EXECUTIVE VIEW

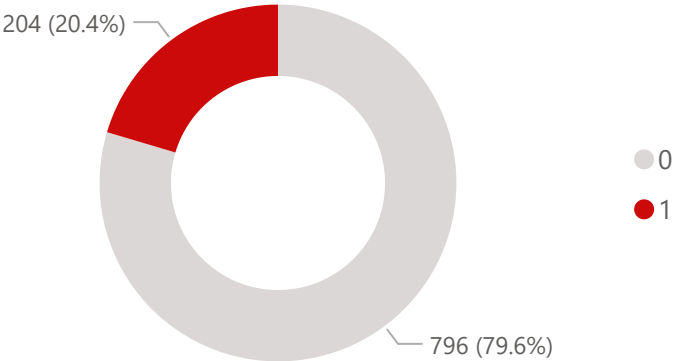|					
1000 Total Customers	**20%** Churn Rate	**204** Churned Customers	**1.27M** Sum of Revenue	**258.88K** Revenue at Risk	**479** Unresolved Issues

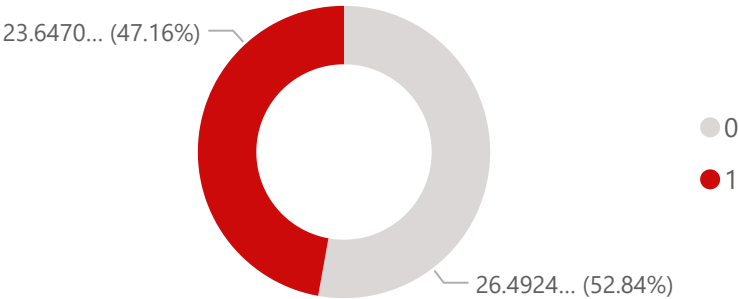## Count of Churn Status by Churn Status

- 204 (20.4%)
- 796 (79.6%)

Legend: ● 0 ● 1

Login Frequency by Service Usage and Churn Status

Legend: ● 0 ● 1

Service Usage		
Online Banking	7.7K	1.7K
Mobile App	6.8K	1.8K
Website	6.7K	1.3K

Axis: 0K — 5K — 10K
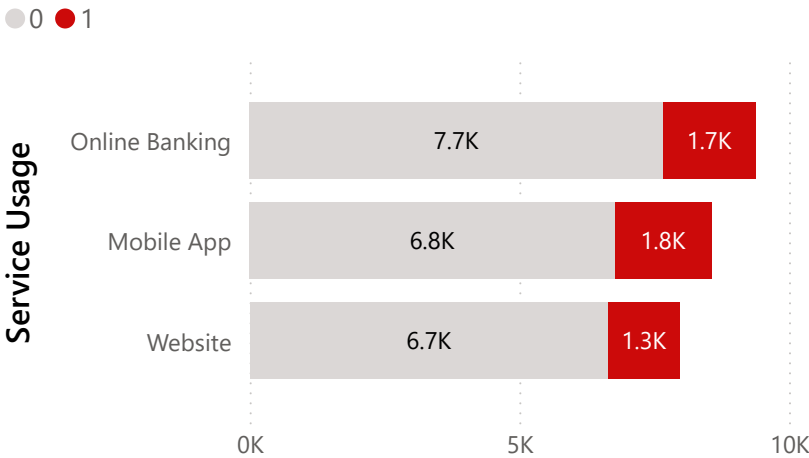
Transaction Frequency by Unresolved Issues Flag and Churn Status

