

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.