

Gender

All

Country

All

KPI-DRIVEN CUSTOMER CHURN ANALYSIS

Total Churned Customers

14450

Average Order Value

\$123.12

Highest Churn Rate Country

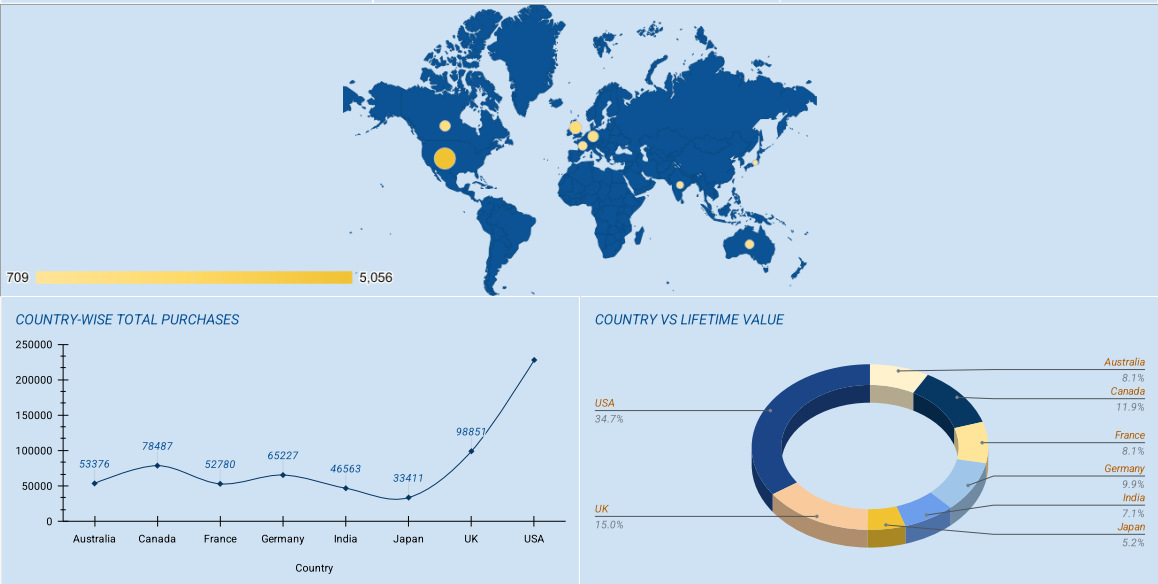
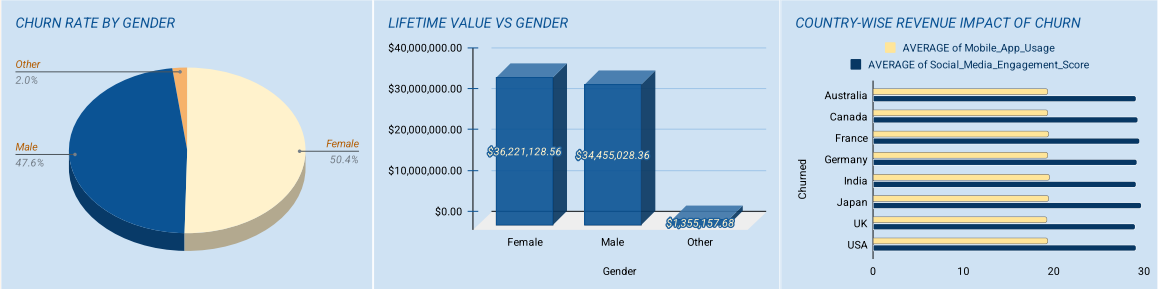
USA

