



# CUSTOMER RETENTION DASHBOARD (Q4)

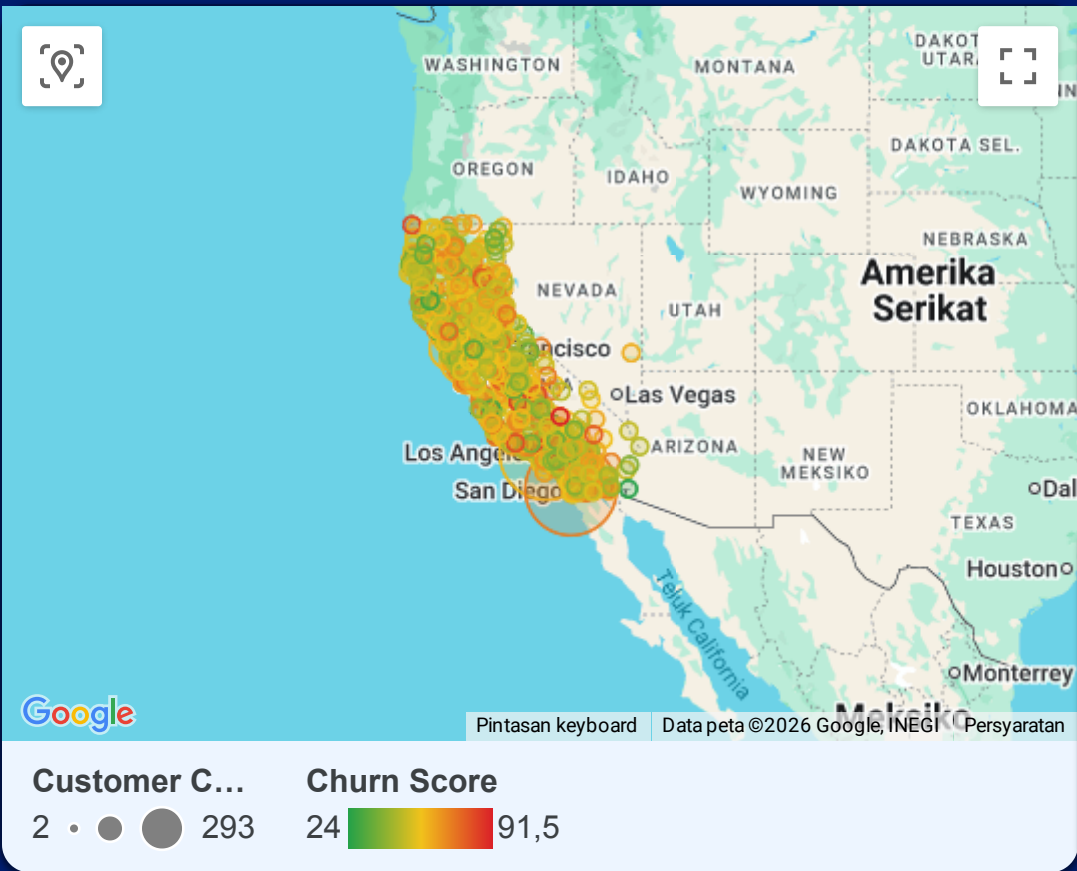
Churn Rate  
26,54%

Revenue Lost /mo  
\$139.131

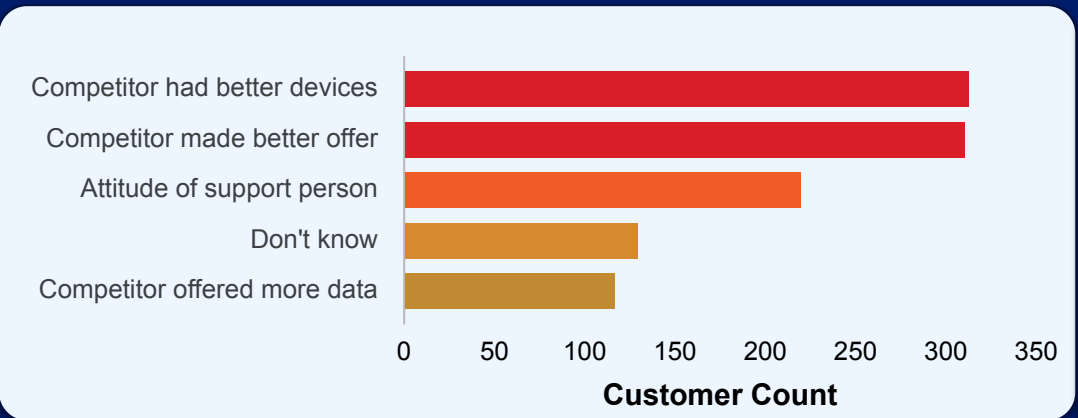
Avg CLS Score  
143,86

Total At-Risk Cust.  
601

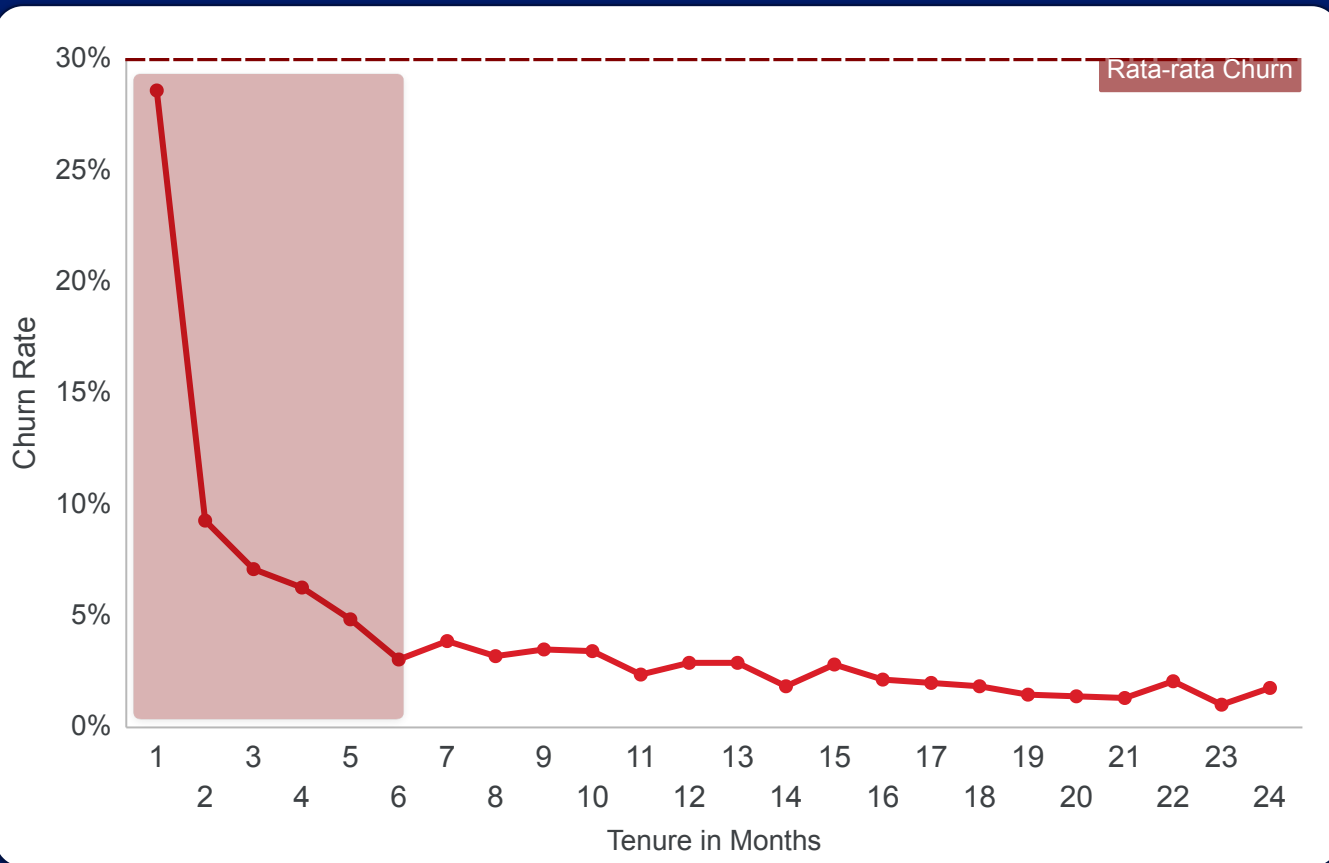
## Top Churn Cities



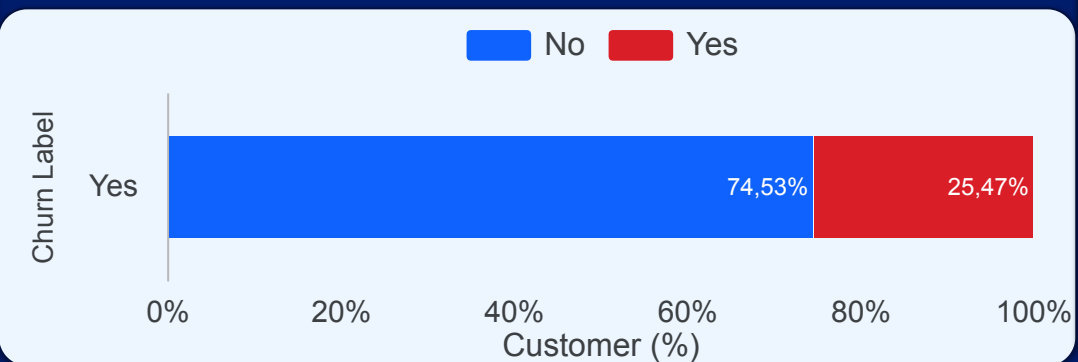
## Top Reasons for Churn



## Risk by Tenure



## Senior Citizen vs Non-Senior (Churn)



## Customer List by Churn Risk

Segment		Customer ID	CLTV	Satisfaction Score	Churn Score
1.	Jaga	3927-NLNRY	5414	3	96
2.	Selamatkan	9776-CLUJA	5748	1	96
3.	Abaikan	9840-DVNDC	2181	2	96
4.	Selamatkan	7912-SYRQT	5514	2	96