

# AI CRM Analytics – Executive Report

## Dataset Overview

Total Customers: 15

Total Revenue: 91985

## AI-Generated Insights

### \*\*Executive Summary\*\*

Our current customer base is generating \$91,985 in monthly revenue, with an average of 14.33 logins per user over the past 30 days. However, we have identified 4 high-churn users that pose a risk to our revenue. The high churn risk is a concern, but our overall revenue and login metrics are stable.

### \*\*Action Items\*\*

1. \*\*Prioritize High-Churn Users\*\*: Focus on retaining the 4 high-churn users to minimize potential revenue loss.
2. \*\*Review Lead Source Performance\*\*: Analyze lead source data to identify which channels are driving the most revenue and adjust our marketing strategy accordingly.
3. \*\*Optimize Plan Type\*\*: Evaluate the effectiveness of our current plan types and consider introducing new plans to better meet customer needs and increase revenue.
4. \*\*Enhance Support\*\*: Review support ticket data to identify areas for improvement and ensure that our support team is equipped to handle customer inquiries effectively.