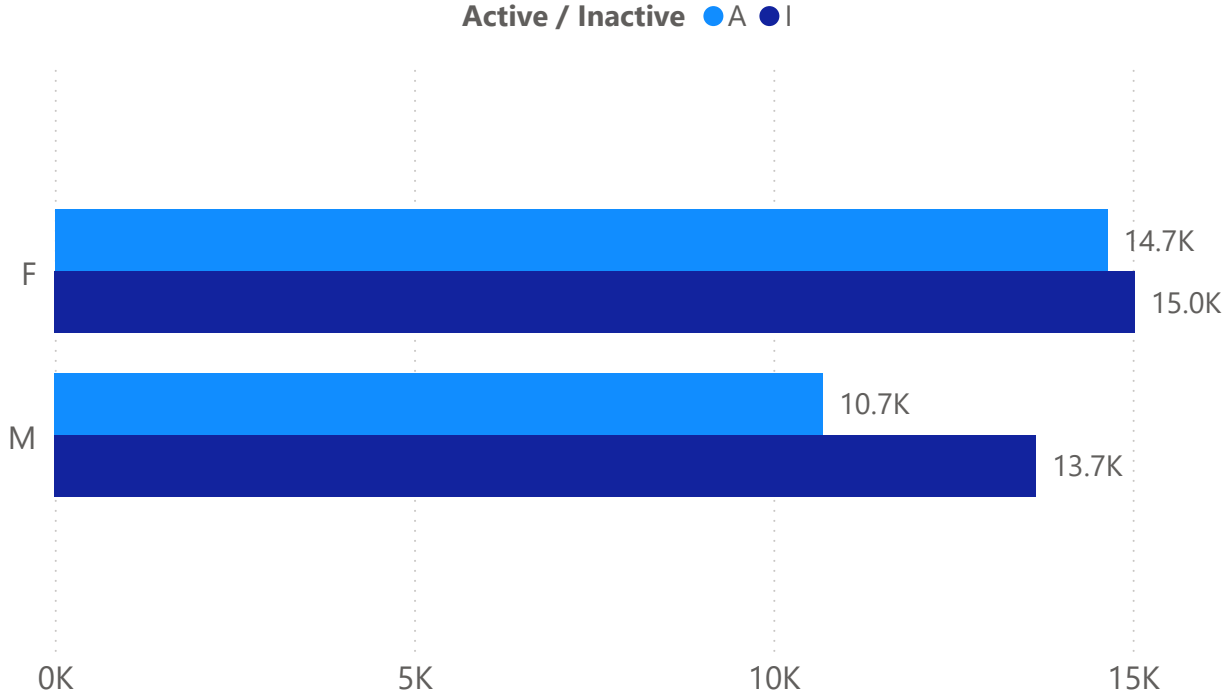
Gender distribution according to Grand Total

gender ● F ● M



Categorisation	F	M	Total
Active to Active	45.00%	39.22%	42.39%
Active to Inactive	4.30%	3.38%	3.88%
Inactive to Active	4.36%	4.70%	4.51%
Inactive to Inactive	46.34%	52.70%	49.21%
Total	100.00%	100.00%	100.00%

