## **Customer Churn Analysis**



**Total Customer Retain Customer** 10000 7963 Year All Month All **Active Category** All **Gender Category \** All **Geography Location** All **Exit Category** All

Exit Customer

2037

**Active Customer** 

5151

**Inactive Customer** 

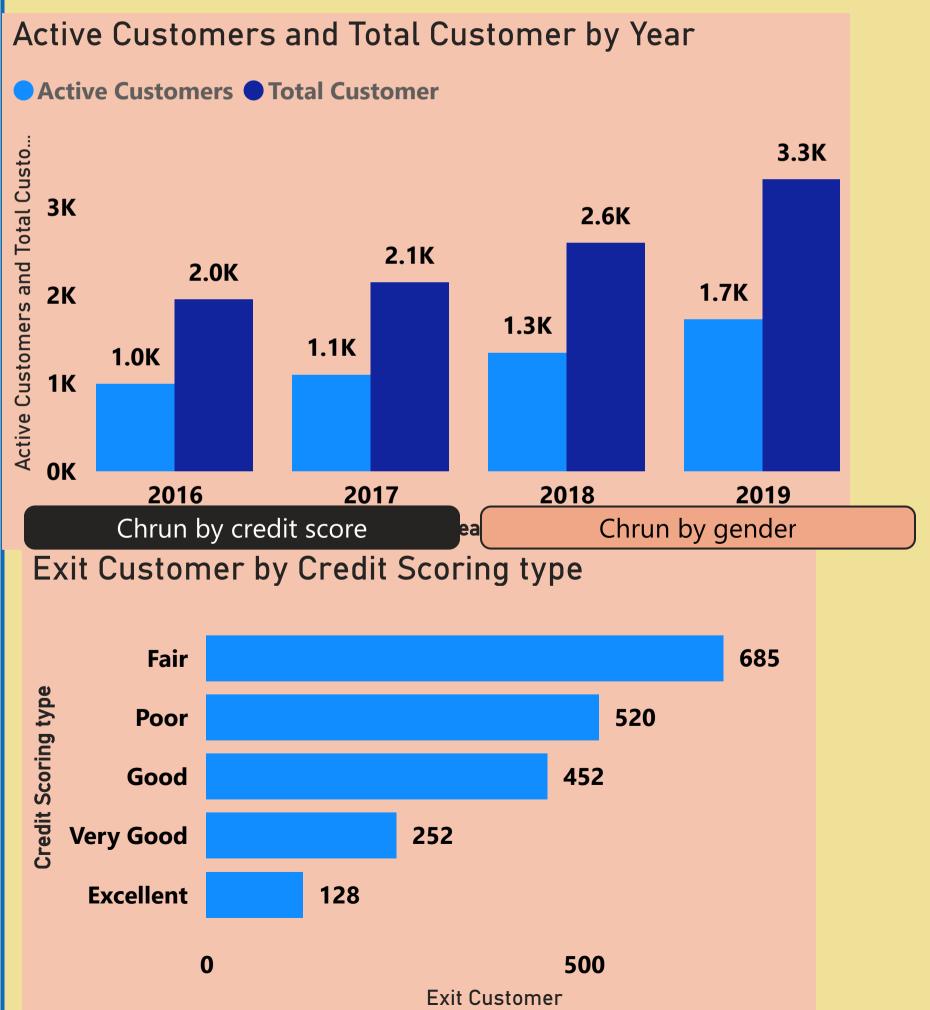
4849

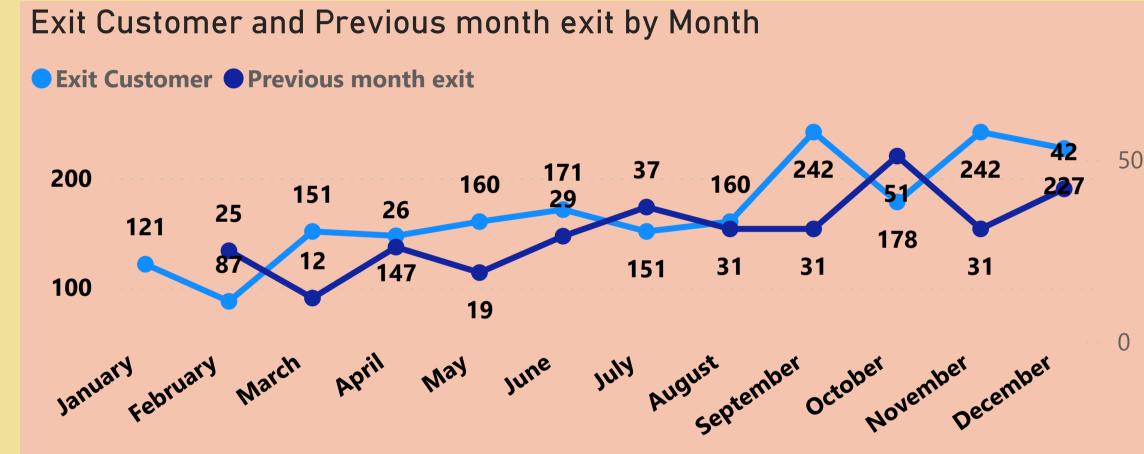
**Credit Card Holder** 

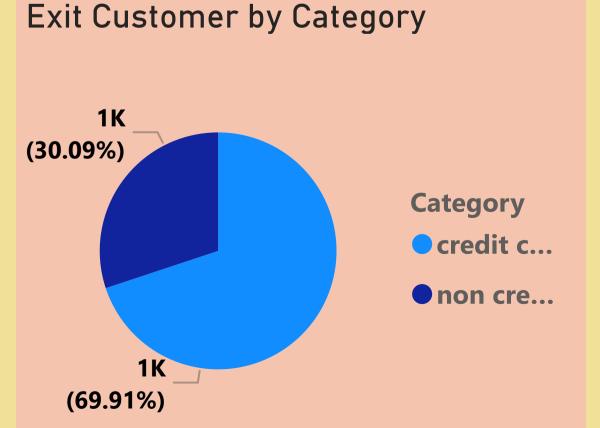
