Bank Churn Analysis

Total Customers	Active Customers	Inactive Customers	Retain Customer	Exit Customers	Credit Card Holder	Non Credit CardHolder
10000	5151	4849	7963	2037	7055	2945

Year

2016	2018
2017	2019

Month
All ⌄

Geo Locations
All ⌄

Active/Inactive
All ⌄

Exit/Retain
All ⌄

Gender
All ⌄

Filters 🧹

Total Active/Inactive Customers by Year

● Active Member ● Inactive Member

- 2016: 991 / 960
- 2017: 1094 / 1049
- 2018: 1344 / 1249
- 2019: 1722 / 1591
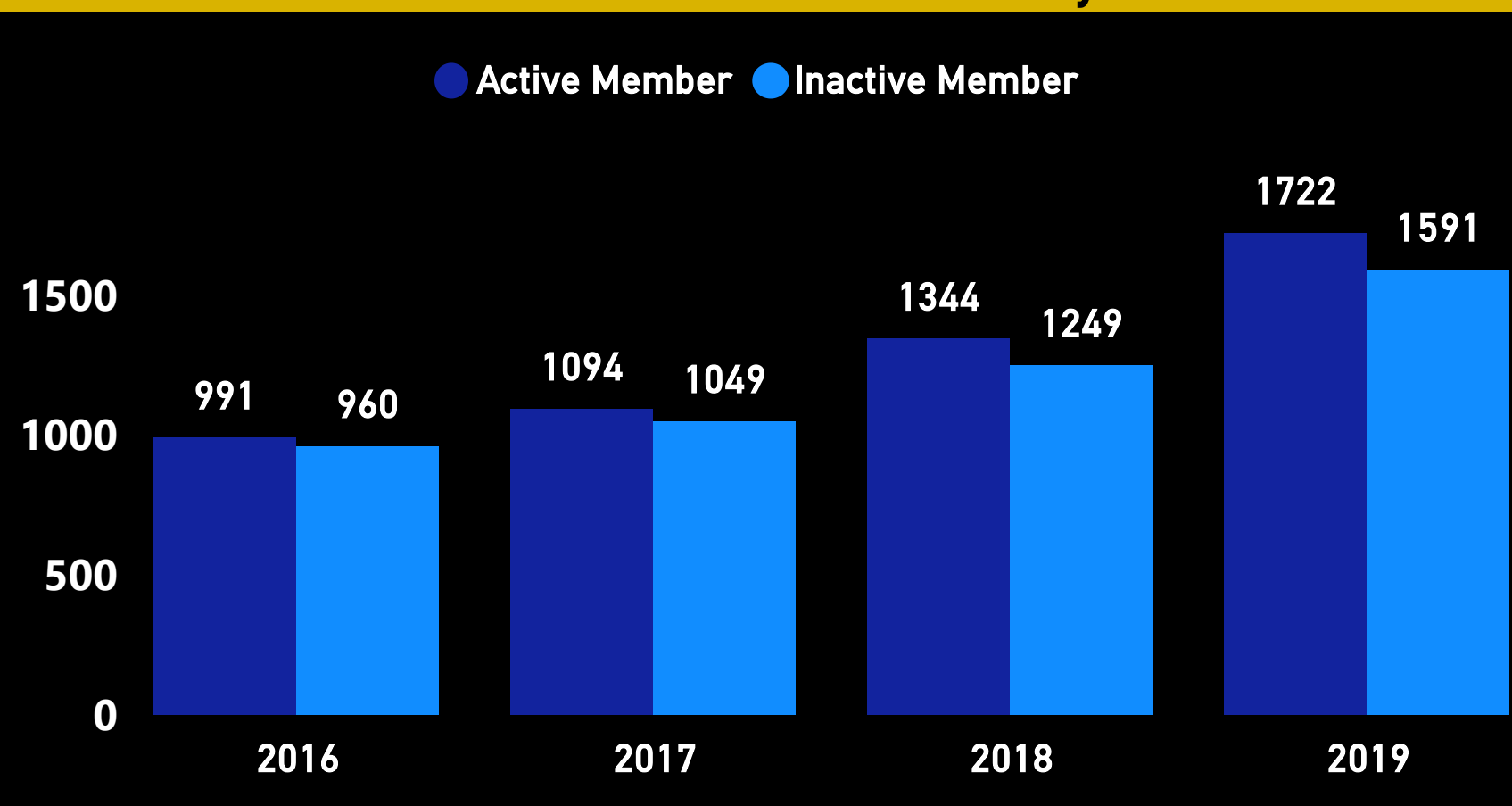
Monthly Customer Exit