Current Active and Inactive Gender wise

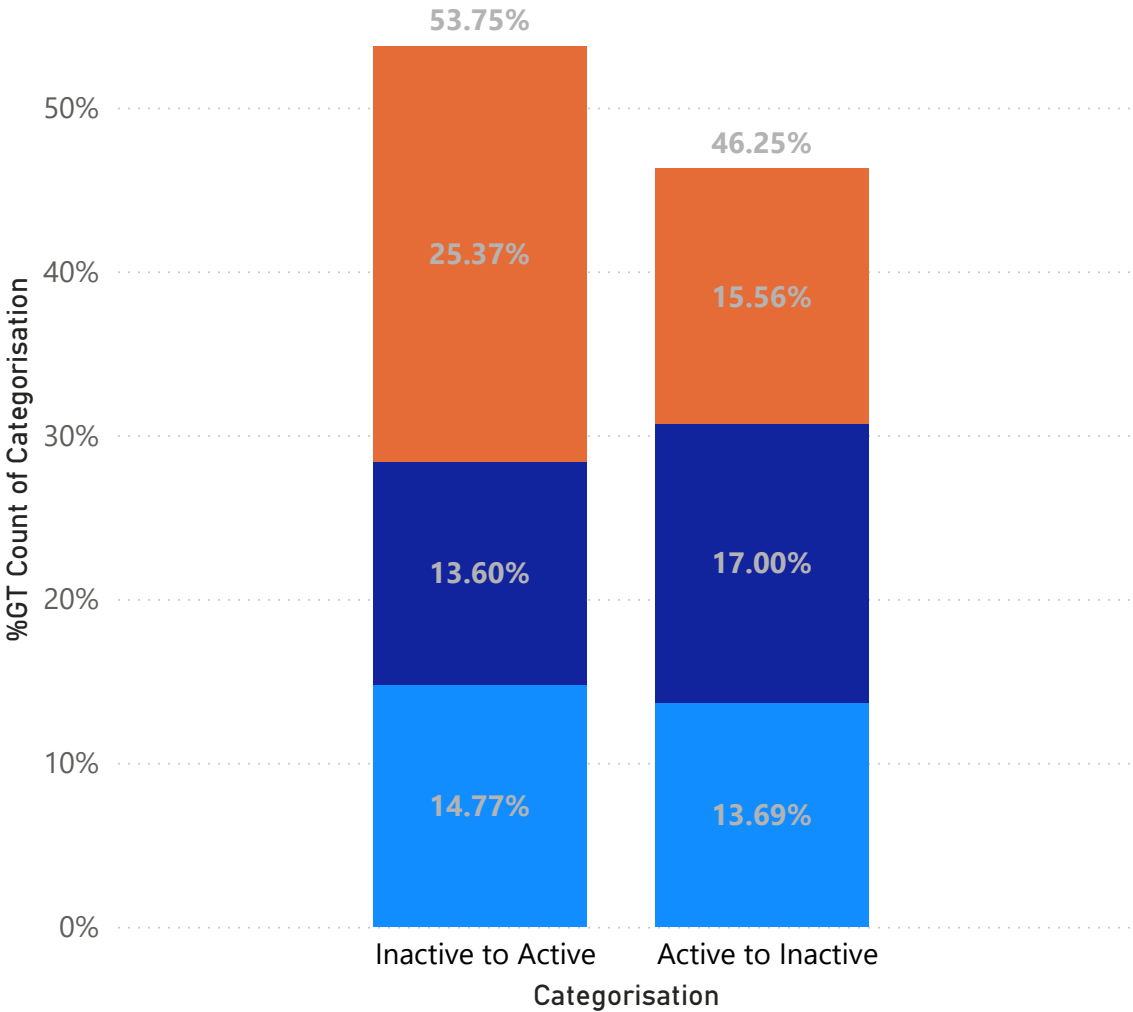


Males are more likely to be inactive out of the 2 genders. Though they are becoming active from inactive in a better rate than I to A.

Females are more in count

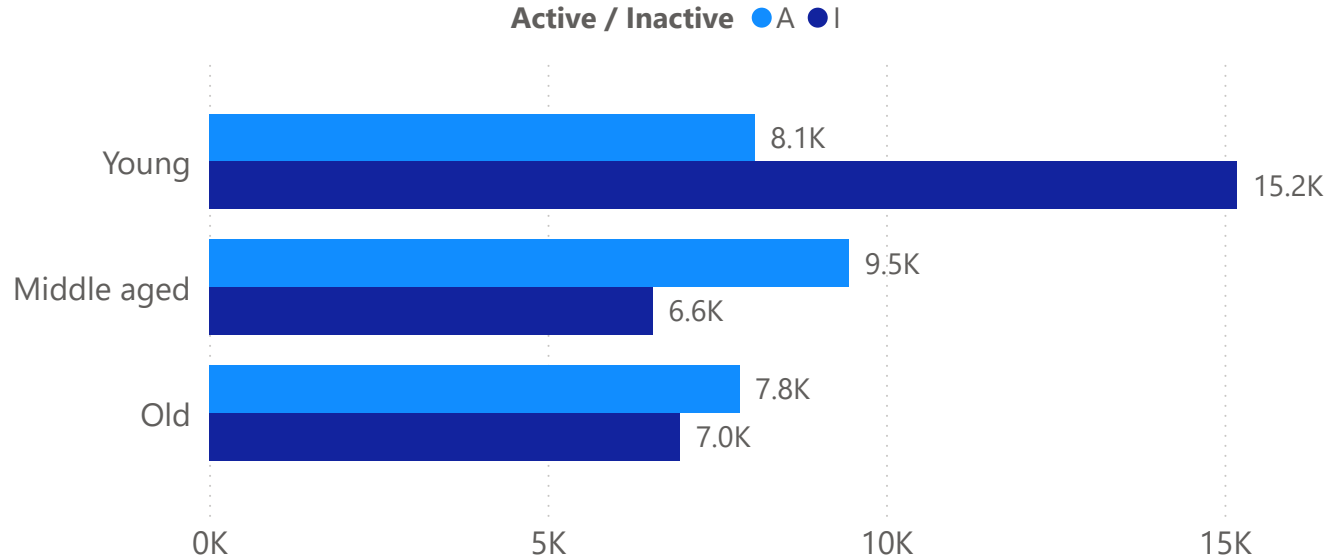
Age distribution according to Grand Total