Legend: ● 0 ● 1

Unresolved Issues Flag		
No Unresolved ...	2.3K	0.6K
Has Unresolved...	1.7K	0.4K

Axis: 0K — 2K
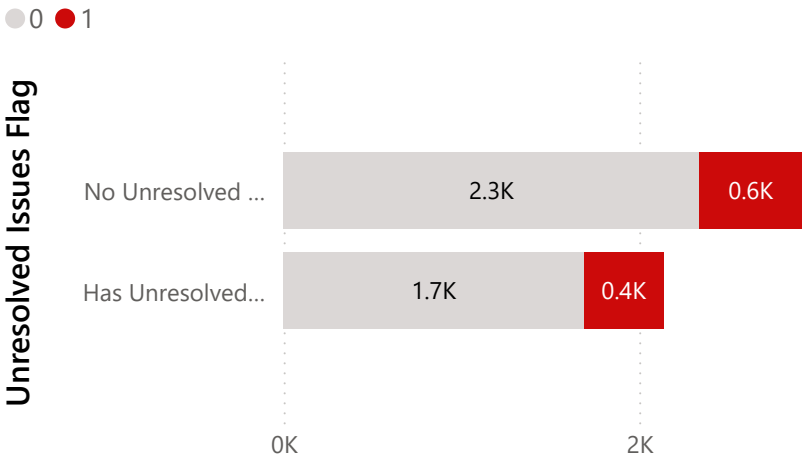
Average Login Frequency by Churn Status

- 23.6470... (47.16%)
- 26.4924... (52.84%)

Legend: ● 0 ● 1

Churn Rate by Quarter

Quarter	Churn Rate
Qtr 1	20%
Qtr 2	21%
Qtr 3	23%
Qtr 4	18%

Axis: 16% — 18% — 20% — 22% — 24%
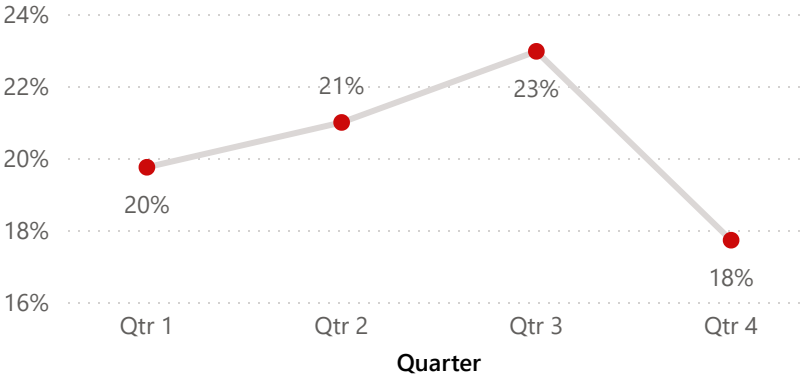
Total Customers by Quarter and Churn Risk

Legend: ● High Risk ● Low Risk ● Medium Risk

Quarter	High Risk	Low Risk	Medium Risk
Qtr 1	100		133
Qtr 2	97		146
Qtr 3	121		149
Qtr 4	65	89	100

Axis: 0 — 100 — 200 — 300
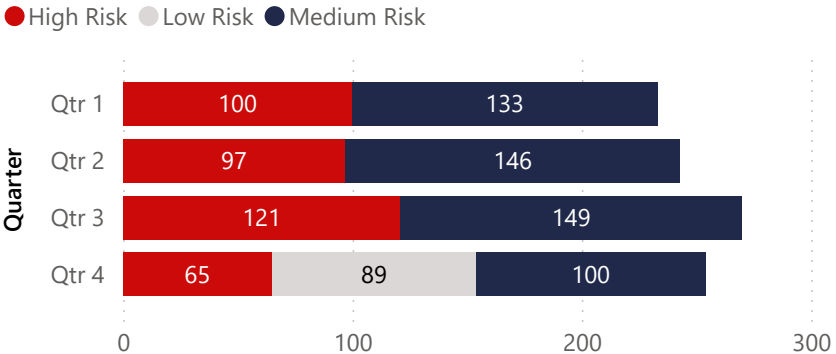
CUSTOMER CHURN SEGMENTATION

Age Group	High Value	Low Value	Medium Value
Adolescent	18%	19%	28%
Old	21%	24%	19%
Middle-Aged	21%	18%	22%
Young Adult	16%	23%	19%

MaritalStatus	High Value	Low Value	Medium Value
Married	22%	22%	24%
Single	23%	20%	18%
Widowed	15%	17%	28%
Divorced	17%	22%	18%

Total Customers	Churned Customers	Churn Rate	Month
11			January
13	2	15%	February
27	4	15%	June
14	5	36%	March
19	6	32%	April
33	8	24%	May
49	8	16%	August
46	10	22%	July
86	17	20%	September
140	29	21%	October
208	46	22%	November
354	69	19%	December
1000	**204**	**20%**	

