

Customer Churn Analysis



| | | | | | | |
|----------------|-----------------|---------------|-----------------|-------------------|--------------------|-----------------------|
| Total Customer | Retain Customer | Exit Customer | Active Customer | Inactive Customer | Credit Card Holder | No Credit Card Holder |
| 10000 | 7963 | 2037 | 5151 | 4849 | 7055 | 2945 |

Year

All

Month

All

Active Category

All

Gender Category

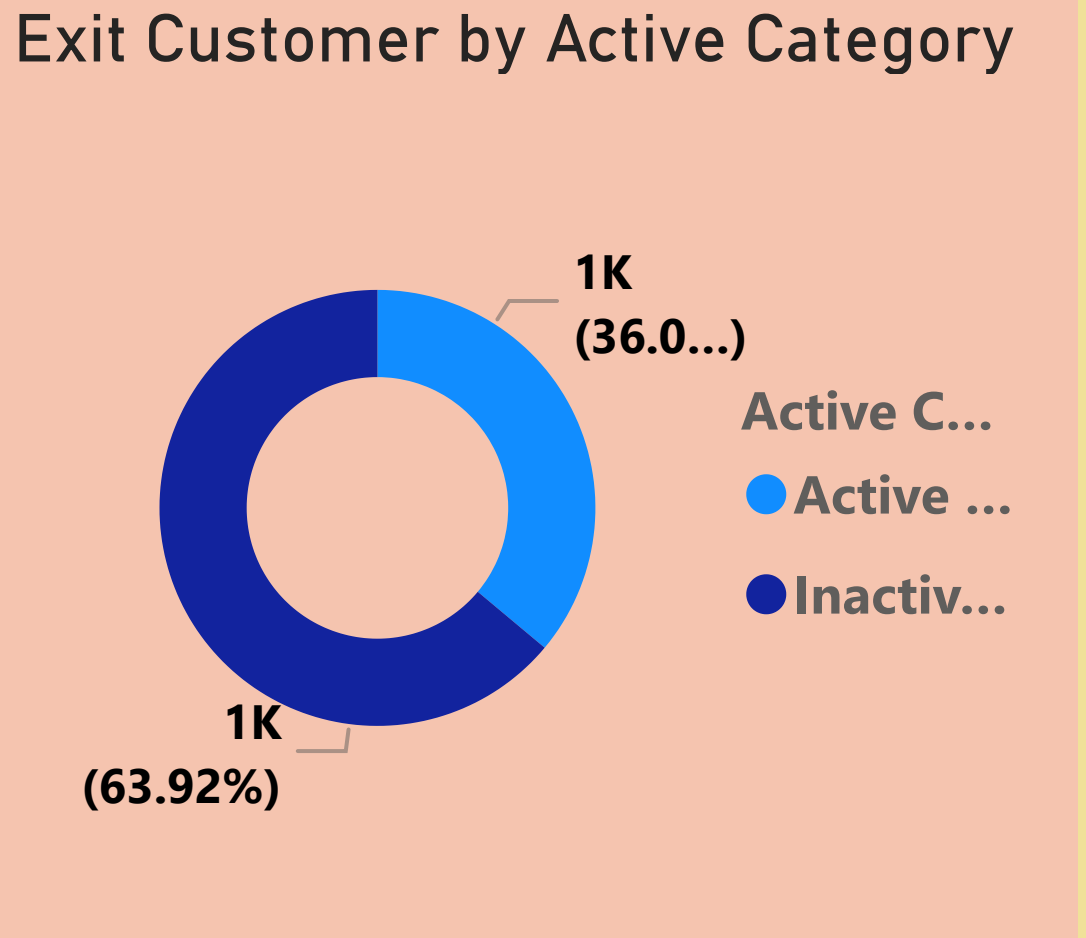
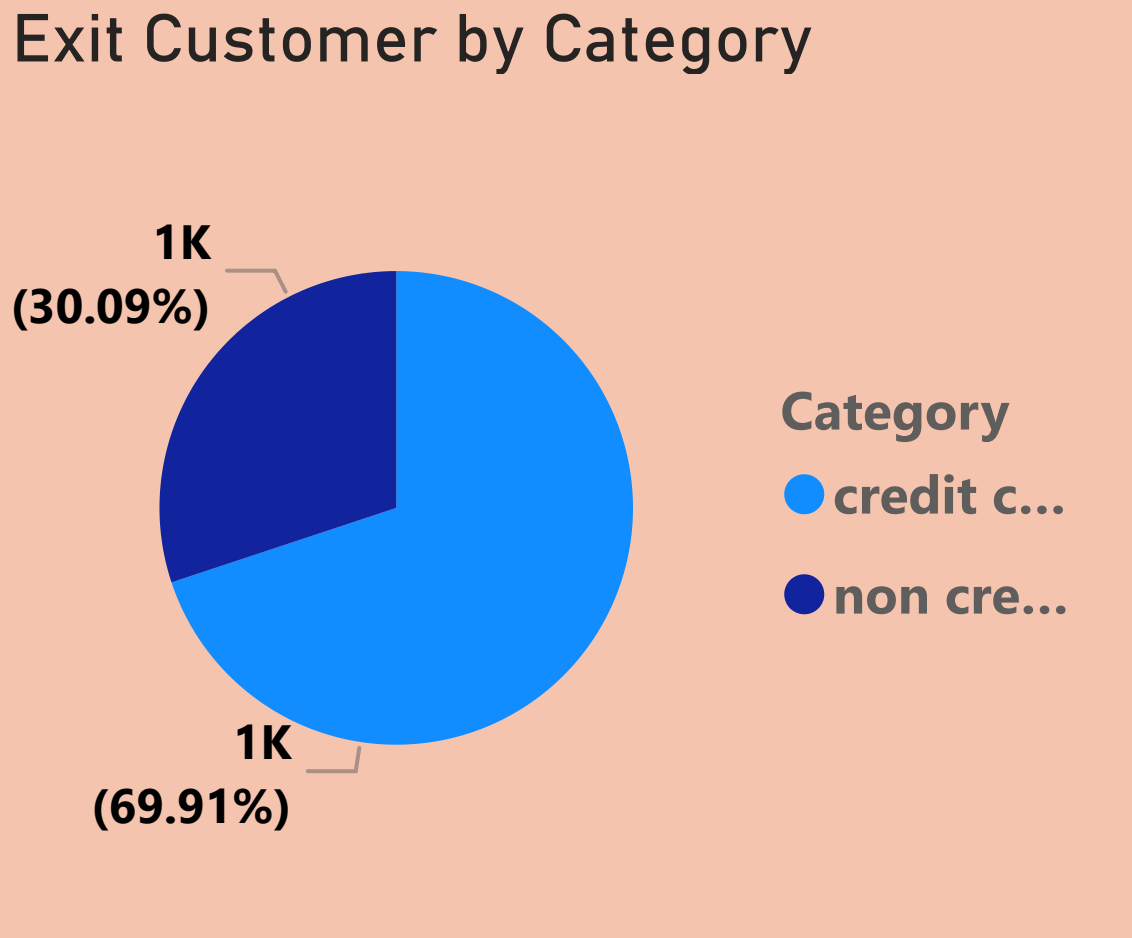