Age\_Categorisation ● Middle aged ● Old ● Young



Categorisation	Middle aged	Old	Young	Total
Inactive to Inactive	11.48%	18.10%	16.35%	45.93%
Inactive to Active	1.30%	1.81%	1.30%	4.40%
Active to Inactive	1.21%	2.26%	0.78%	4.26%
Active to Active	17.11%	20.31%	8.00%	45.42%
Total	31.10%	42.47%	26.43%	100.00%

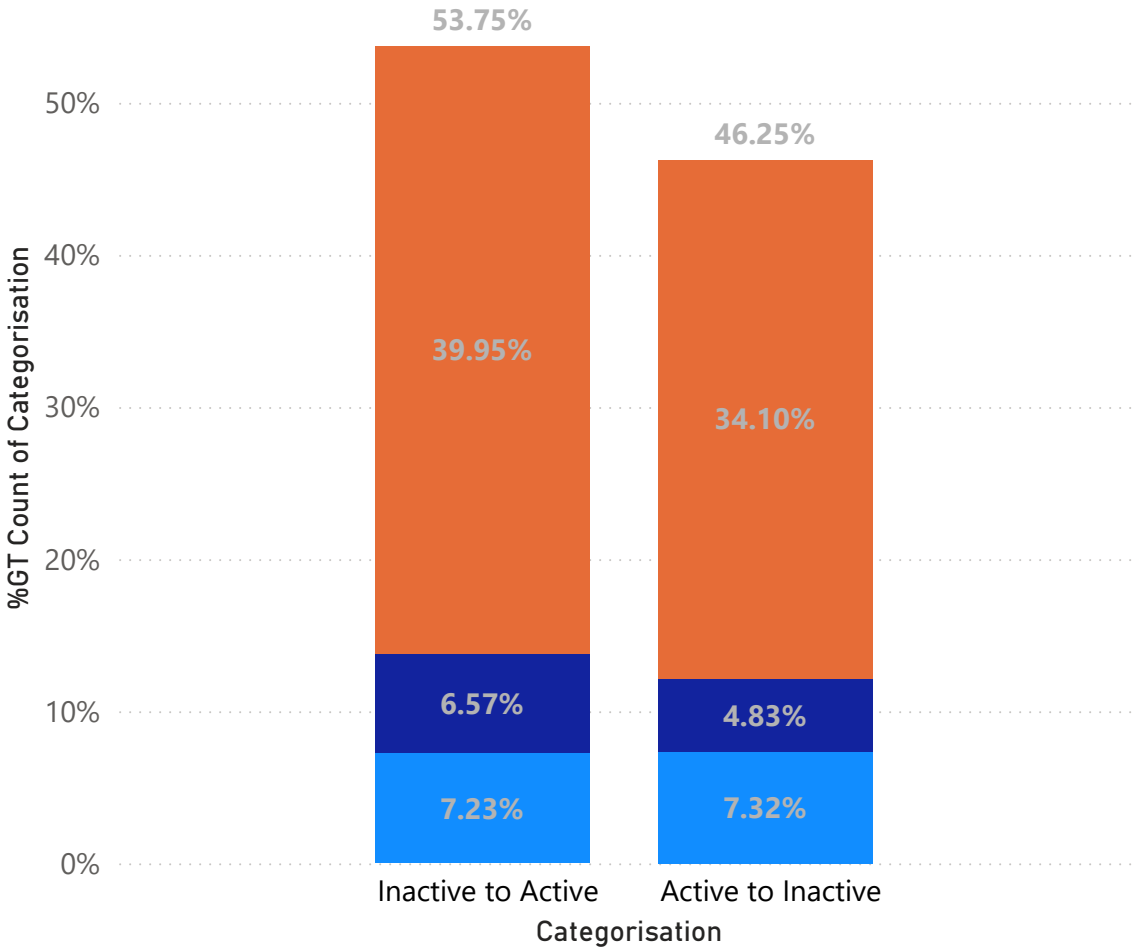
Current Active and Inactive Age wise



Total number of Categorization was higher for Inactive (28,686) than Active (25344).  
Active to inactive made up 30.74% age based Categorization.  
Categorization based on age for Inactive and Active diverged the most when the age (bins) was 20, when Inactive customers were 6,950 higher than Active customer.  
Old aged customers were the one to stay active to active and inactive to inactive at a higher rate.

