

Bank Report

Summary

Creditcard

Num of products

Summary

10000

Total customers

3171

loyalcustomers

4799

opulusclients

7963

Retaincustomers

GeographyLocation

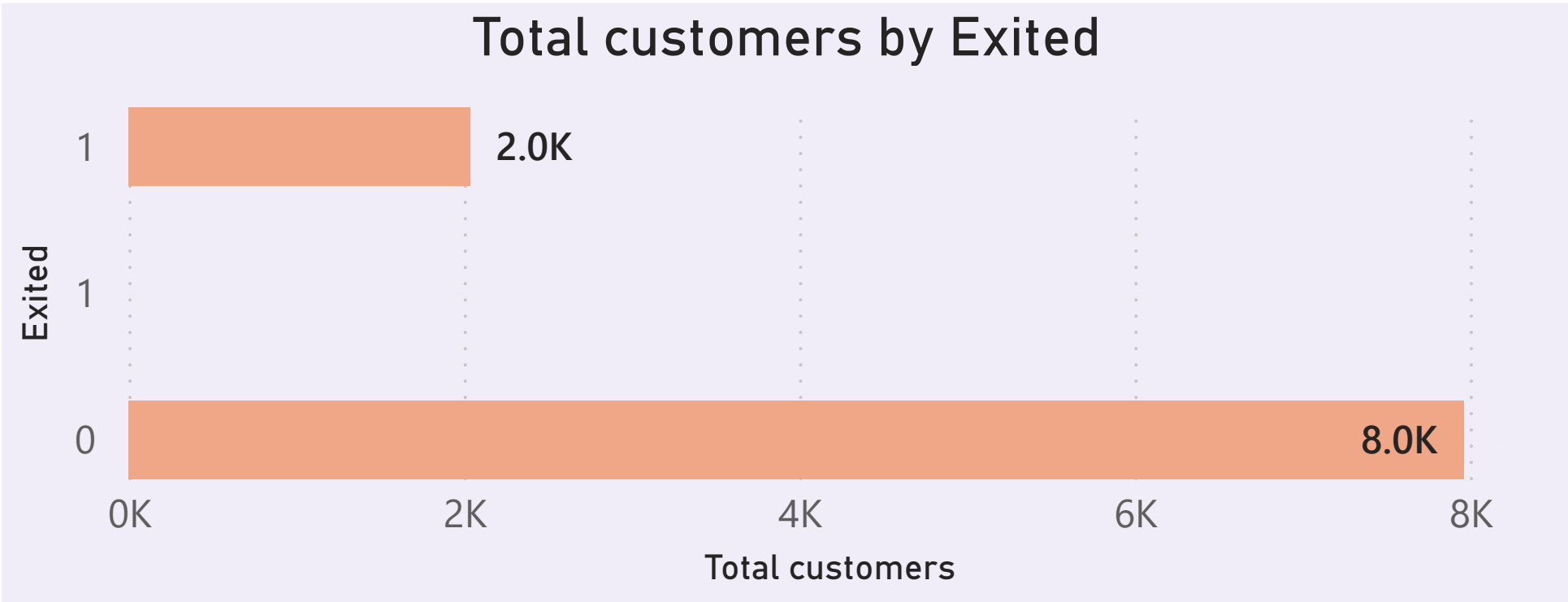
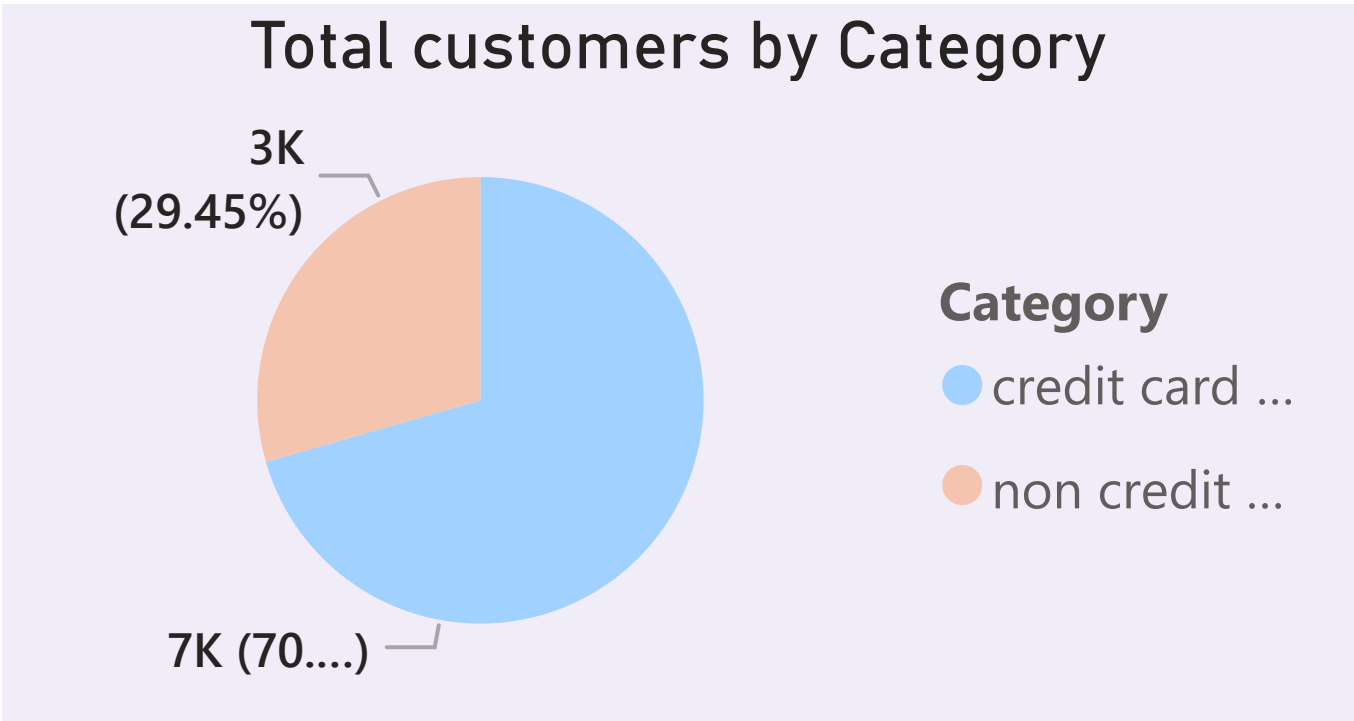
All