● Exit_Customer ● Previous_Month_Exit_Customers

Month	Exit_Customer	Previous_Month
Jan	103	
Feb	58	17
Mar	6	137
Apr	133	24
May	22	146
Jun	156	29
Jul	130	31
Aug	25	133
Sep	31	281
Oct	170	50
Nov	30	307
Dec	283	62
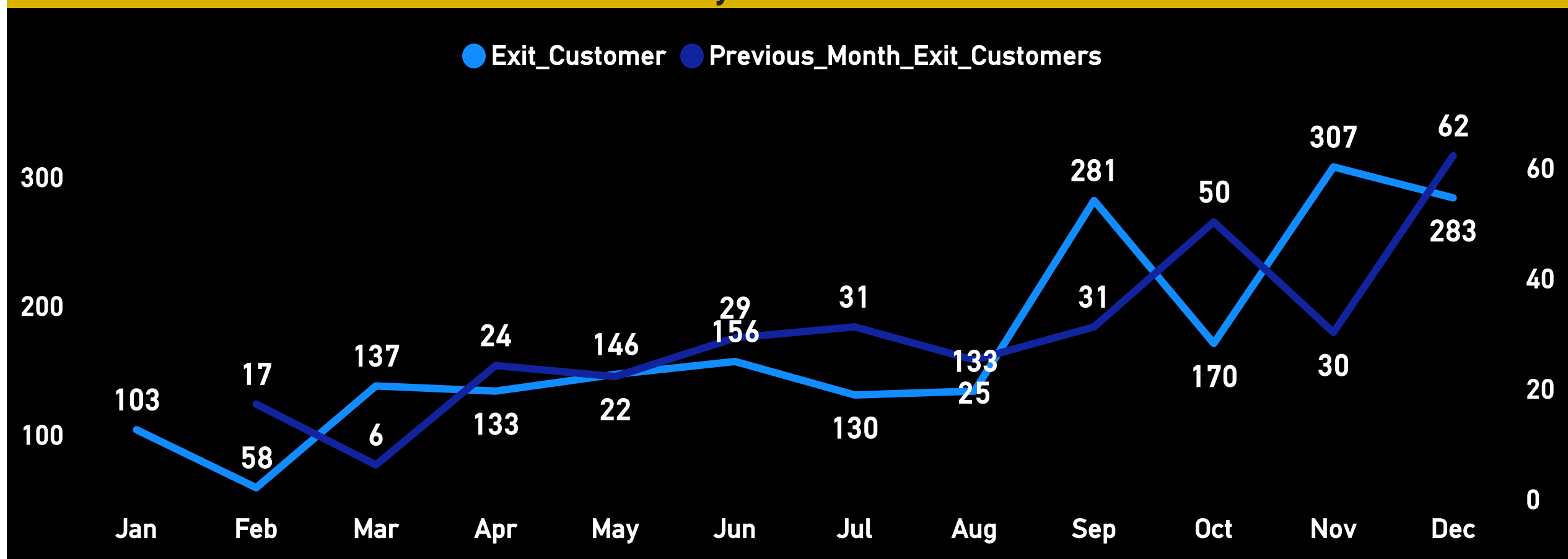
Exit_Customer by GenderCategory

● Female ● Male

- 898 (44%)
- 1139 (56%)

