



Customer Churn Analysis



10000

Total Customers

5151

Active customers

4849

Inactive Customers

7055

Credit Card holders

2945

Non Credit card holders

2037

Exit Customers

7963

Retain Customers

year

All

Month Name

All

GeographyLocation

All

ActiveCategory

All

ExitCategory

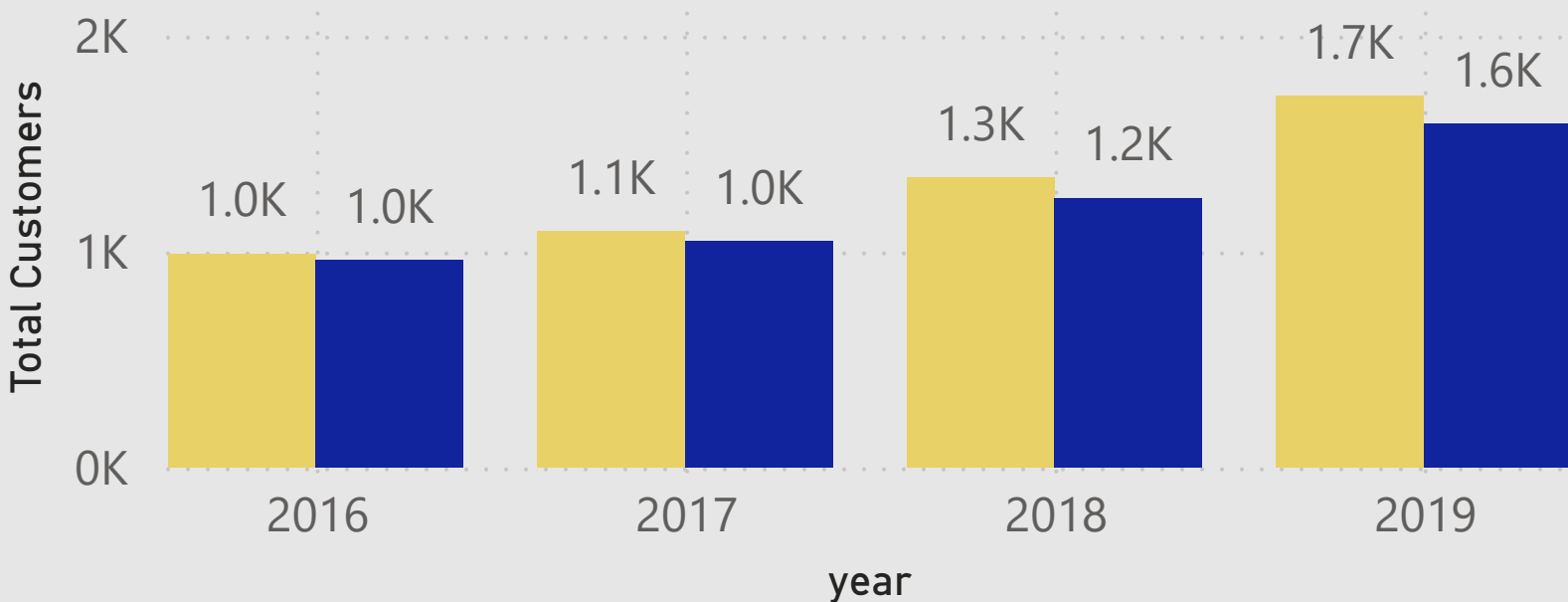
All

GenderCategory

All

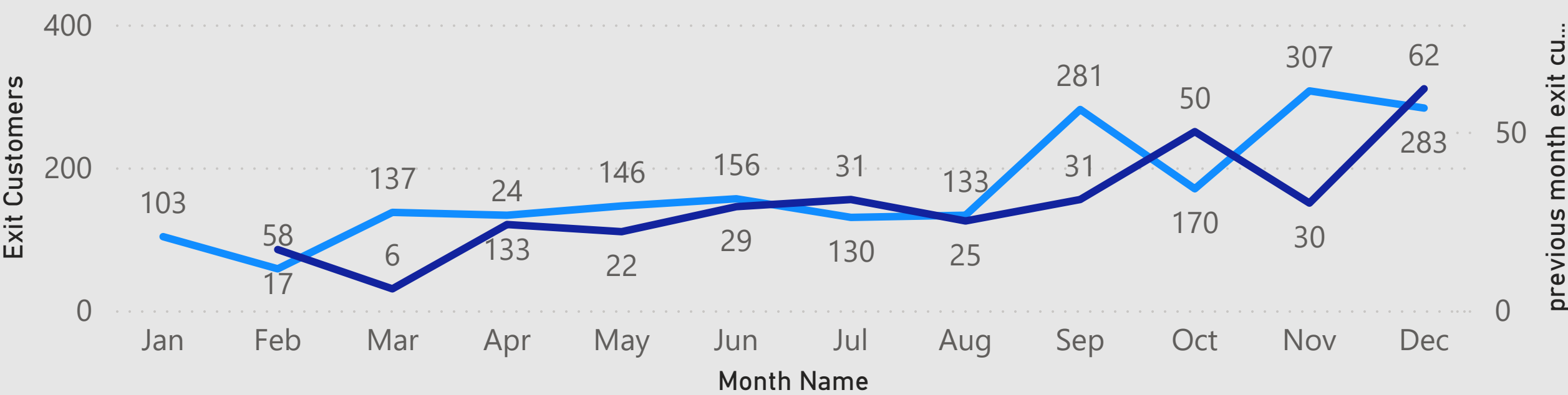
Total Customers by year and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member