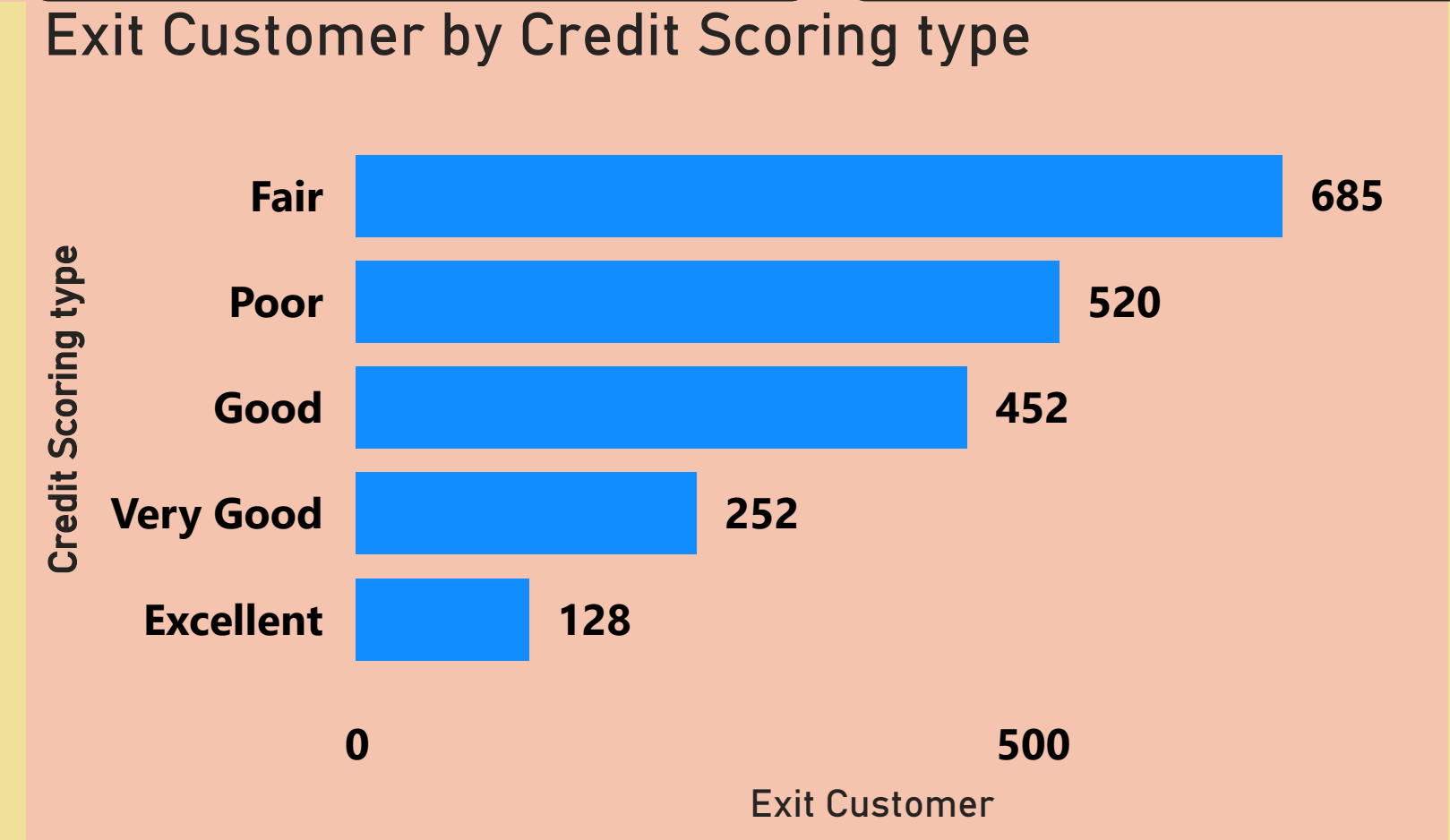
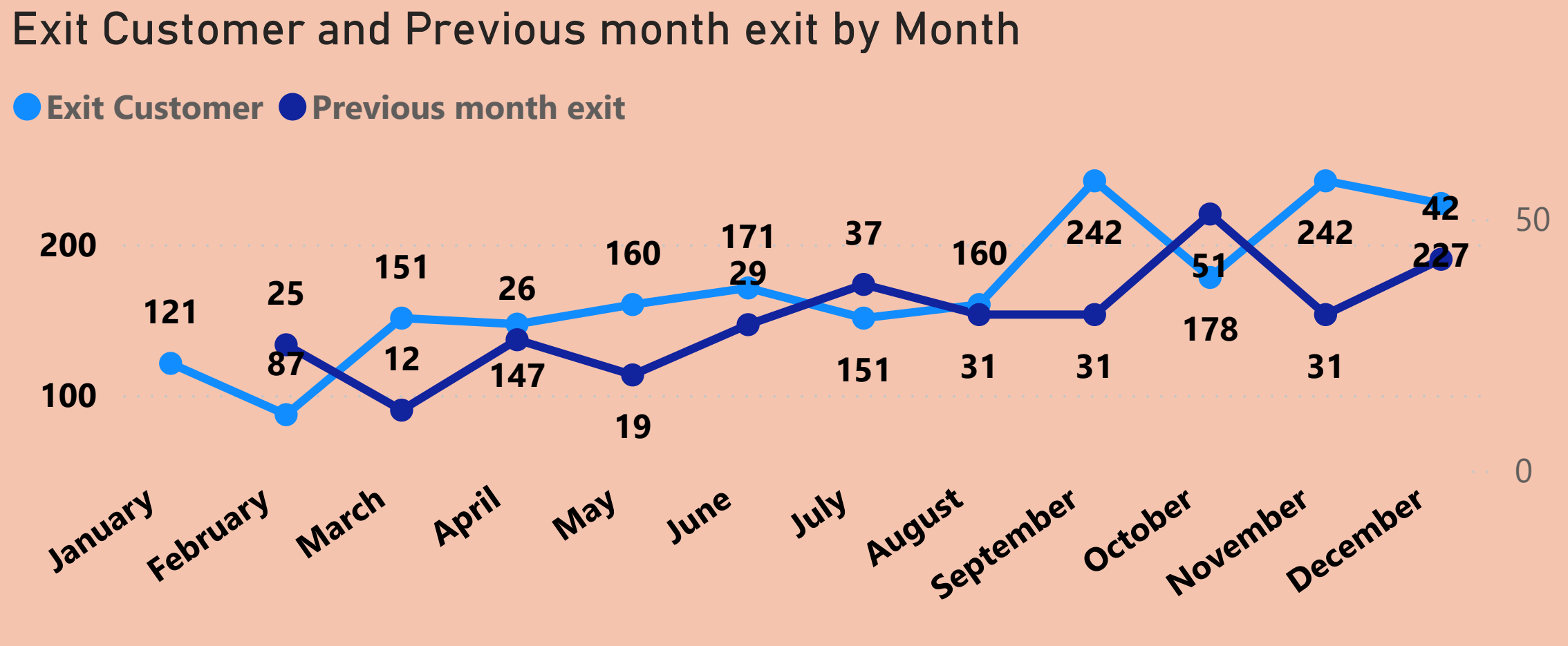
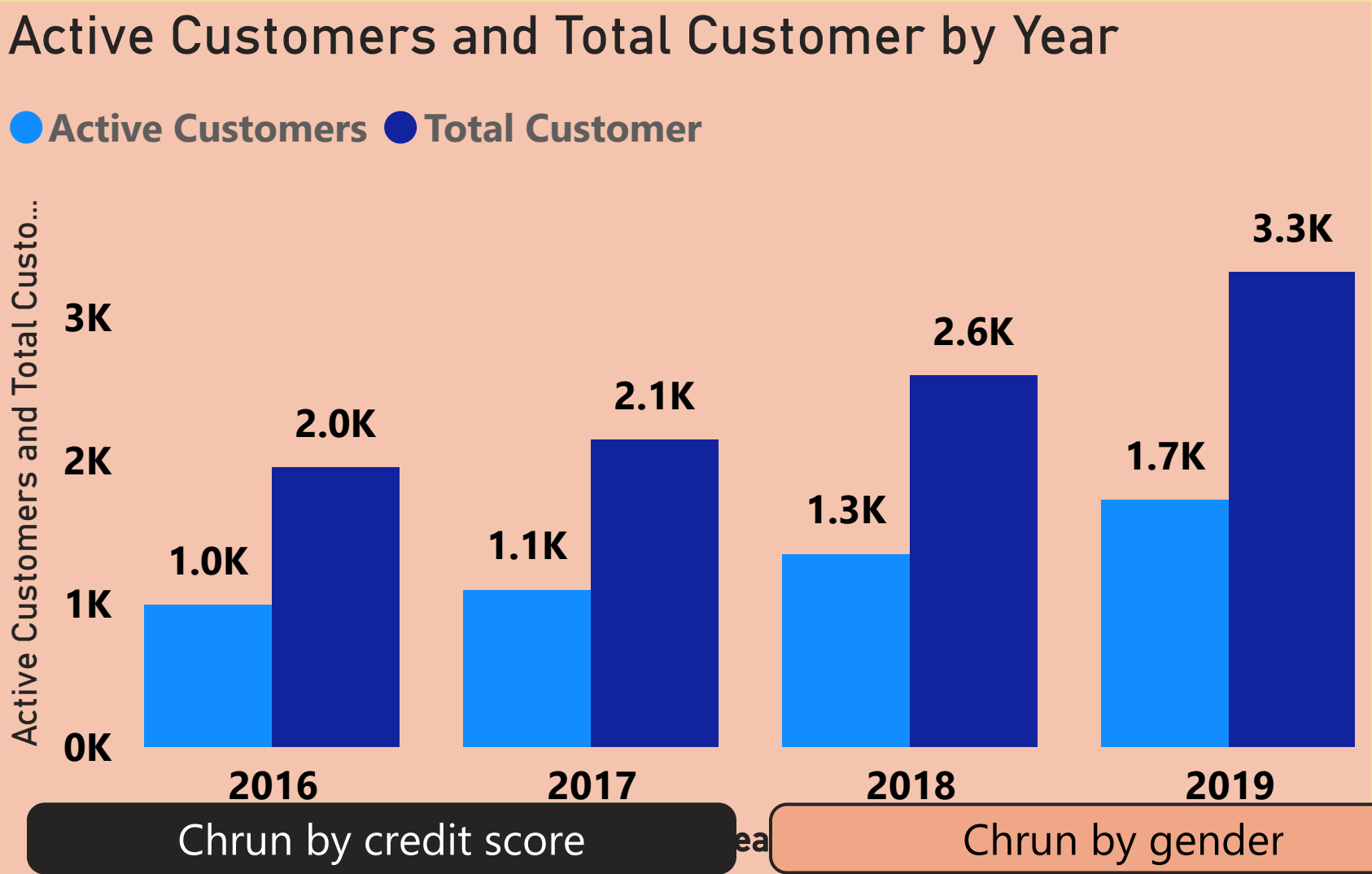
All