Exit Customer by Credit Card

● credit card holder ● non credit card holder

- 613 (30%)
- 1424 (70%)
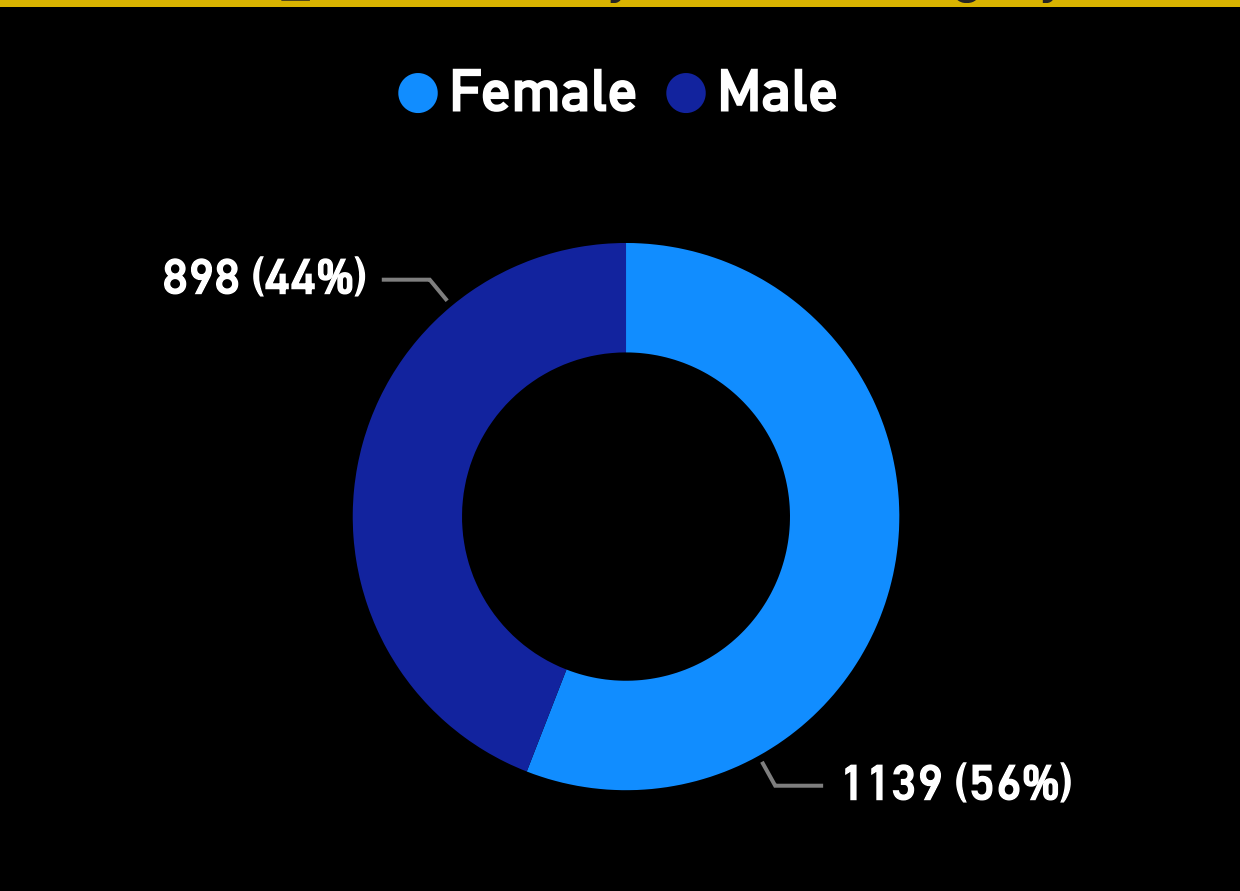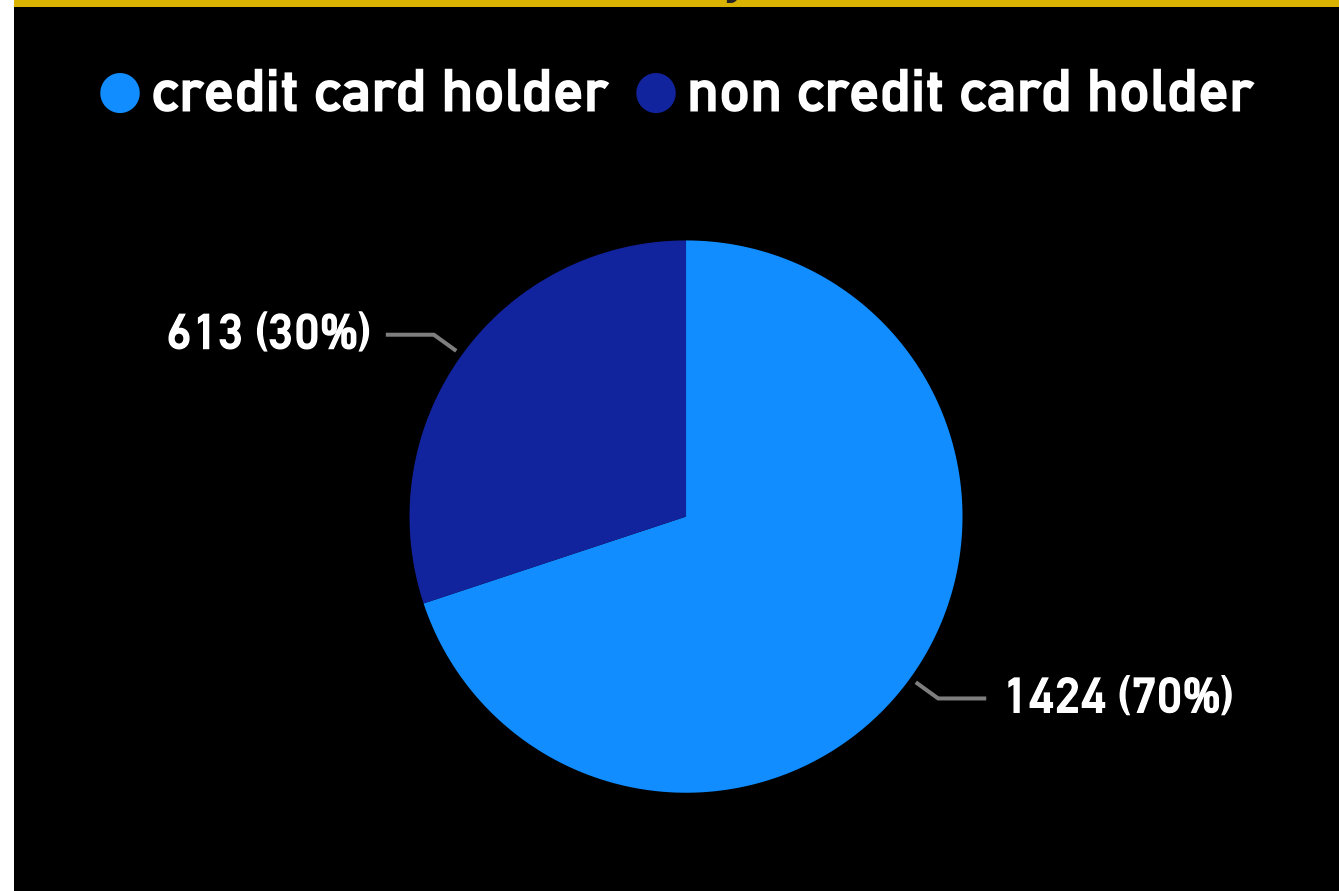
Exit_Customer by Credit_Type and GenderCategory