Churned Customers by Purchase Recency

Recent Buyer: 143
Dormant Buyer: 61
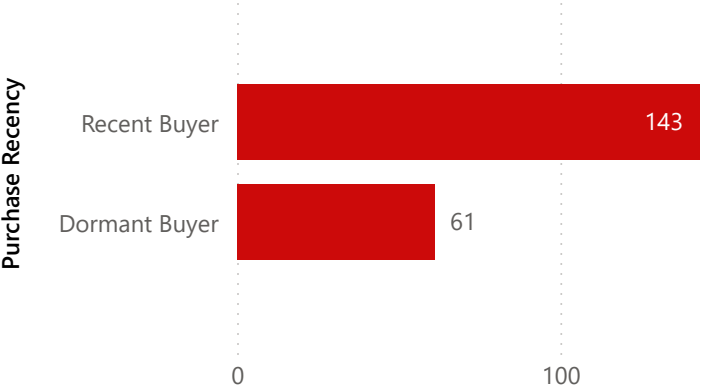
Churned Customers by Customer Revenue Value

High Value: 72
Medium Value: 72
Low Value: 60
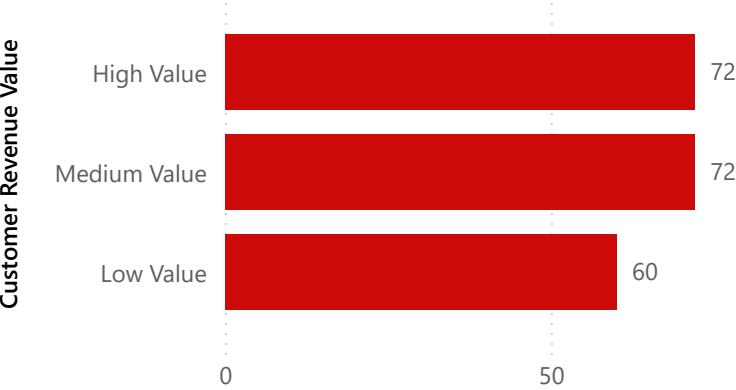
Churned Customers by Login Activity Status

Inactive (60+ ...): 178
Active: 26
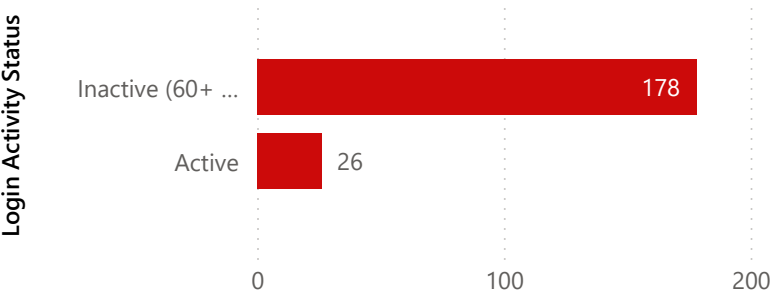
Churn Rate and Churned Customers by Gender

● Churn Rate ● Churned Customers

M: 21% — 103
F: 20% — 101
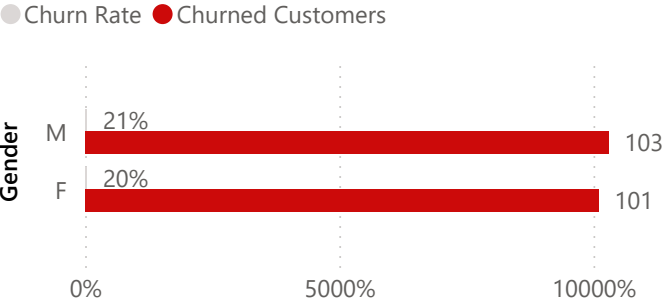
Purchase Recency