No Credit Card Holder

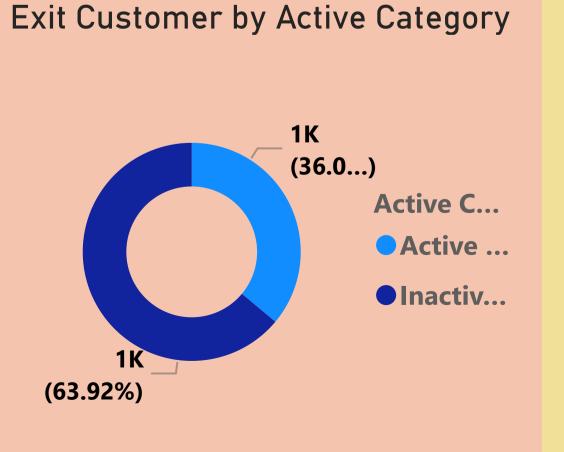
7055

2945









# **←**

### Churn%



10000

7963

**Retain Customer** 

**Exit Customer** 

2037

**Active Customer** 

5151

**Inactive Customer** 

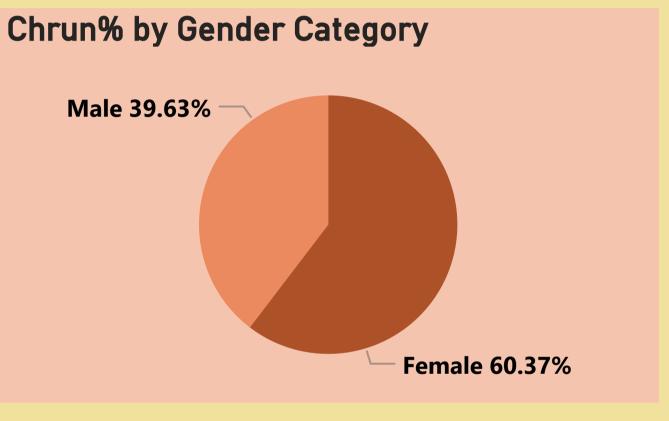
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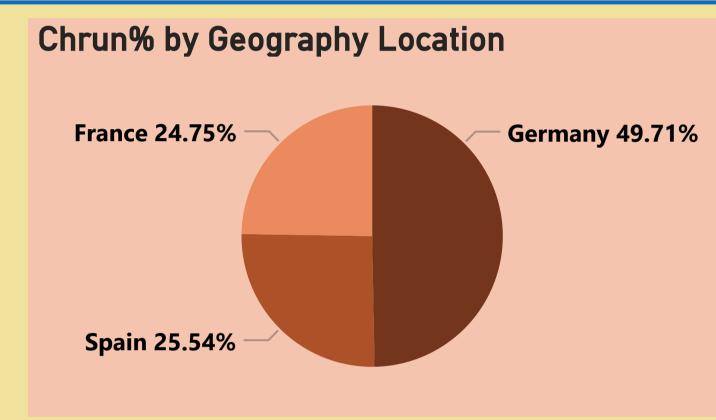
**Credit Card Holder** 

