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Customer Churn Analysis



2037

Exit customers

10K

Total customers

2945

Non credit card holder

7963

Retain customer

7963

inactive customers

7055

Credit card holders

year

All

month name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

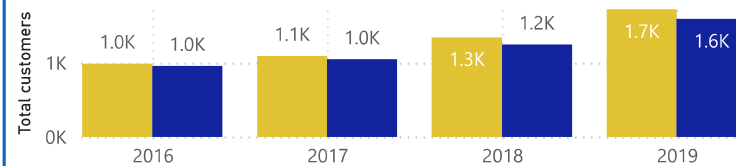
All

GenderCategory

All

Total customers by year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

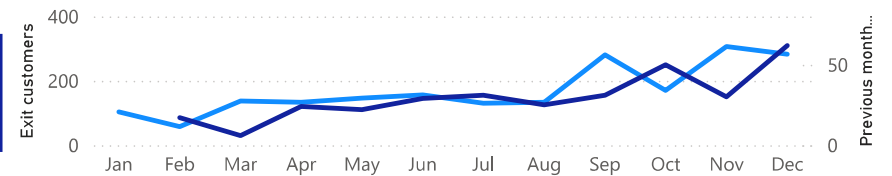


Customers Based by credit Type

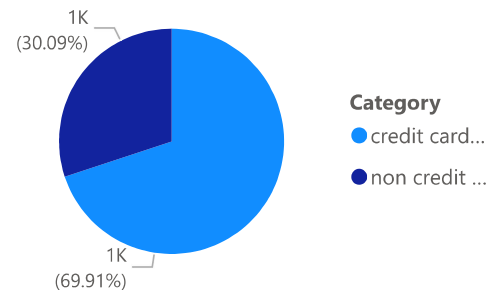
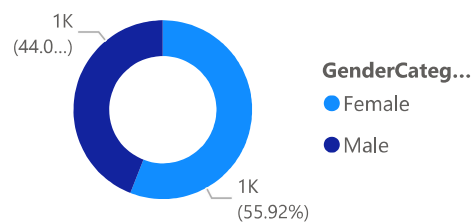
Customers Based By Gender

Exit customers and Previous month exit customers by month name

● Exit customers ● Previous month exit customers



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 Previous month exit customers.

Total Total customers was higher for Active Member (5151) than Inactive Member (2945).

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Churn%

year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2016	 0.21	 0.12	 0.17	 0.16	 0.23	 0.23	 0.17	 0.21	 0.20	 0.18	 0.20	 0.19	0.19
2019	 0.17	 0.20	 0.21	 0.19	 0.20	 0.19	 0.16	 0.17	 0.21	 0.21	 0.22	 0.20	0.20
2018	 0.22	 0.21	 0.20	 0.20	 0.23	 0.19	 0.20	 0.25	 0.20	 0.17	 0.20	 0.19	0.20
2017	 0.28	 0.14	 0.26	 0.27	 0.18	 0.21	 0.19	 0.17	 0.21	 0.26	 0.24	 0.22	0.22
Total	0.21	0.18	0.21	0.20	0.21	0.20	0.18	0.20	0.21	0.20	0.21	0.20	0.20