All

Unresolved Issues Flag

All

Gender

All

Service Usage
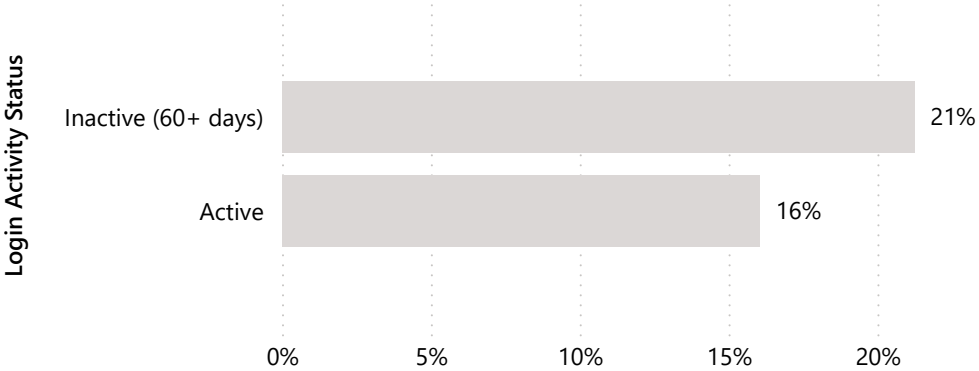
All

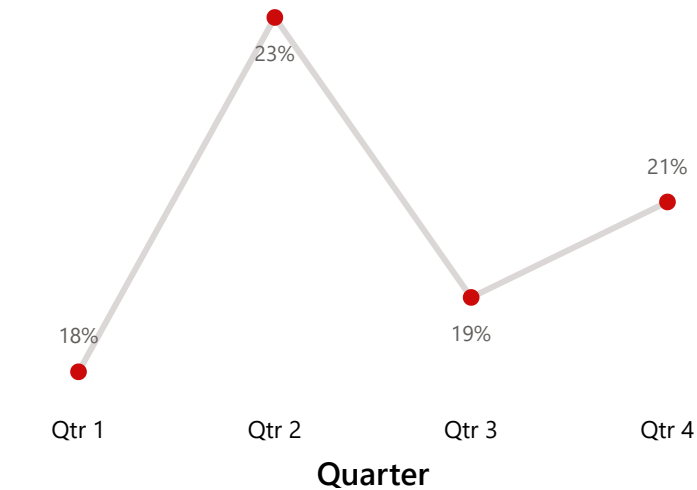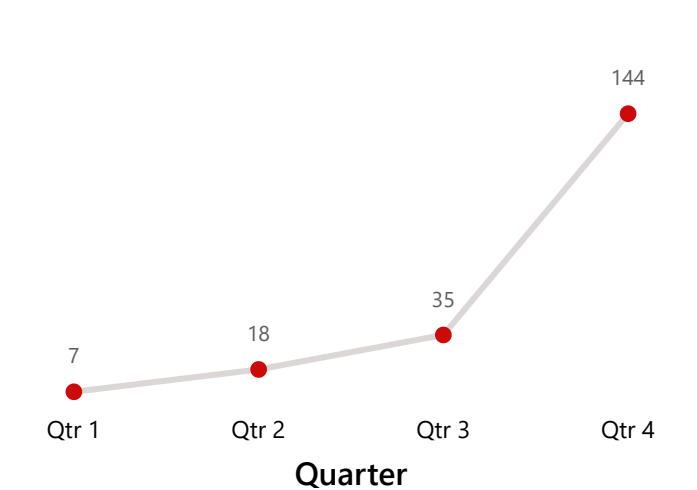# BEHAVIOUR ANALYSIS - INTERACTION DASHBOARD

