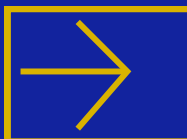


# Customer Churn Analysis



10K

Total Customers

5151

Active Customers

4849

Inactive Customers

7055

Credit Card Holders

2945

Non-creditcard Hol...

2037

Exit Customers

7963

Retain Customers

year

All

month name

All

GenderCategory

All

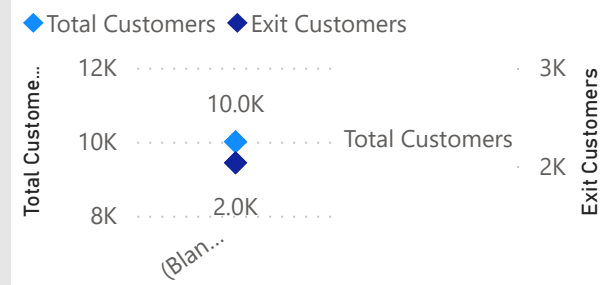
GeographyID

All

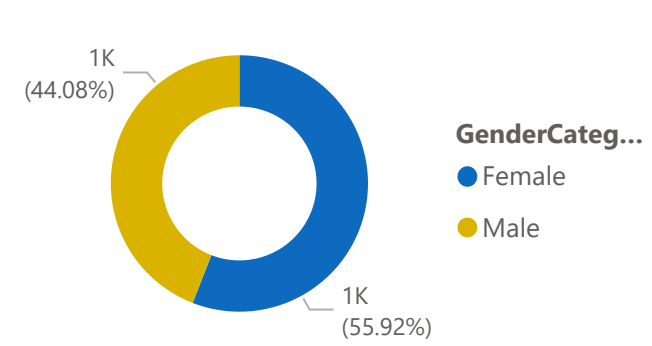
GeographyLocation

All

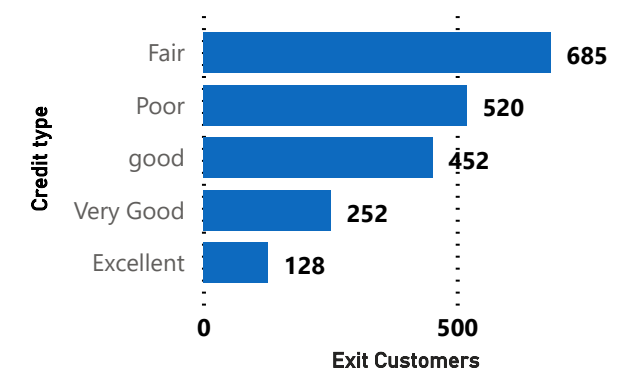
Total Customers and Exit Customers by month name



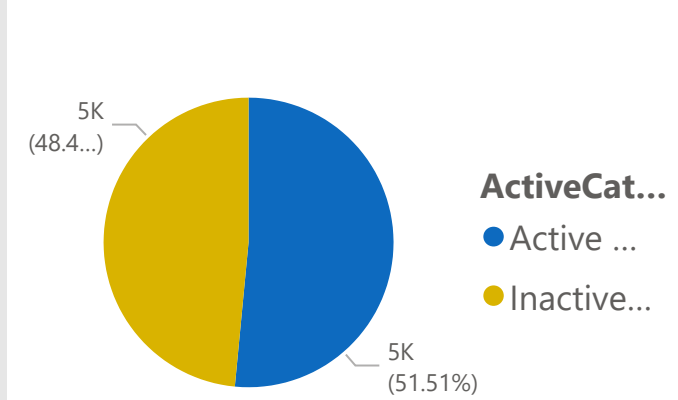
Exit Customers by GenderCategory



Exit Customers by Credit type



Total Customers by ActiveCategory



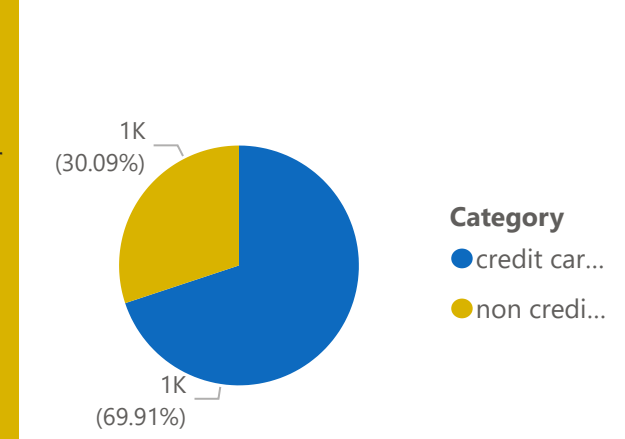
## Smart Narrative of TC by Active category

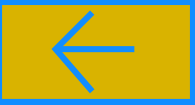
Exit Customers and total Previous month exit customers are negatively correlated with each other.

Total Customers for Active Member (5151) was higher than Inactive Member (4849).

Across all 5 Credit type, Exit Customers ranged from 128 to 685.

Exit Customers by Category



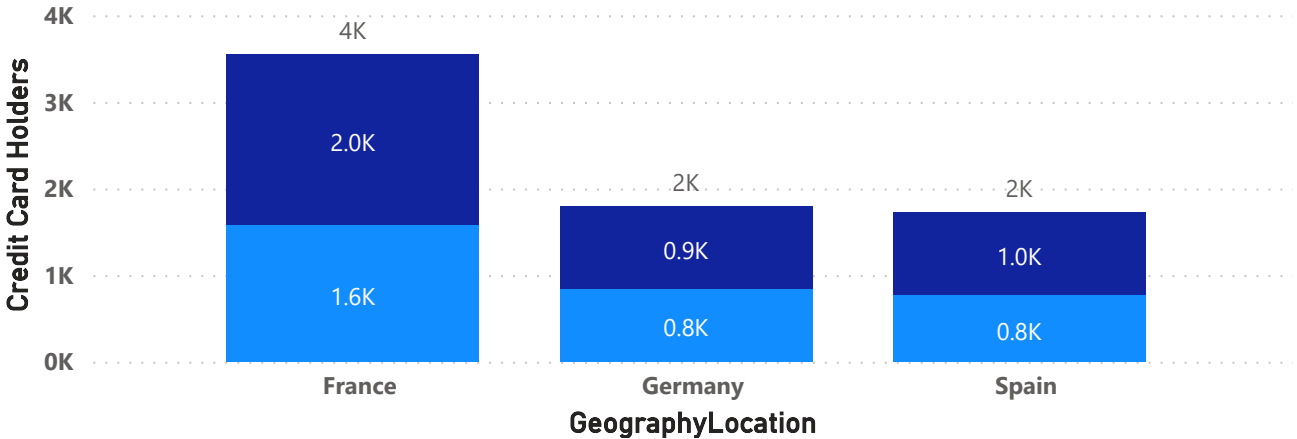


GeographyID 1 2 3



Credit Card Holders by GeographyLocation and GenderCategory

GenderCategory Female Male



Count of IsActiveMember and Count of HasCrCard by GeographyLocation

Count of IsActiveMember Count of HasCrCard