Geography Location

All

Exit Category

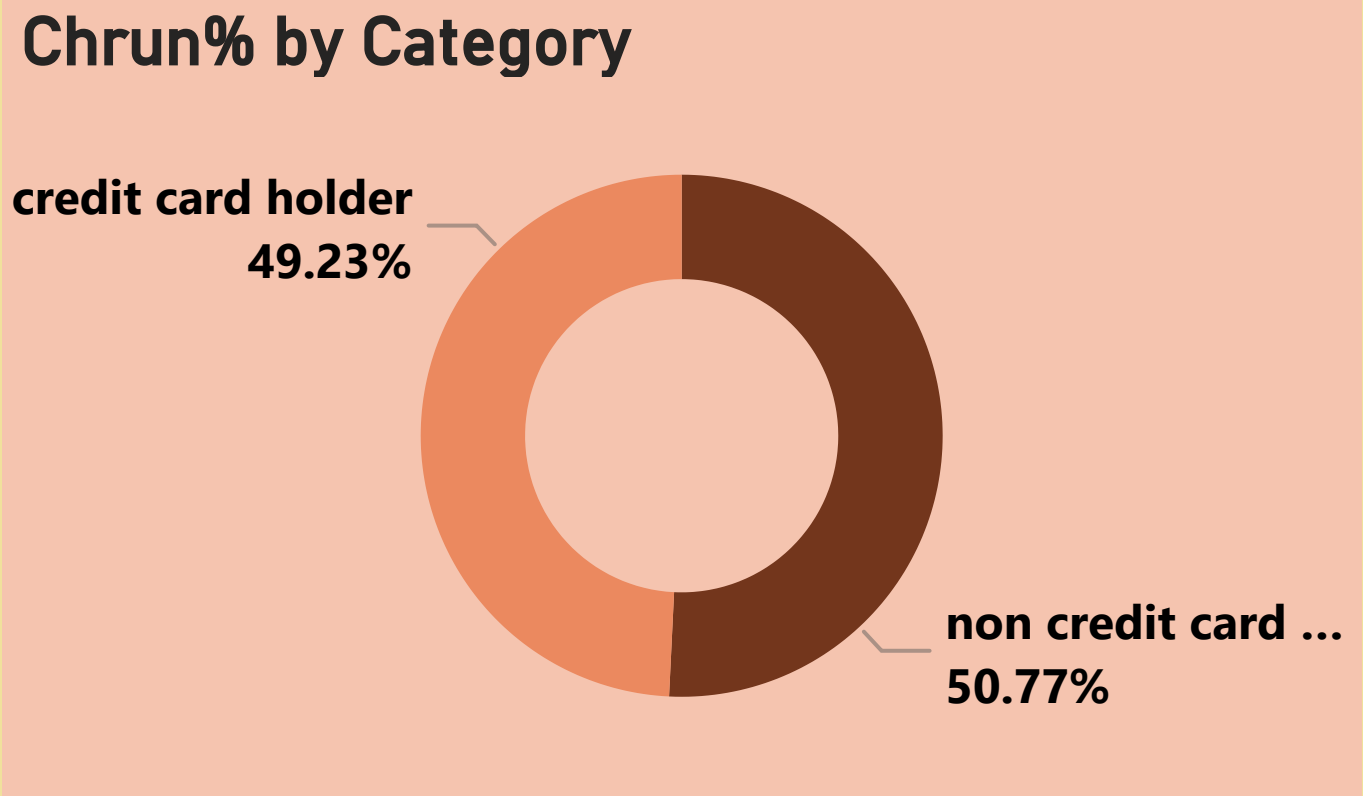