Login Activity Status

All

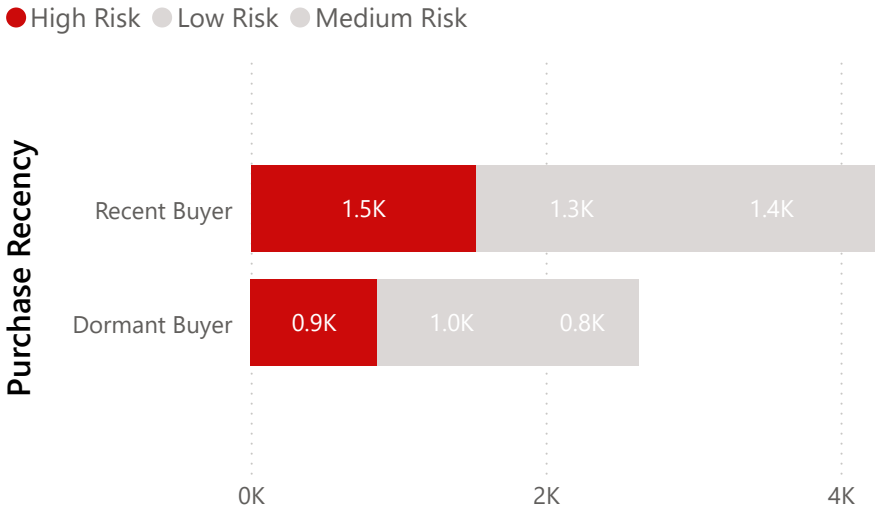**Interaction Status**

All

Churn Rate by Login Activity Status

Login Activity Status

- Inactive (60+ days): 21%
- Active: 16%

0% 5% 10% 15% 20%

Rate of Customer Churn by Purchase Recency (Quarterly)

- Qtr 1: 18%
- Qtr 2: 23%
- Qtr 3: 19%
- Qtr 4: 21%

Quarter

Amount of Customer Churn by Purchase Recency (Quarterly)

- Qtr 1: 7
- Qtr 2: 18
- Qtr 3: 35
- Qtr 4: 144

Quarter

Buyer's Average Purchase by Churn Risk

● High Risk ● Low Risk ● Medium Risk

Purchase Recency

- Recent Buyer: 1.5K | 1.3K | 1.4K
- Dormant Buyer: 0.9K | 1.0K | 0.8K

0K 2K 4K

Churn Rate by Unresolved Issues Flag and Usage Frequency

● High Usage ● Low Usage ● Medium Usage

Unresolved Issues Flag	High Usage	Low Usage	Medium Usage
Has Unresolved Issues	17%	41%	20%
No Unresolved Issues	18%	24%	21%

80%
60%
40%
20%
0%

Unresolved Issues Flag
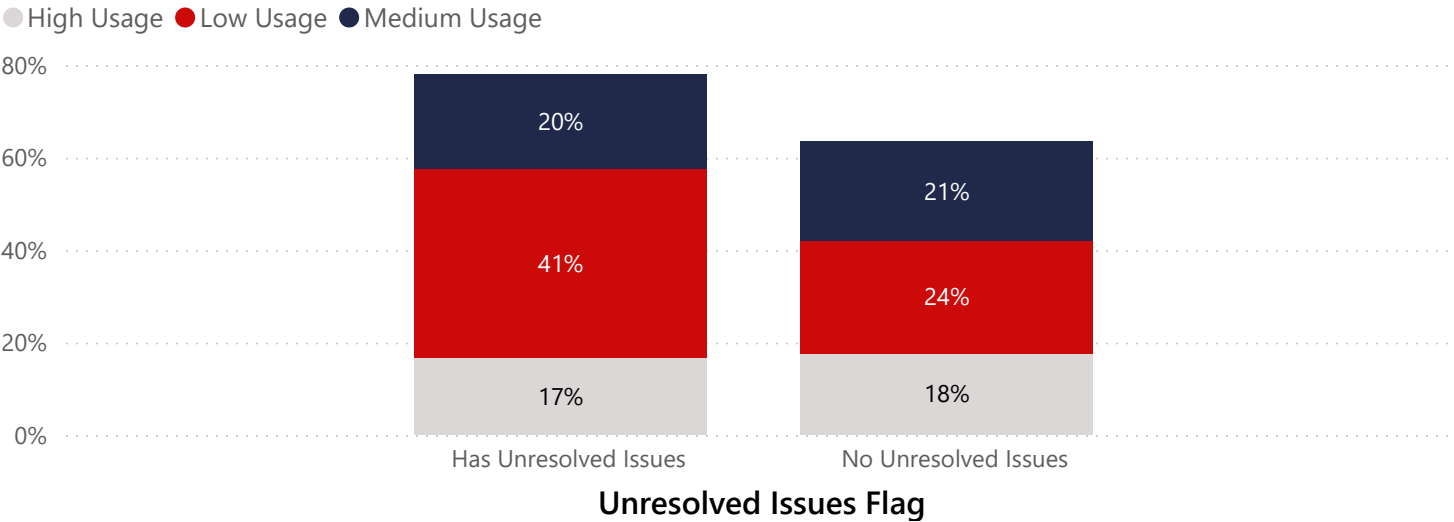
BEHAVIOUR ANALYSIS - ENGAGEMENT DASHBOARD