Exit Customers and previous month exit customers by Month Name

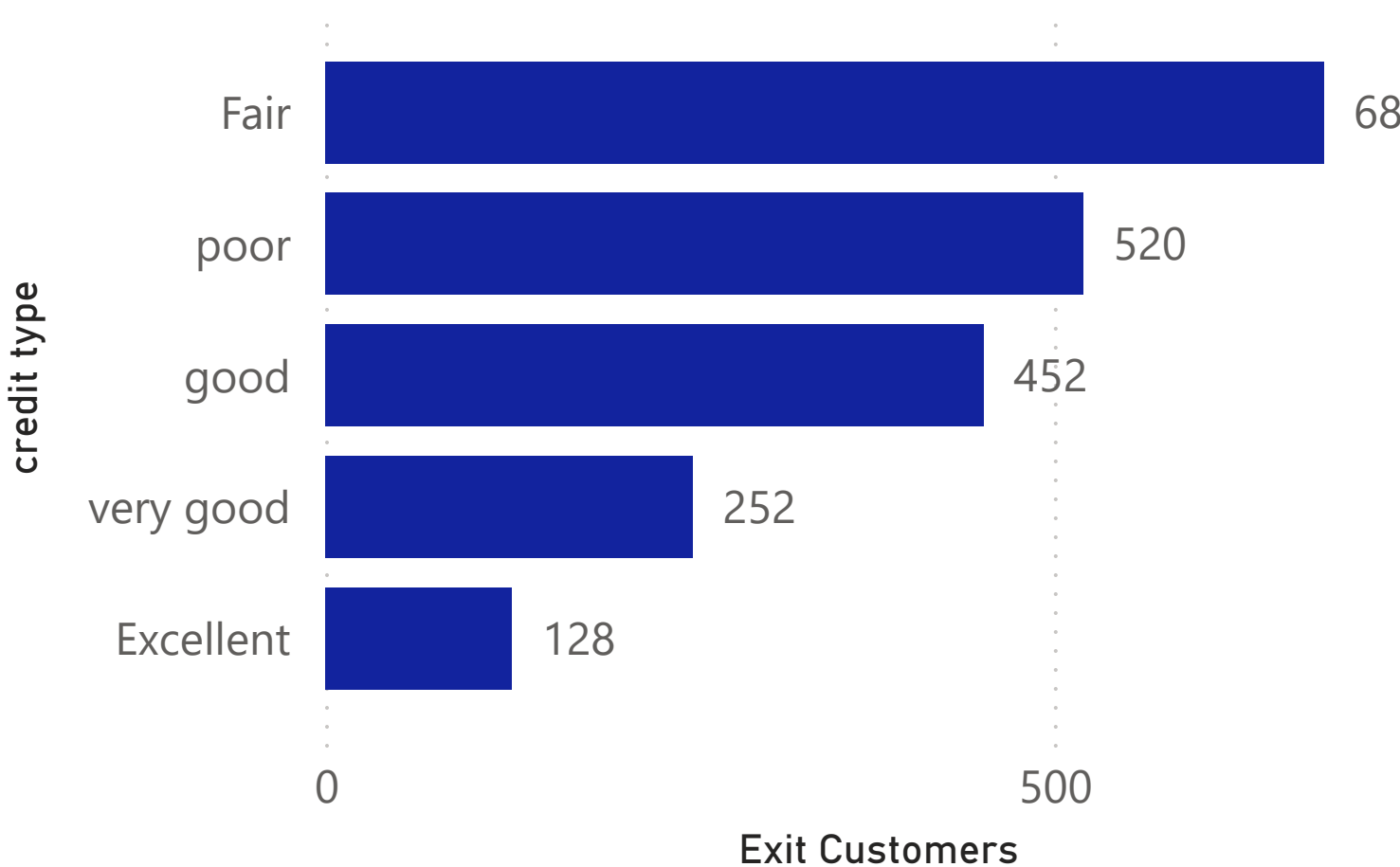
● Exit Customers ● previous month exit customers