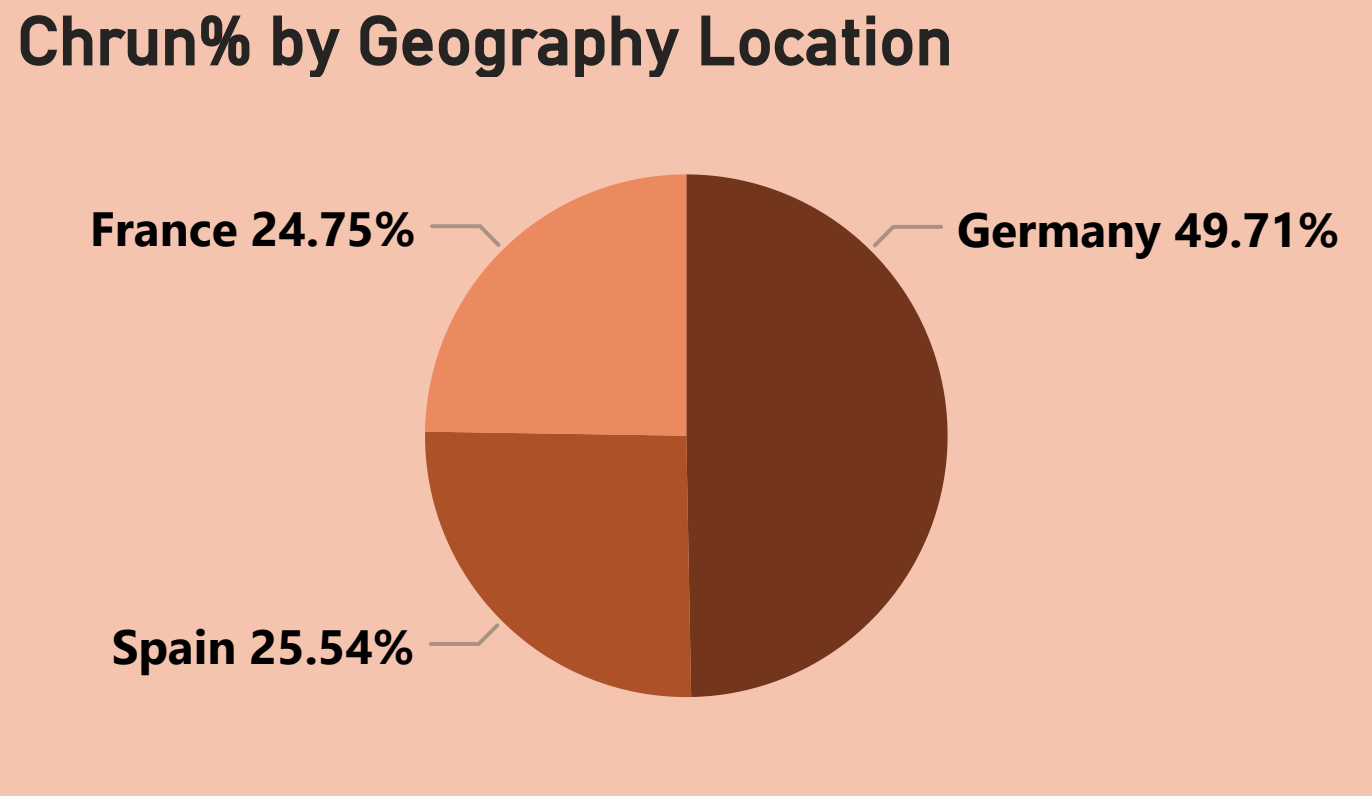
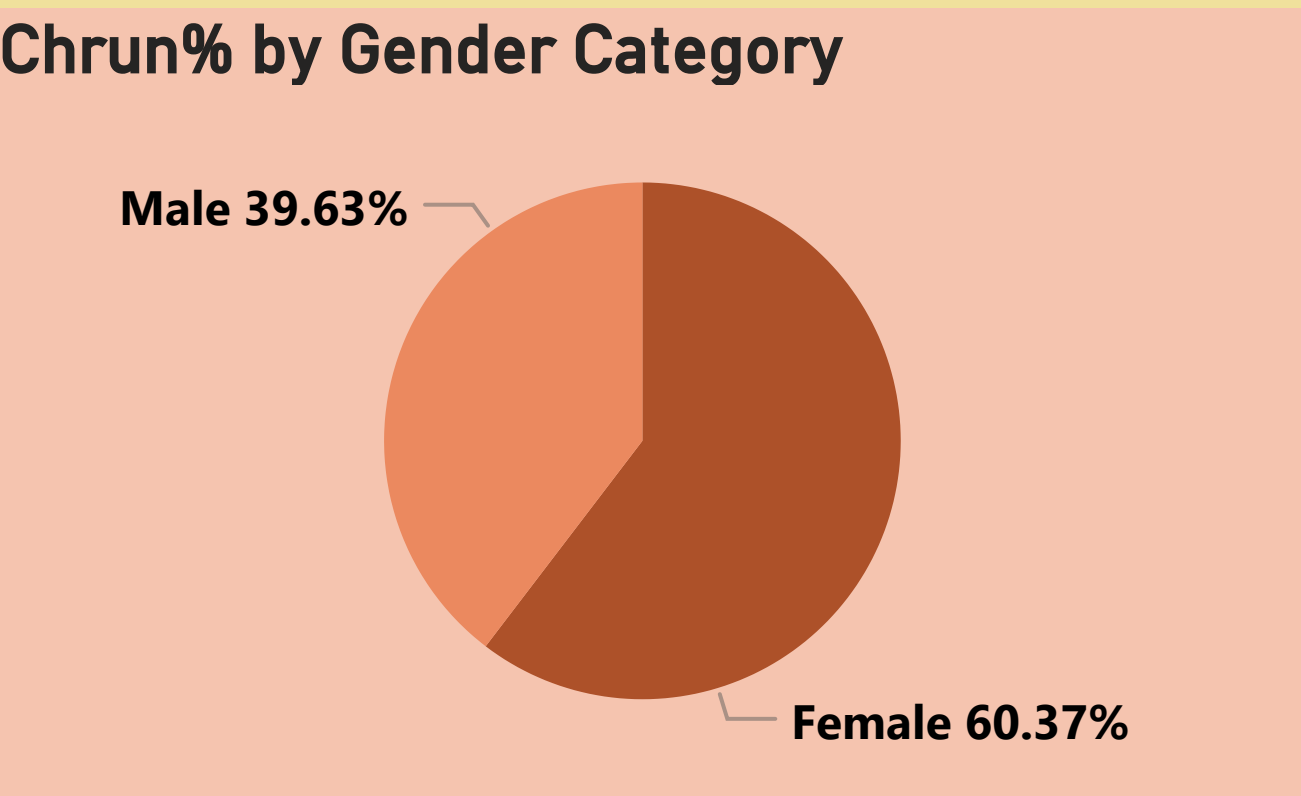
All