Customer Revenue Value

All ⌄

Purchase Recency

All ⌄

Churn Risk

All ⌄

KEY INSIGHTS:

- Customers inactive for 60+ days show significantly higher churn
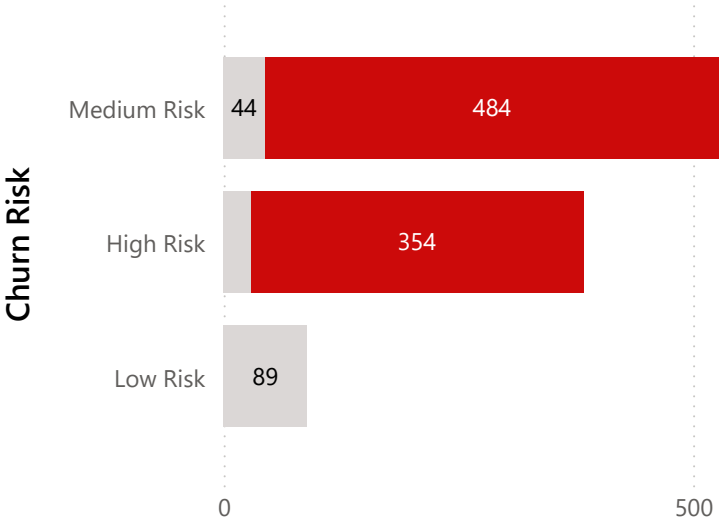- Engagement decline is a stronger churn signal than demographics

Total Customers by Churn Risk and Login Activity Status

⬤ Active ⬤ Inactive (60+ days)

Churn Risk	Active	Inactive
Medium Risk	44	484
High Risk		354
Low Risk	89	

(axis: 0 – 500)

Total Customers by Churn Risk and Interaction Status

⬤ Has Interaction ⬤ No Interaction

Churn Risk	Has Interaction	No Interaction
Medium Risk	230	298
High Risk	383	
Low Risk	55	

(axis: 0 – 500)
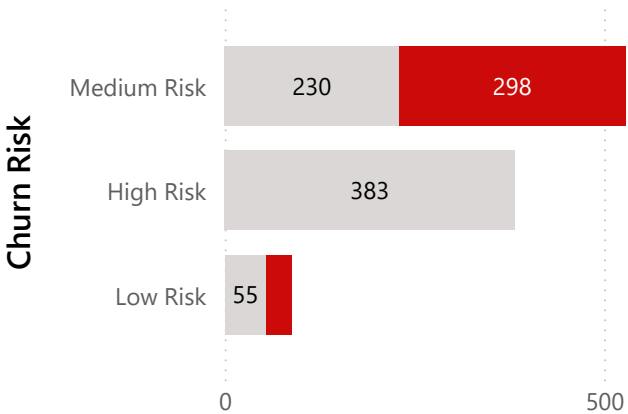
Total Customers by Service Usage and Purchase Recency

⬤ Dormant Buyer ⬤ Recent Buyer

Service Usage	Dormant Buyer	Recent Buyer
Online Banking	97	252
Mobile App	103	239
Website	101	208