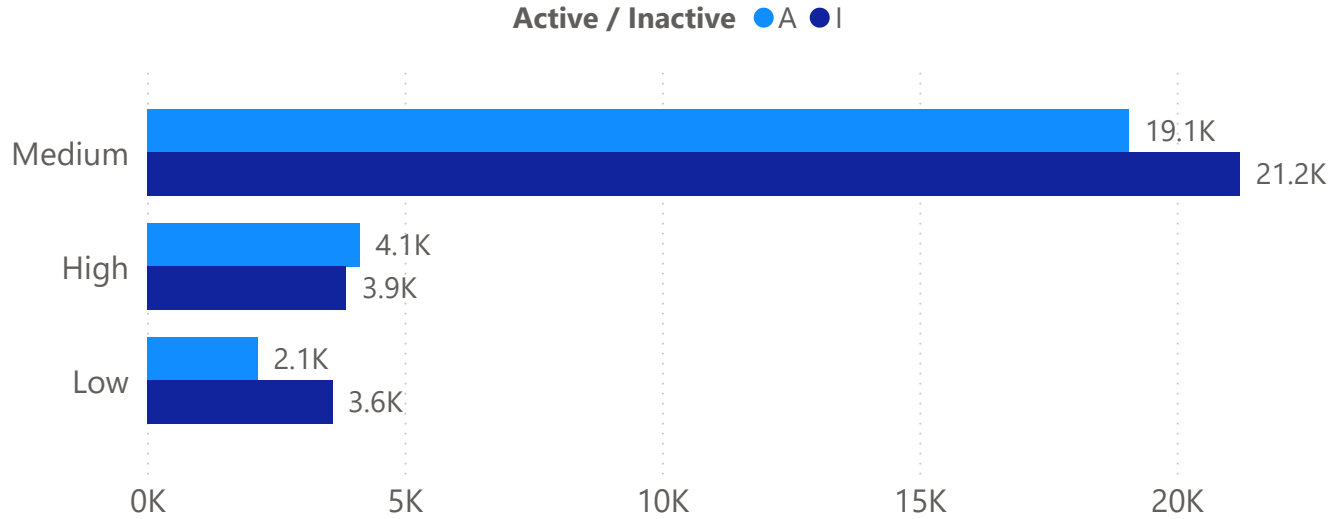
Income distribution according to Grand Total

Income\_Categorisation ● High ● Low ● Medium



Categorisation	High	Low	Medium	Total
Active to Active	17.88%	0.99%	26.09%	44.97%
Active to Inactive	1.49%	0.12%	2.25%	3.85%
Inactive to Active	1.37%	0.16%	2.60%	4.14%
Inactive to Inactive	17.33%	1.81%	27.90%	47.04%
Total	38.07%	3.08%	58.84%	100.00%

