Churn Insights: A Banking Sector Analysis

RBC

→

3313	1722	1591	2321	992	658	2655
Total customer	**Active customers**	**Inactive Customer**	**Credit Card Holder**	**Non Credit Card Holder**	**Exit Customers**	**Retain Customers**

Filters:

year
All

Month Name
All

GeographyLocation
All

ActiveCategory
All

ExitCategory
All

GenderCategory
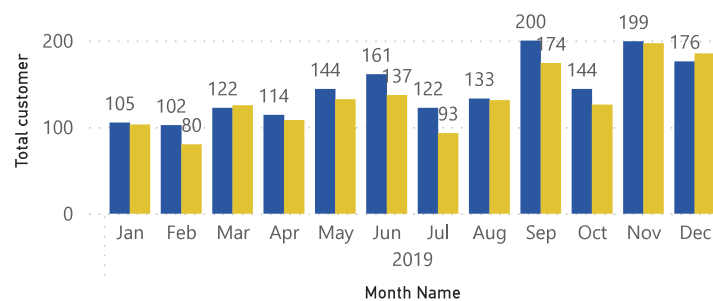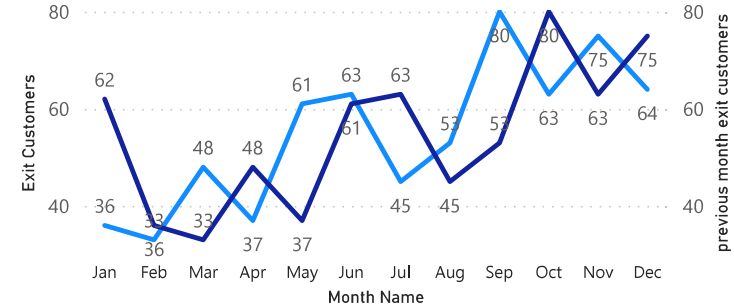All

Category
All

Total customer by year, Month Name and ActiveCategory

ActiveCategory ● Active Member ● Inactive Member

Grouped bar chart of Total customer by Month Name (2019):
- Jan: 105, 105
- Feb: 102, 80
- Mar: 122, 122
- Apr: 114, 114
- May: 144, 144
- Jun: 161, 137
- Jul: 122, 93
- Aug: 133, 133
- Sep: 200, 174
- Oct: 144, 144
- Nov: 199, 199
- Dec: 176, 176

Exit Customers and previous month exit customers by Month Name

● Exit Customers ● previous month exit customers

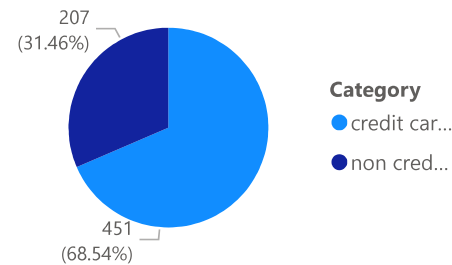Line chart values (Exit Customers / previous month exit customers) by Month Name: Jan 36/62, Feb 36/33, Mar 48/33, Apr 48/37, May 37/61, Jun 61/63, Jul 63/51, Aug 45/45, Sep 80/57, Oct 57/80, Nov 75/63, Dec 63/64/75

Customers left based on credit type | Customers left by gender

Exit Customers by credit type

credit type	Exit Customers
Fair	215
poor	170
good	144
very good	80
Excellent	49
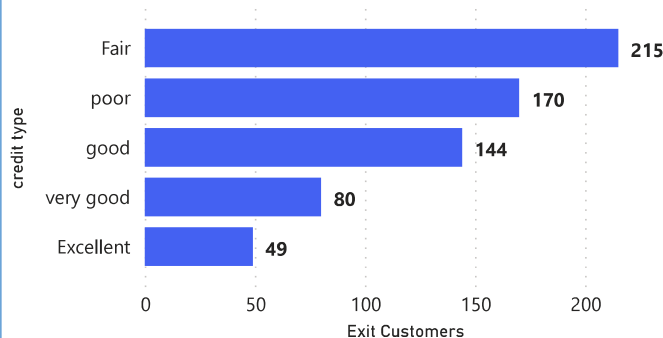
Exit Customers by Category

Pie chart:
- 207 (31.46%)
- 451 (68.54%)

Category
- ● credit car...
- ● non cred...

At 80, Sep had the highest Exit Customers and was 142.42% higher than Feb, which had the lowest Exit Customers at 33.

Exit Customers and previous month exit customers diverged the most when the Month Name was Sep, when Exit Customers were 27 higher than previous month exit customers.

Exit Customers for Female (385) was higher than Male (273).

year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
2016	🔺 22.12%	🟢 16.22%	🟢 15.85%	🟢 18.27%	🔺 21.01%	🔶 27.21%	🟢 18.56%	🟢 17.71%	🔺 20.65%	🟢
2017	🔶 30.00%	🟢 18.40%	🔶 27.70%	🔶 26.86%	🔺 22.82%	🟢 16.03%	🟢 18.71%	🟢 19.35%	🟢 19.72%	🔶
2018	🔺 20.89%	🟢 16.52%	🟢 18.75%	🔺 22.80%	🟢 18.37%	🔺 21.19%	🟢 19.83%	🔺 20.81%	🟢 20.37%	🟢
2019	🟢 17.31%	🟢 18.13%	🟢 19.43%	🟢 16.67%	🔺 22.10%	🔺 21.14%	🔺 20.93%	🟢 20.08%	🔺 21.39%	🔺