(axis: 0 – 200 – 400)
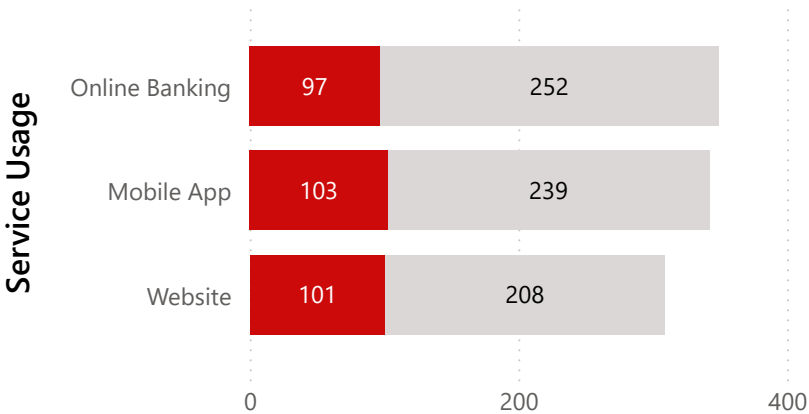
Month	Customer Revenue Value	Churn Risk	Total Customers
January	High Value	High Risk	20
January	High Value	Medium Risk	19
January	Low Value	High Risk	10
January	Low Value	Medium Risk	21
January	Medium Value	High Risk	10
January	Medium Value	Medium Risk	10
February	High Value	High Risk	10
February	High Value	Medium Risk	11
February	Low Value	High Risk	10
February	Low Value	Medium Risk	18
February	Medium Value	High Risk	6
February	Medium Value	Medium Risk	18
March	High Value	High Risk	14
March	High Value	Medium Risk	15
March	Low Value	High Risk	13
March	Low Value	Medium Risk	13
March	Medium Value	High Risk	7
March	Medium Value	Medium Risk	8
April	High Value	High Risk	10
April	High Value	Medium Risk	14
April	Low Value	High Risk	7
April	Low Value	Medium Risk	14
April	Medium Value	High Risk	13
April	Medium Value	Medium Risk	16
May	High Value	High Risk	10
May	High Value	Medium Risk	20
May	Low Value	High Risk	9
May	Low Value	Medium Risk	8
May	Medium Value	High Risk	13
May	Medium Value	Medium Risk	8
June	High Value	High Risk	15
Total			**1000**

BUSINESS ACTION DASHBOARD

Total Customers by Recommended Action

Recommended Action	Count
Re-engagement...	484
Retention Offer	238
Priority Support	173
Monitor	76
Low Transaction...	29
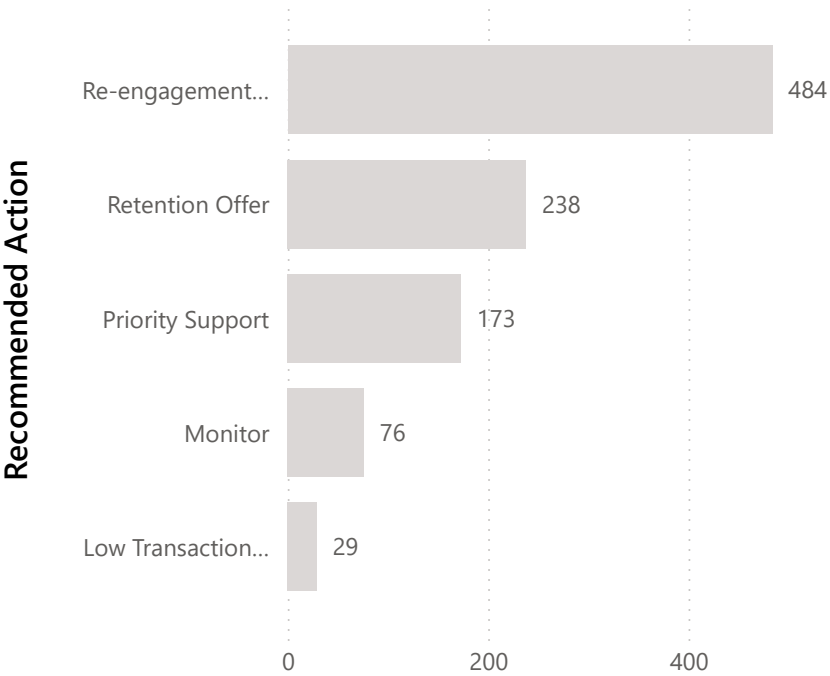
Revenue at Risk by Recommended Action