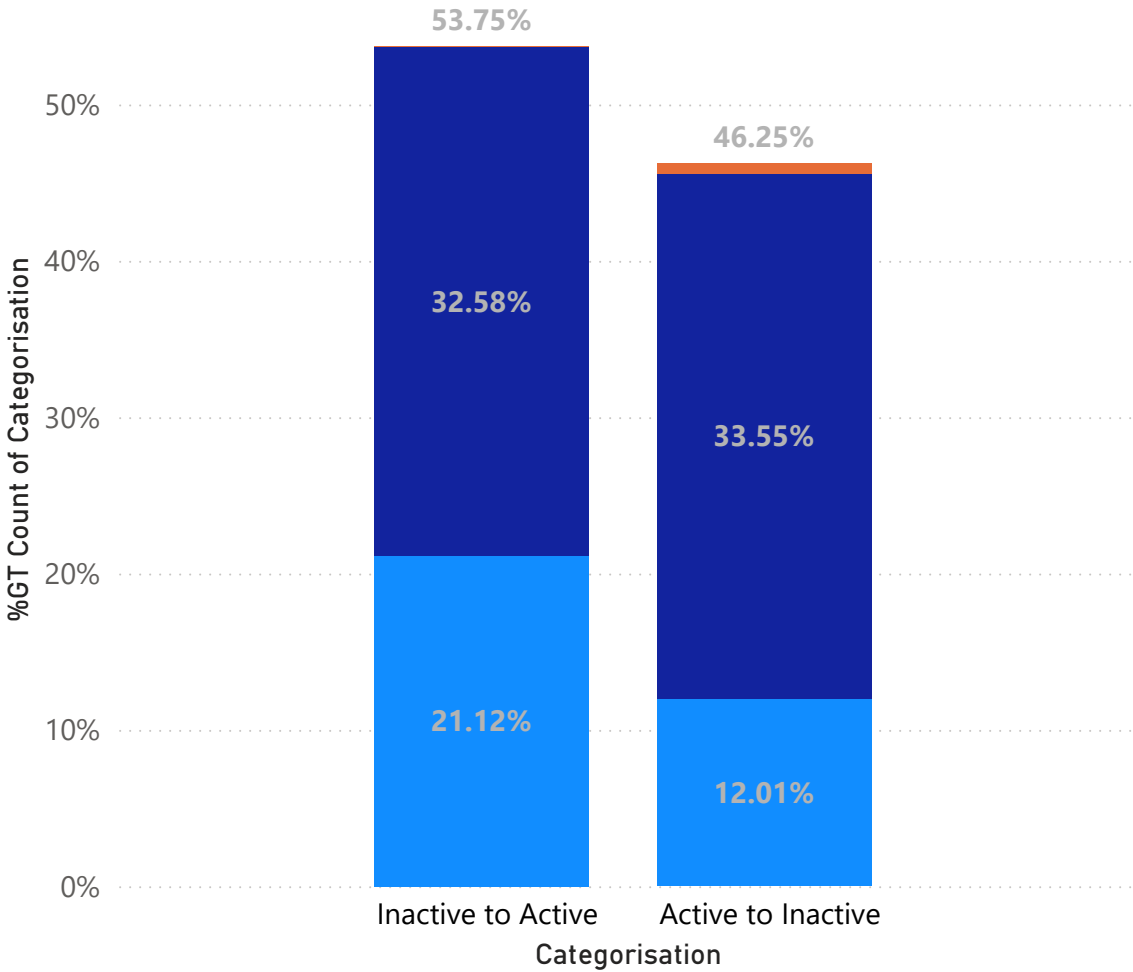
Current Active and Inactive Income wise



Total Categorization was higher for Inactive (28,686) than Active (25344).  
Medium income group Inactive to active made up 39.29%, same for Medium income who became Active to Inactive were high with 34.10%.  
Average was higher for Inactive (9562) than Active (8448).  
More Focus should be given on Medium income category, especially on the Inactive to Inactive which contribute 27.90%.  
Active to Active by income distribution marks at 44.97%, which should be increased that Inactive to Inactive which stands at 47.04%.

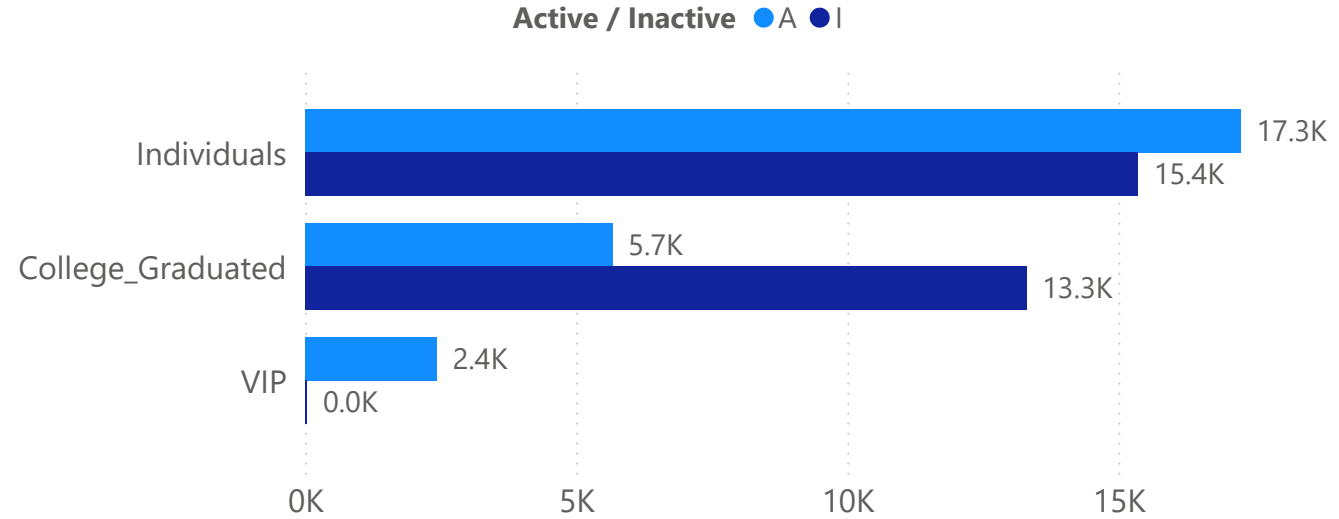
Segment distribution according to Grand Total