● Female ● Male

Credit_Type	Female	Male
Fair	395	290
Poor	271	249
Good	259	193
Very Good	145	107
Excellent	69	59
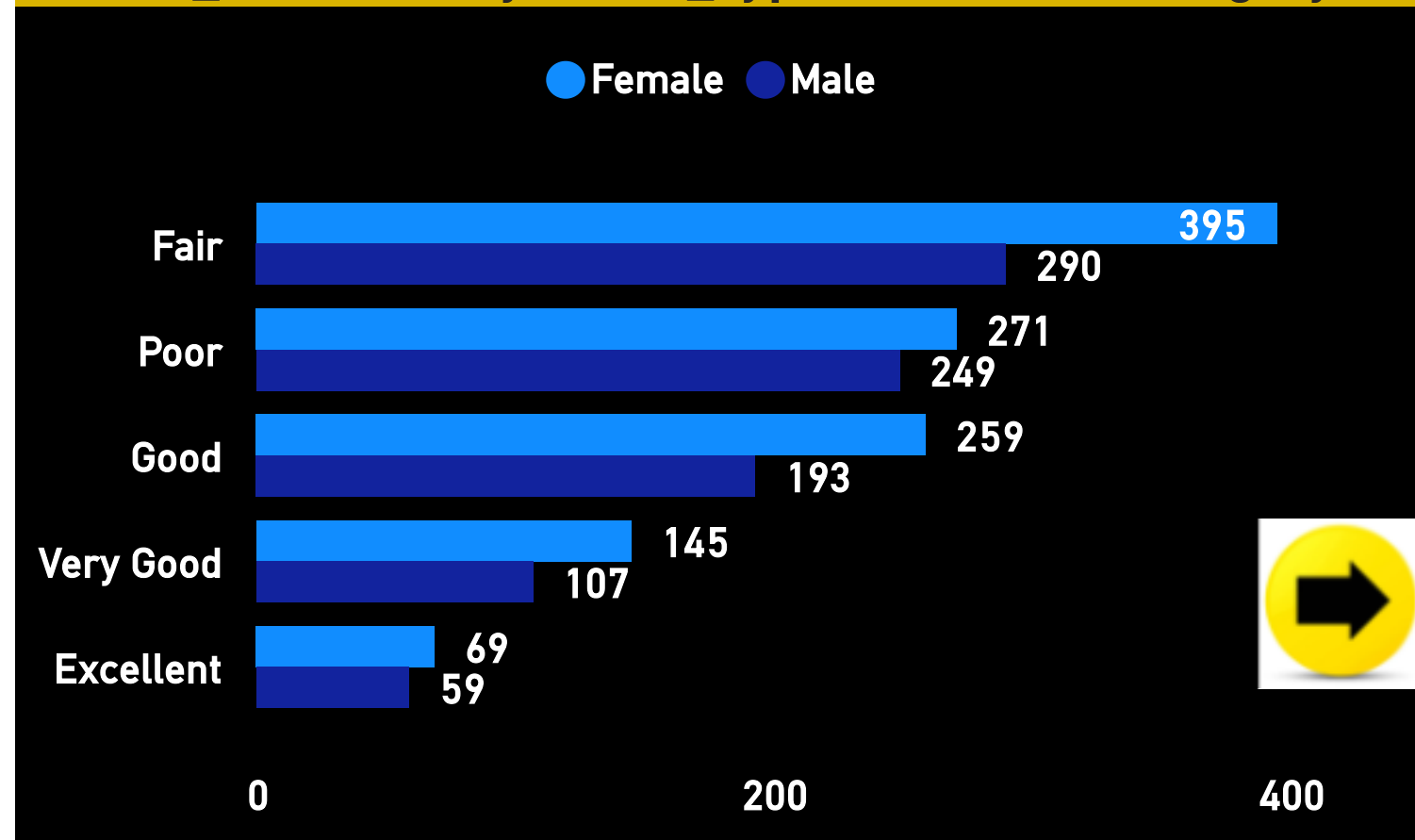
Customer Exit%

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2016	21%	12%	17%	16%	23%	23%	17%	21%	20%	18%	20%	19%	19%
2017	28%	14%	26%	27%	18%	21%	19%	17%	21%	26%	24%	22%	22%
2018	22%	21%	20%	20%	23%	19%	20%	25%	20%	17%	20%	19%	20%
2019	17%	20%	21%	19%	20%	19%	16%	17%	21%	21%	22%	20%	20%
Total	21%	18%	21%	20%	21%	20%	18%	20%	21%	20%	21%	20%	20%

Customer Retain%

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2016	79%	88%	83%	84%	77%	77%	83%	79%	80%	82%	80%	81%	81%
2019	83%	80%	79%	81%	80%	81%	84%	83%	79%	79%	78%	80%	80%
2018	78%	79%	80%	80%	77%	81%	80%	75%	80%	84%	80%	81%	80%
2017	72%	86%	74%	73%	82%	79%	81%	83%	79%	74%	76%	78%	78%
Total	79%	82%	79%	80%	79%	80%	82%	80%	79%	80%	79%	80%	80%

Total Customers by Credit Type

- Fair: 3331
- Good: 2428
- Poor: 2362
- Very Good: 1224
- Excellent: 655

Total Customers Exit & Retain By Geo Locations

Legend: ● Exit ● Retain

- France: Exit 810, Retain 4204
- Germany: Exit 814, Retain 1695
- Spain: Exit 413, Retain 2064

Retain Customers by Credit Type & Gender Category

Legend: ● Female ● Male

- Fair: Female 1117, Male 1529
- Good: Female 856, Male 1120
- Poor: Female 786, Male 1056
- Very Good: Female 420, Male 552
- Excellent: Female 225, Male 302