Recommended Action	Revenue at Risk
Re-engagement ...	603.47K
Retention Offer	434.55K
Priority Support	115.16K
Monitor	103.79K
Low Transaction ...	10.1K
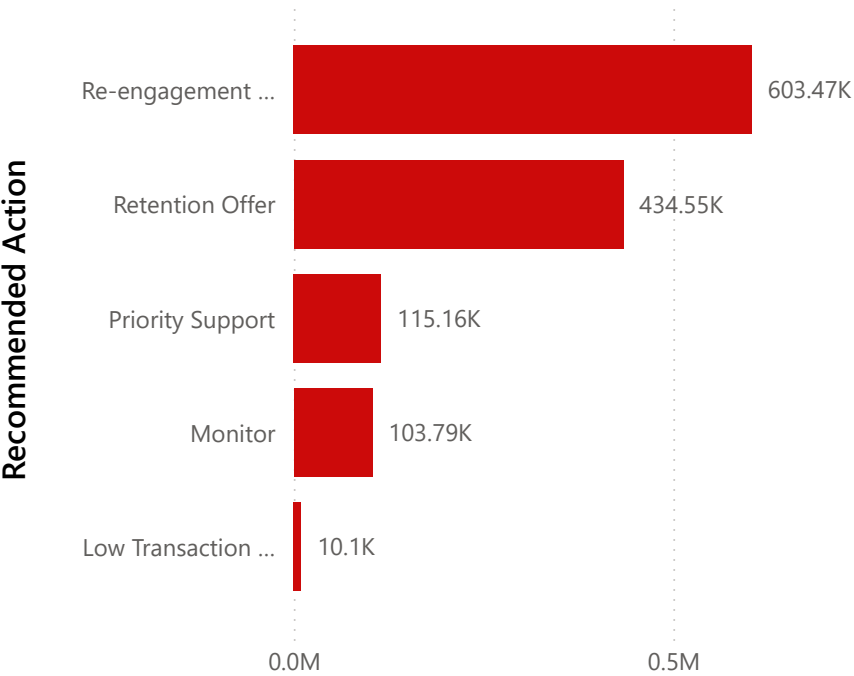
Customer Revenue Value

All ⌄

Churn Risk

All ⌄

Recommended Action

All ⌄

KEY INSIGHTS:

- Most High Risk customers require retention offer and priority support.
- High-value customers represent the largest volume and also the largest revenue risk.
- Support-related actions remains the highest churn rate and urgency.

Churn Rate by Recommended Action

Recommended Action	Churn Rate
Priority Support	23%
Re-engagement...	21%
Retention Offer	20%
Monitor	20%
Low Transaction...	10%
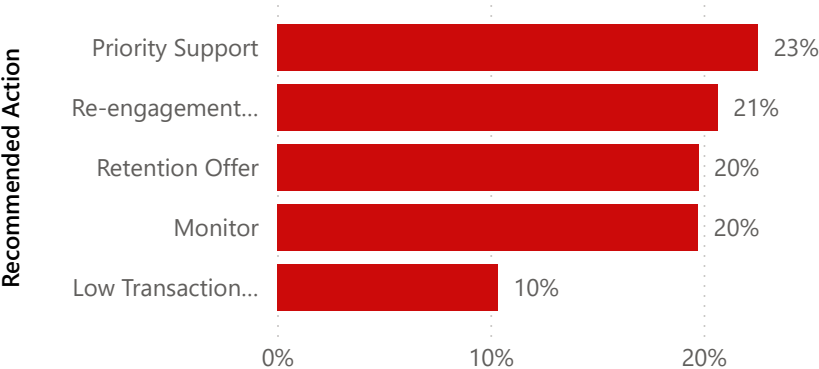
Total Customers	Churn Risk	Total Revenue	Recommended Action	Unresolved Issues Flag	Customer Revenue Value
106	High Risk	43,923.84	Priority Support	Has Unresolved Issues	Low Value
39	High Risk	33,775.54	Priority Support	Has Unresolved Issues	Medium Value
163	High Risk	340,758.79	Retention Offer	Has Unresolved Issues	High Value
75	High Risk	93,793.77	Retention Offer	Has Unresolved Issues	Medium Value
16	Low Risk	5,025.43	Low Transaction Engagement	No Unresolved Issues	Low Value
1	Low Risk	756.52	Low Transaction Engagement	No Unresolved Issues	Medium Value
21	Low Risk	40,952.74	Monitor	No Unresolved Issues	High Value
9	Low Risk	4,802.11	Monitor	No Unresolved Issues	Low Value
14	Low Risk	16,024.91	Monitor	No Unresolved Issues	Medium Value
1000		**1,267,074.95**			