



Customer Churn Analysis

10,000

Total Customer

5151

Active Customers

4849

Inactive Customer

2037

Exit Customers

7963

Retain customers

7055

Active Creditcard holder

2945

Noncreditcard holders

Year

All

MonthName

All

Category

All

GenderCategory

All

ActiveCategory

All

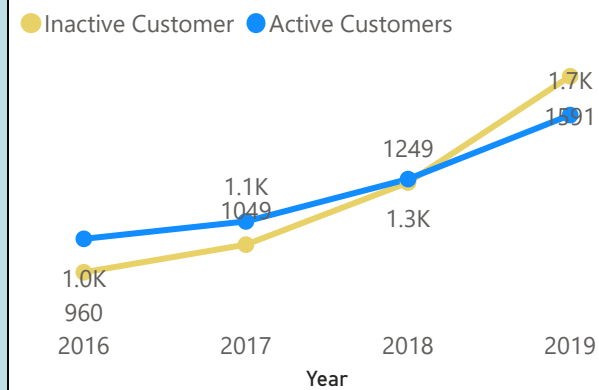
ExitCategory

All

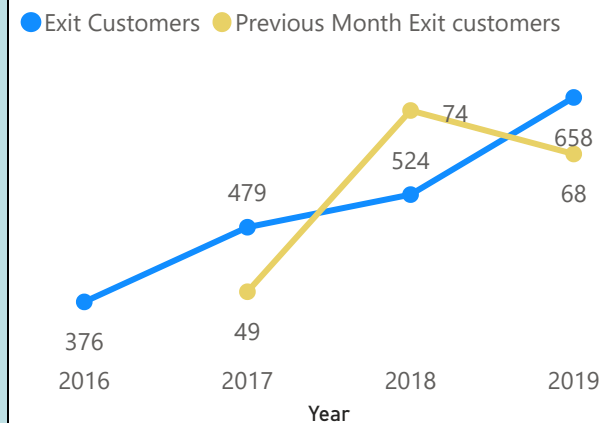
GeographyLoc...

All

Active Customer and InActive Customers by Year

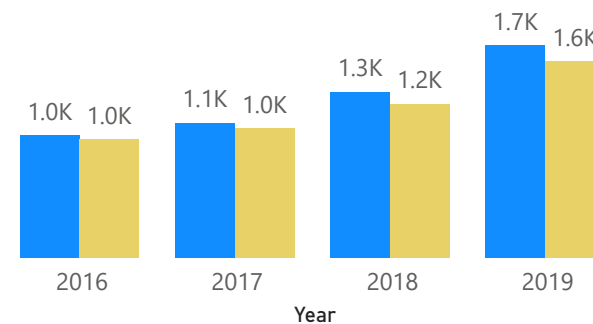


Exit Customers and Previous Month Exit customers by Year



Total Customer by Month and ActiveCategory

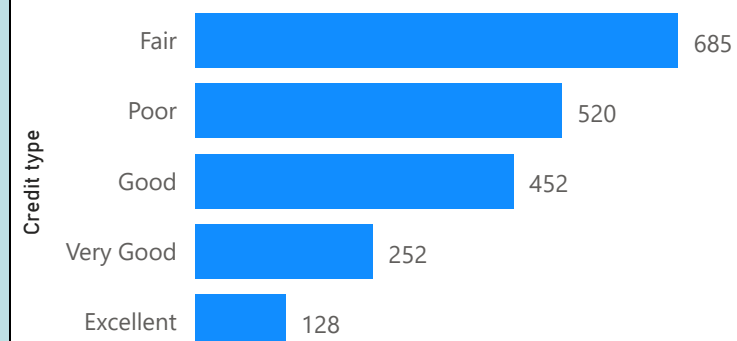
ActiveCategory ● Active Member ● Inactive Member



Customers left by Gender

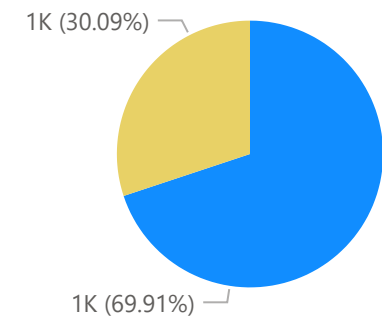
Customers left by CreditType

Exit Customers by Credit type



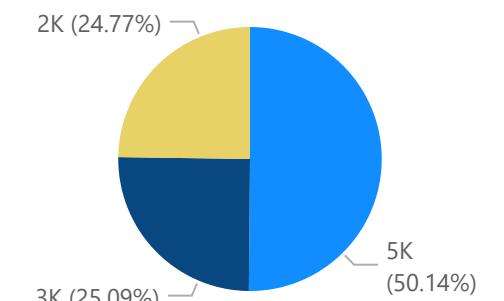
Exit Customers by Category

Category ● credit card holder ● non credit card hol...



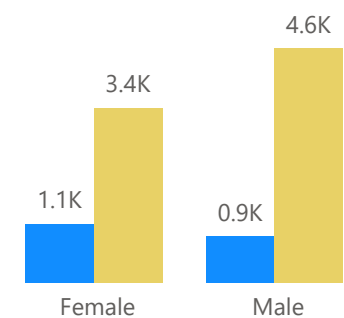
Total Customer by Geography

Geography ● France ● Germany ● Spain



Exit Customers, Retain customers and Total Customer by Gender

● Exit Customers ● Retain customers



Yearwise 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%