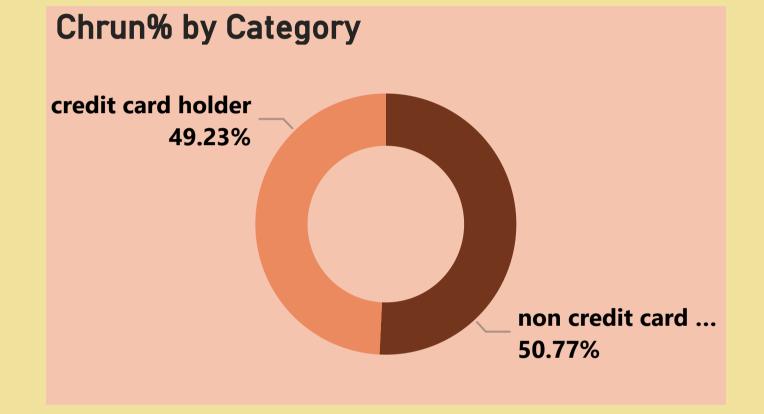
7055

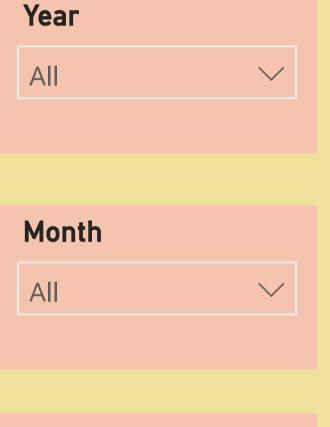
No Credit Card Holder

2945





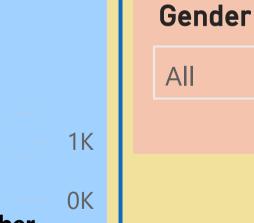




#### **Exit and Retain Customer Comparison**

■ Exit Customer ■ Retain Customer ■ Total Customer

0	January	February	March	April	May	June	July	August	September	October	November	December
500	121	87	151	147	160	171	151	160	242	178	242	227
1000	0.6K 448	0.5K 409	600	<b>547</b>	599	630	618	655	933	613	978	<u>93</u> 3
			o rotar custori									



#### **Chrun% Of Customer**

Year	January	February	March	April	May	June	July	August	September	October	November	December
2016	<b>22.12%</b>	16.22%	15.85%	18.27%	<b>21.01%</b>	<b>27.21%</b>	18.56%	17.71%	<b>20.65%</b>	19.87%	17.36%	17.87%
2017	<b>30.00%</b>	18.40%	<b>27.70</b> %	<b>26.86%</b>	<b>22.82%</b>	16.03%	18.71%	19.35%	19.72%	<b>28.57%</b>	<b>22.55%</b>	<b>21.00%</b>
2018	20.89%	16.52%	18.75%	22.80%	18.37%	21.19%	19.83%	20.81%	20.37%	17.89%	20.52%	<b>21.91%</b>
2019	17.31%	18.13%	19.43%	16.67%	22.10%	21.14%	20.93%	20.08%	21.39%	23.33%	18.94%	17.73%

