

## Total Customers

30

Customer Count

## Total Revenue

₹9,670

lifetime\_revenue

## High Risk Customers

10

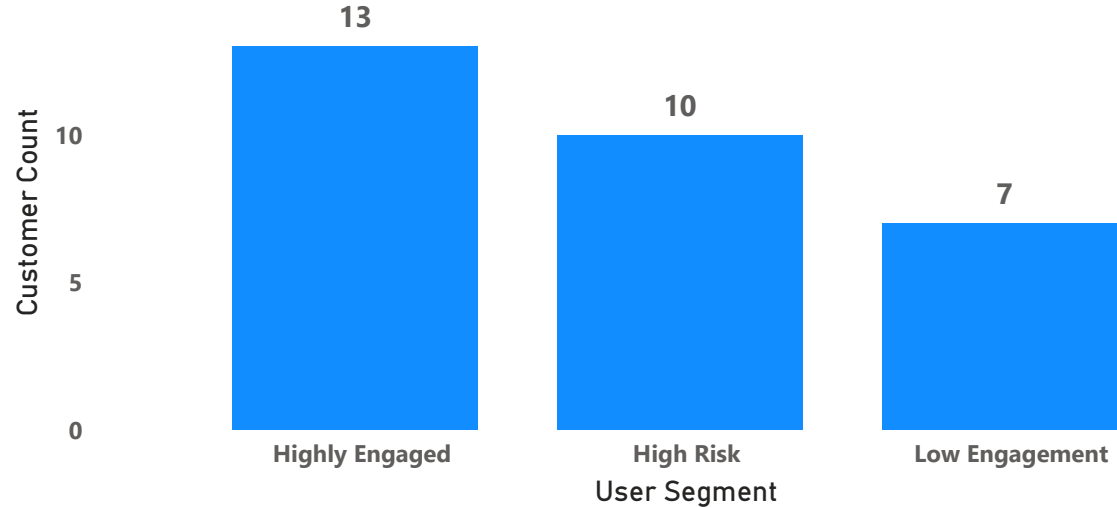
Customer Count

## Revenue at Risk

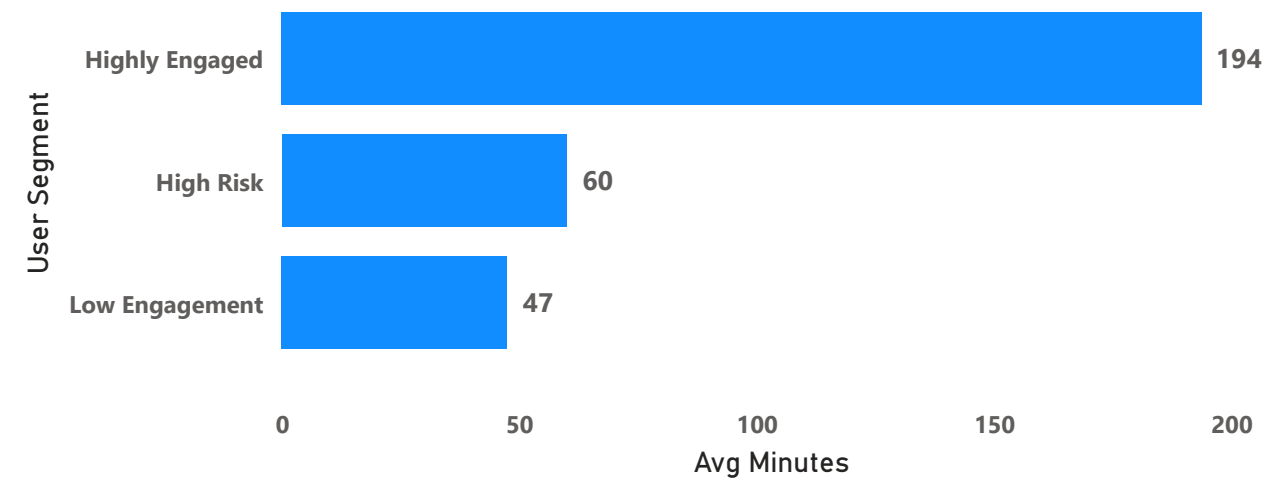
₹2,890

Sum of lifetime\_revenue

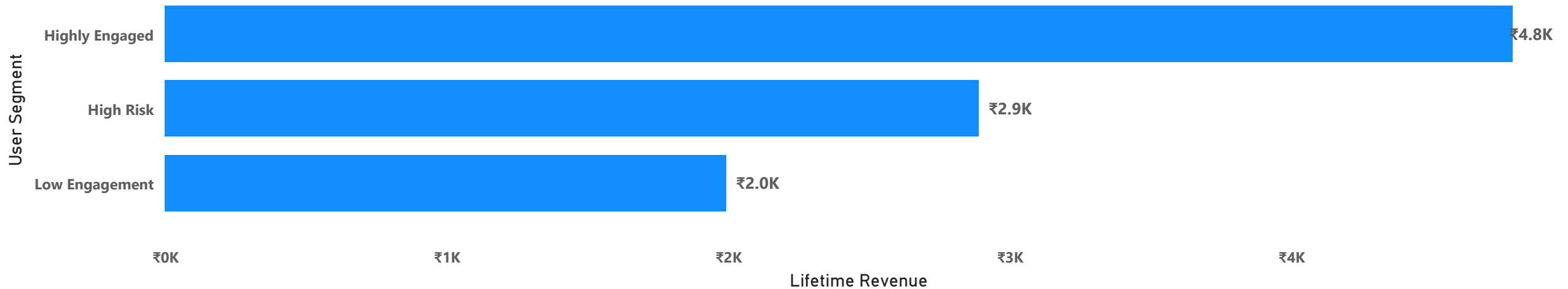
Customers by Engagement segment



Customers Activity by Segment



Revenue by customer segment



- User Segment
- ☐ High Risk
- ☐ Highly Engaged
- ☐ Low Engagement

- Key Insights :
- Highly Engaged users generate the highest revenue.
  - High-Risk customers contribute 2.8K revenue at risk.
  - Low Engagement users show lower usage and revenue.

customer_name	Sum of total_minutes	Sum of lifetime_revenue	user_segment
Aakash	50	₹199	High Risk
Amit	360	₹499	Highly Engaged
Anita	40	₹299	Low Engagement
Anjali	190	₹299	Highly Engaged
Arjun	50	₹499	Low Engagement
Bhavya	40	₹299	High Risk
Charan	75	₹199	High Risk
Deepa	95	₹499	High Risk
Divya	115	₹199	Highly Engaged
Eshan	25	₹199	High Risk
Farah	55	₹299	High Risk
Girish	35	₹199	High Risk
Harini	65	₹299	High Risk
Irfan	45	₹199	High Risk
Isha	255	₹499	Highly Engaged
Janani	115	₹499	High Risk
Karan	180	₹499	Highly Engaged
Kavya	60	₹199	Low Engagement
Manoj	240	₹299	Highly Engaged
Meena	37	₹199	Low Engagement
Neha	160	₹299	Highly Engaged
Nikhil	190	₹499	Highly Engaged
Pooja	180	₹299	Highly Engaged
Priya	65	₹299	Low Engagement
Rahul	100	₹499	Highly Engaged
Ramesh	150	₹199	Highly Engaged
Rohit	200	₹499	Highly Engaged
Sneha	60	₹299	Low Engagement
Suresh	200	₹199	Highly Engaged
Vijay	20	₹199	Low Engagement
Total	3452	₹9,670	