segment ● College\_Graduated ● Individuals ● VIP



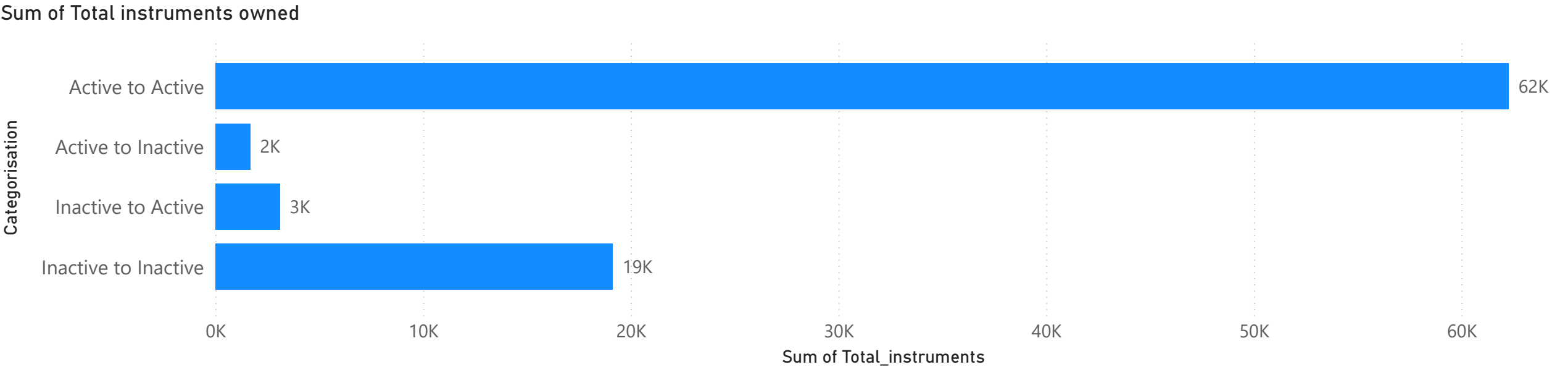
Categorisation	College_Graduated	Individuals	VIP	Total
Active to Active	8.71%	29.19%	4.49%	42.39%
Active to Inactive	1.01%	2.82%	0.06%	3.88%
Inactive to Active	1.77%	2.74%	0.00%	4.51%
Inactive to Inactive	23.60%	25.60%	0.00%	49.21%
Total	35.10%	60.35%	4.55%	100.00%

Current Active and Inactive Segment wise



Individuals Contribute a high number who stay Active to Active with 29.19%, Followed by College Grads which contribute 8.71% and then VIP 4.49%. VIP category who are less in number won't go Inactive, and once they are Inactive none of them are Active again. Individuals who are Active made up 31.93% based on all segment groups. Average Count of Categorization was higher for I (9562) than A (8448). Categorization for Inactive and Active diverged the most when the segment was College Graduates, when Inactive were 7,633 higher than Active.

Categorisation	0	1	2	3	4	Total
Inactive to Active	0.00%	37.81%	22.87%	3.38%	1.00%	65.07%
Active to Inactive	0.00%	22.22%	10.73%	1.31%	0.67%	34.93%
Total	0.00%	60.04%	33.60%	4.70%	1.67%	100.00%



Across all categories 32.08% had at least 1 financial instruments, Where active customers had 9.48% of them. Those who had 14 financial instruments contributed the least as they were just 42 in total who were all active customers. All Customer who were active or inactive had minimum of 1 instruments, although some remained inactive.