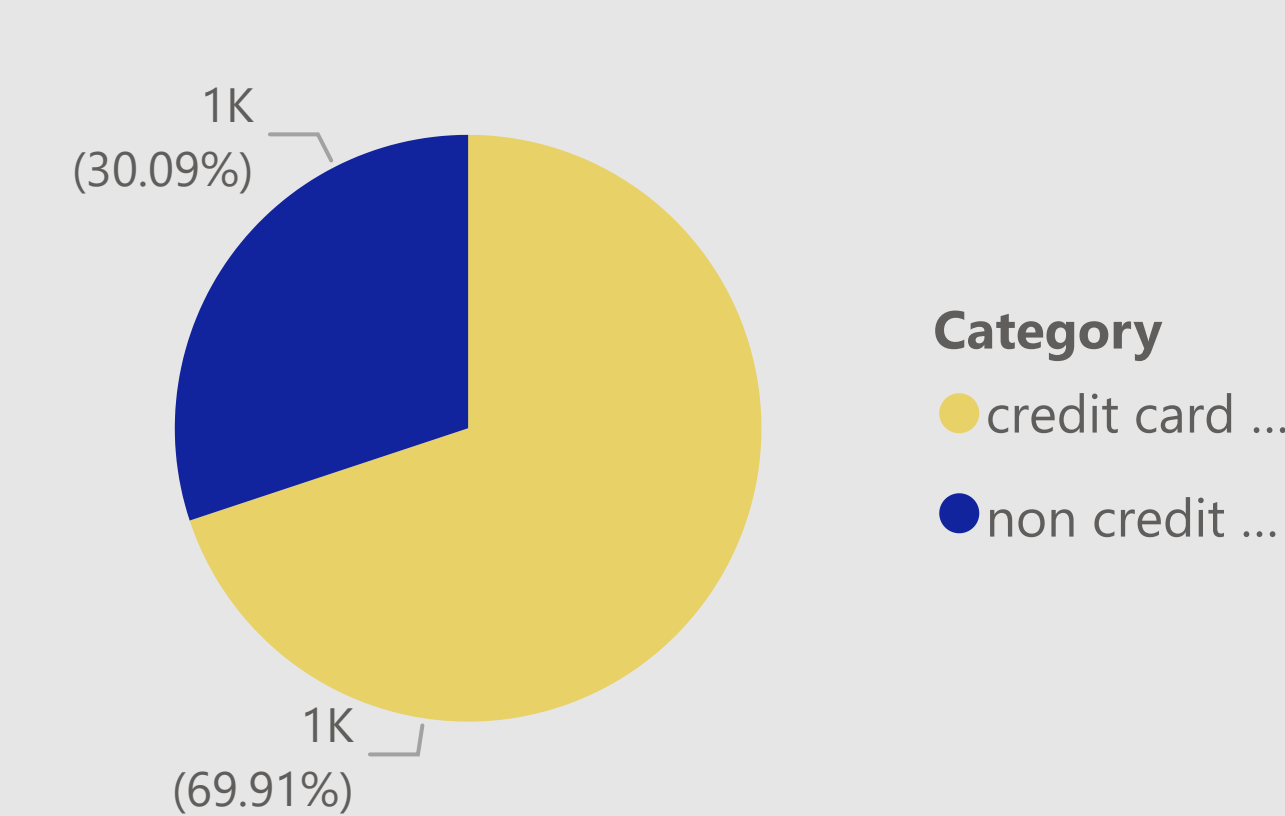
Customers left by credit type

Customers left by Gender

Exit Customers by credit type



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 (4849).

Churn %															
year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
2016	▲ 20.73%	● 12.00%	● 17.02%	● 16.30%	◆ 23.02%	◆ 23.48%	● 16.56%	▲ 20.81%	▲ 20.16%	▲ 17.75%	▲ 19.81%	▲ 19.22%			
2017	◆ 27.59%	● 14.06%	◆ 25.95%	◆ 26.71%	▲ 18.44%	▲ 21.15%	▲ 19.46%	● 16.78%	▲ 21.45%	◆ 26.35%	◆ 23.78%	▲ 22.16%			
2018	▲ 21.62%	▲ 20.65%	▲ 19.75%	▲ 20.00%	◆ 22.83%	▲ 19.23%	▲ 20.10%	◆ 25.00%	▲ 19.89%	● 16.50%	▲ 20.38%	▲ 19.43%			
2019	▲ 17.34%	▲ 20.34%	▲ 21.33%	▲ 18.78%	▲ 20.16%	▲ 19.34%	● 16.22%	▲ 17.26%	▲ 21.24%	▲ 21.36%	▲ 21.60%	▲ 19.57%			

Total Customers by GeographyLocation

