

CUSTOMER CHURN ANALYSIS

9518

Total Customers

4609

Inactive Customers

4909

Active customers

1934

Exit Customers

2812

NonCredit Card holders

6706

Credit Card holders



Year

2016
2017
2018
2019

Mo...

Apr
Aug
Dec
Feb

IsActiveMember

0

1

Exited

0

1

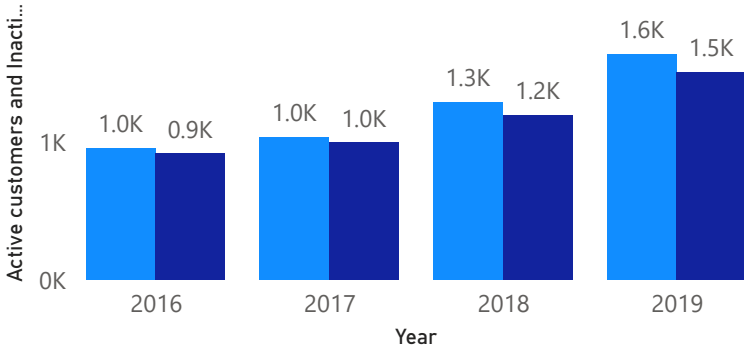
GenderCategory

Female

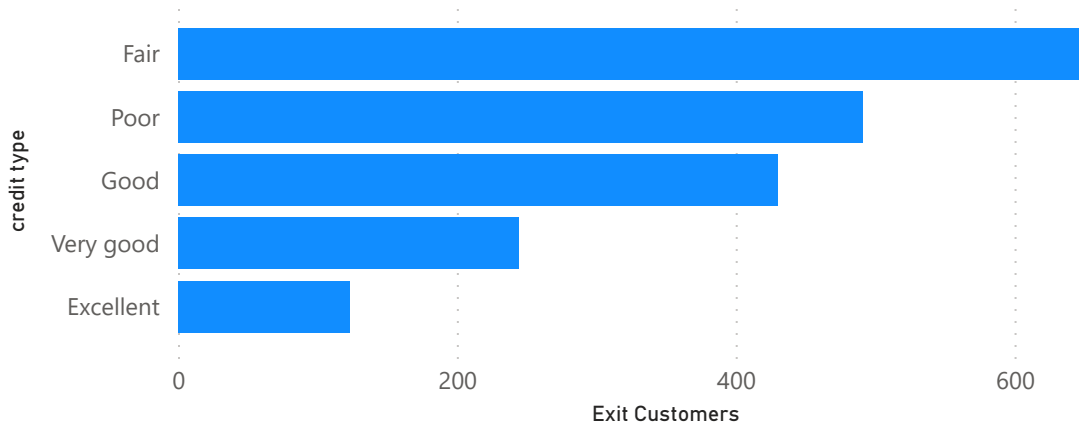
Male

Active customers and Inactive Customers by Year

Active customers Inactive Customers

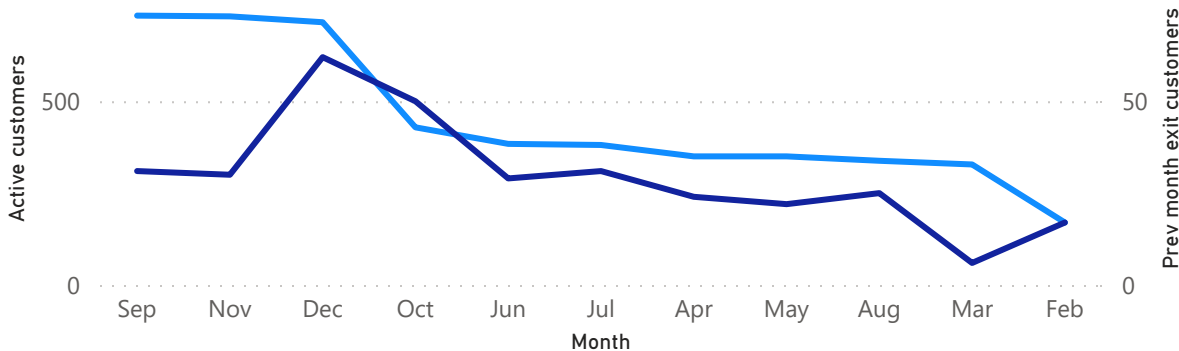


Exit Customers by credit type



Active customers and Prev month exit customers by Month

Active customers Prev month exit customers



Exit Customers by GenderCategory