GenderCategory

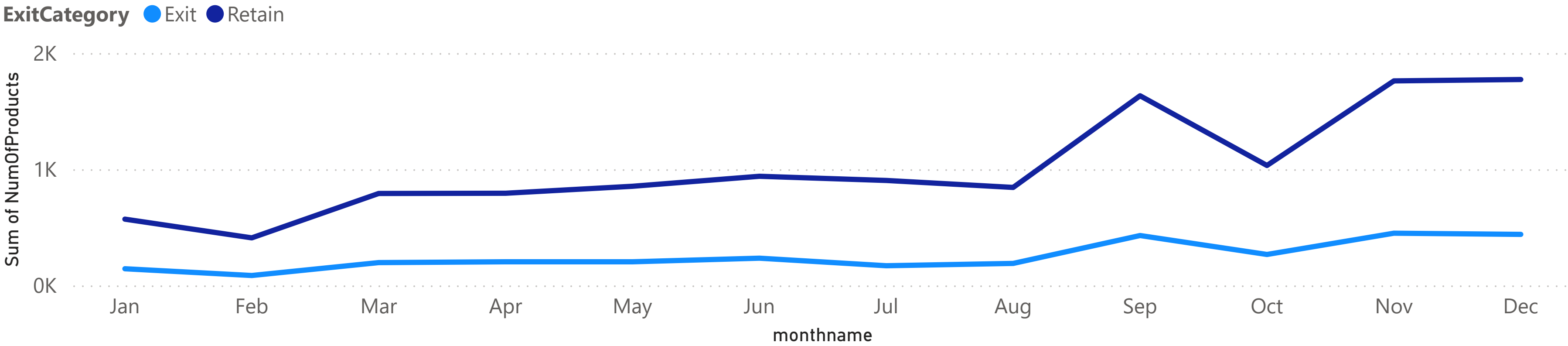
All

performancescore

All



Sum of NumOfProducts by monthname and ExitCategory



Creditcard

7055

credit card holders

10000

Total customers

526

seniorcitizens

GeographyLocation

All

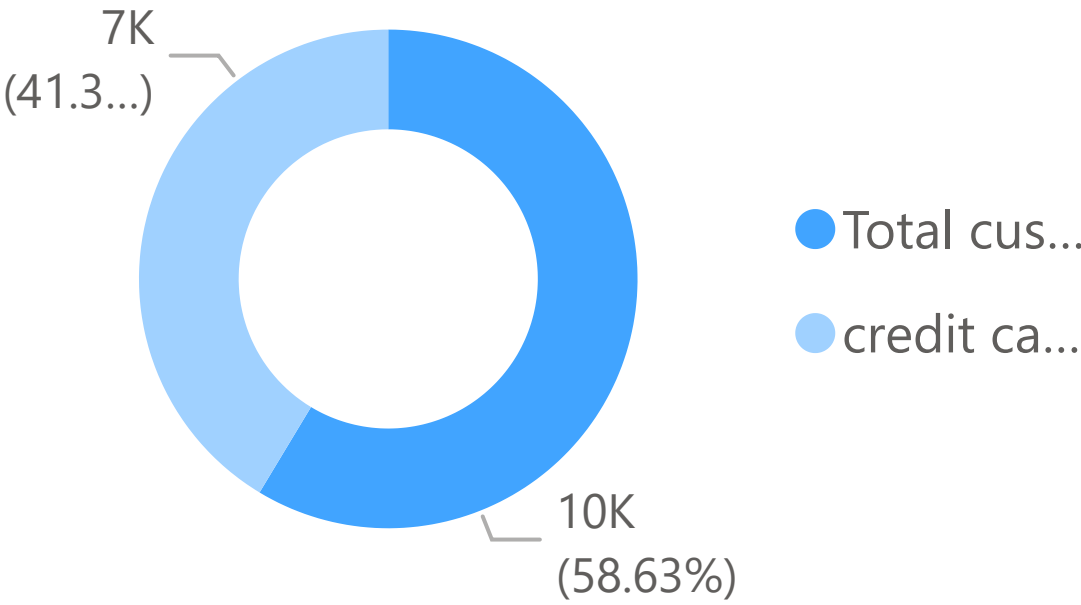
monthname

All

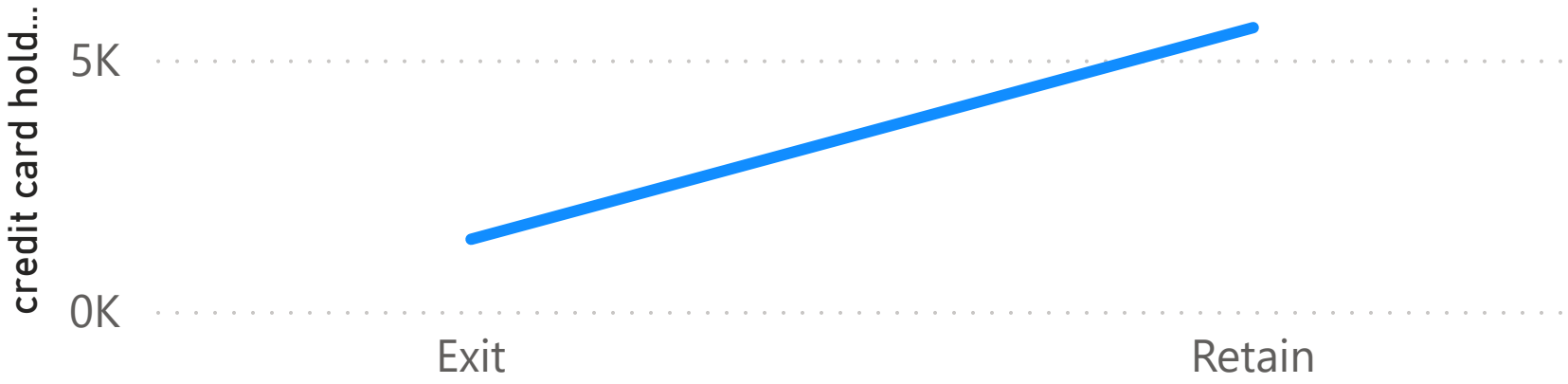
Tenure

All

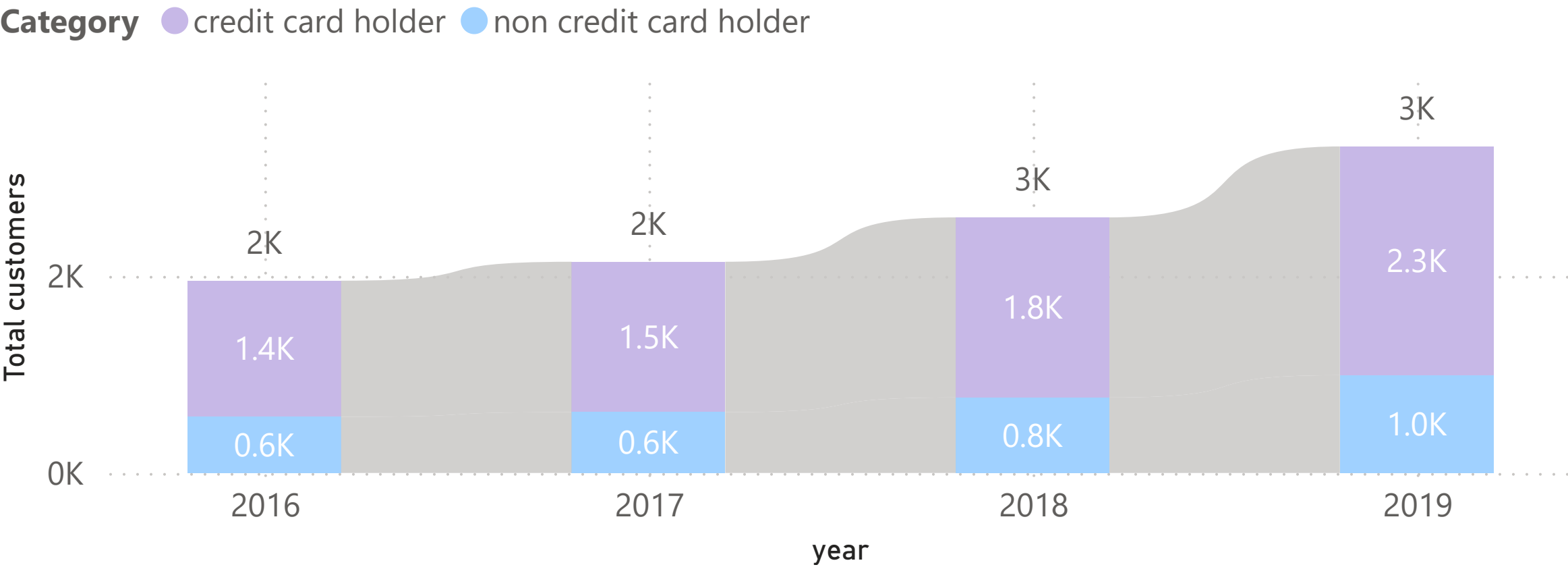
Total customers and credit card holders_dimtab



credit card holders by ExitCategory



Total customers by year and Category



2016	0.71
year	creditcard%
2017	0.71
year	creditcard%
2018	0.70
year	creditcard%

Products

10000

Total customers

60

highprodcust

655

bestperformancecustomers

GeographyLocation

All

year

All

GenderCategory

All

splyhighprod_custcount

highprod_cust

year	monthname	highprodcust	splyhighporodcust
2019	Dec	6	1
2018	Sep	4	1
2016	Dec	3	
2017	Nov	3	2
2019	Apr	3	2
2016	Jul	2	
2016	Aug	2	
2016	Oct	2	
2016	Nov	2	
2017	Jun	2	1
2017	Dec	2	3
2018	Apr	2	1
2018	May	2	1
Total		60	41

Total customers by year and ExitCategory

● Increase ● Decrease ● Total ● Other