Avg. Returns Rate

6.72%

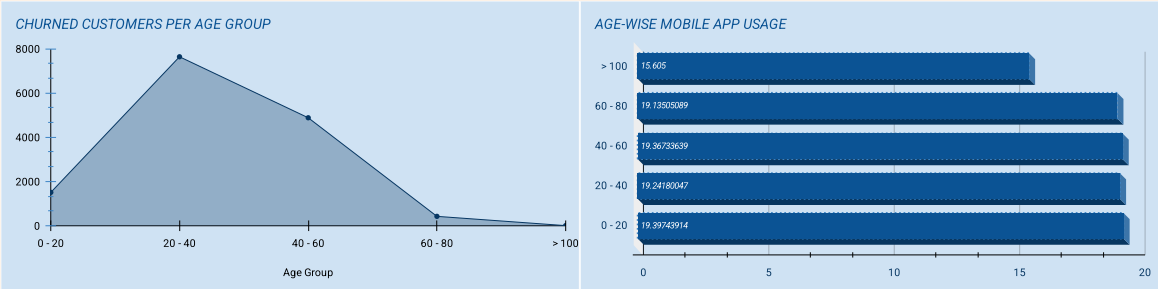
Highest Performing Quarter

Q4



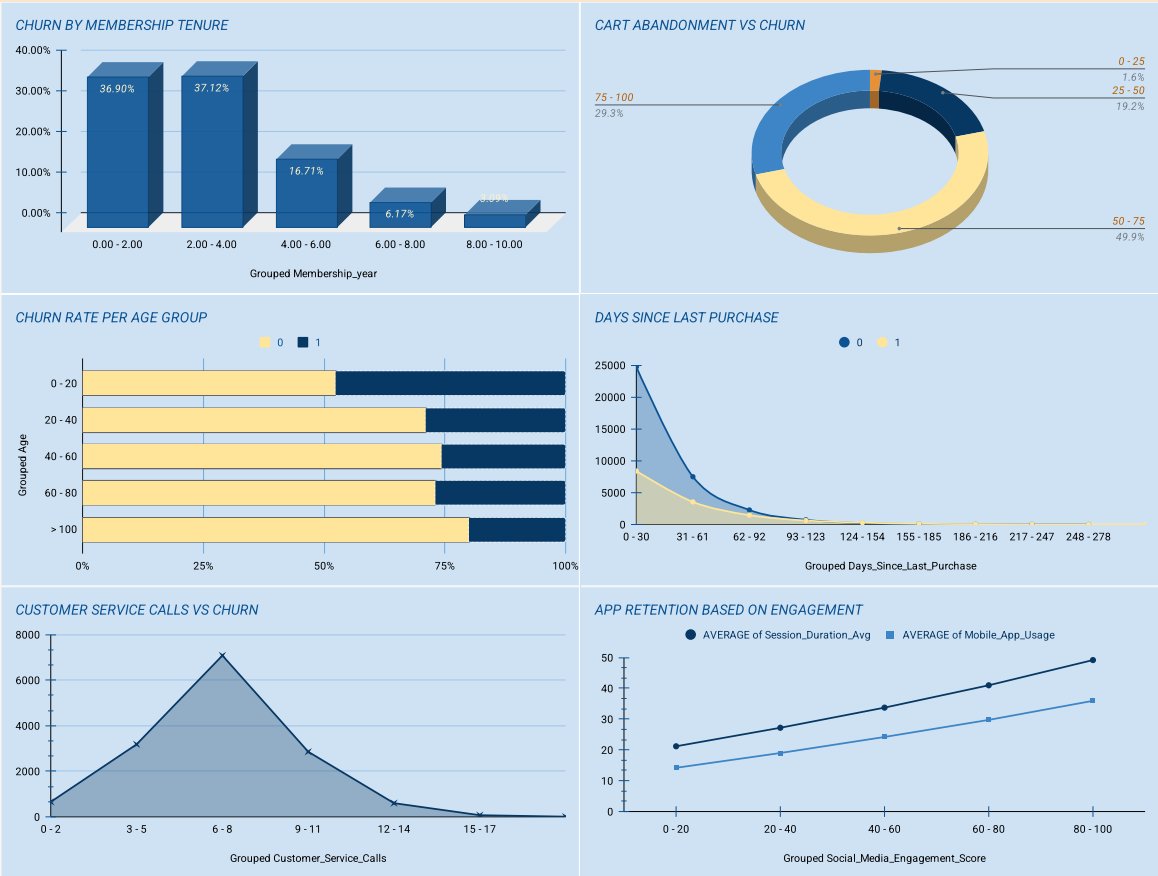
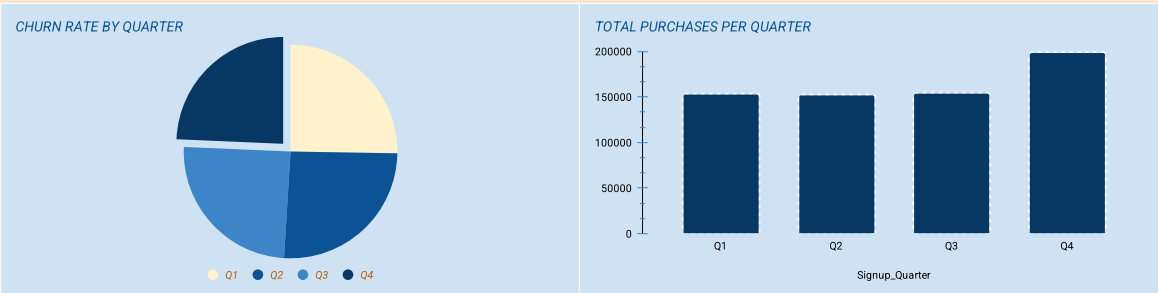
Grouped Age

All



Signup_Quarter

All



CHURN RATE PER AGE GROUP

DAYS SINCE LAST PURCHASE

CUSTOMER SERVICE CALLS VS CHURN

APP RETENTION BASED ON ENGAGEMENT