Churn%

| | | | | | | |
|----------------|-----------------|---------------|-----------------|-------------------|--------------------|-----------------------|
| Total Customer | Retain Customer | Exit Customer | Active Customer | Inactive Customer | Credit Card Holder | No Credit Card Holder |
| 10000 | 7963 | 2037 | 5151 | 4849 | 7055 | 2945 |



Year

All

Month

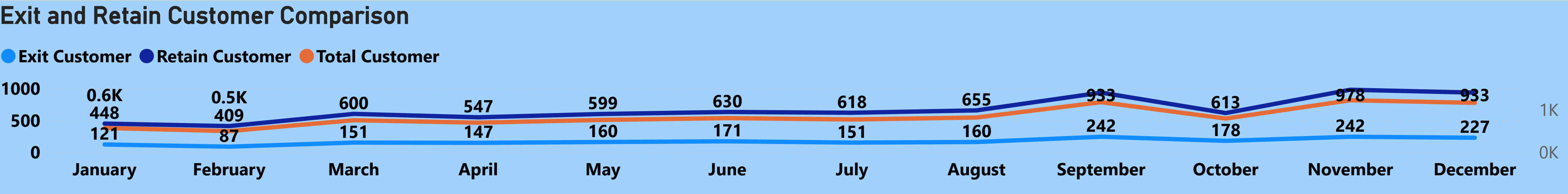
All

Gender

All

Location

All



| Year | January | February | March | April | May | June | July | August | September | October | November | December |
|------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|
| 2016 | ▲ 22.12% | ● 16.22% | ● 15.85% | ● 18.27% | ▲ 21.01% | ◆ 27.21% | ● 18.56% | ● 17.71% | ▲ 20.65% | ● 19.87% | ● 17.36% | ● 17.87% |
| 2017 | ◆ 30.00% | ● 18.40% | ◆ 27.70% | ◆ 26.86% | ▲ 22.82% | ● 16.03% | ● 18.71% | ● 19.35% | ● 19.72% | ◆ 28.57% | ▲ 22.55% | ▲ 21.00% |
| 2018 | ▲ 20.89% | ● 16.52% | ● 18.75% | ▲ 22.80% | ● 18.37% | ▲ 21.19% | ● 19.83% | ▲ 20.81% | ● 20.37% | ● 17.89% | ● 20.52% | ▲ 21.91% |
| 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% |