

# Customer Retention & Churn Risk Dashboard

1/1/2025

4/28/2025

Category Name

All

109K

Total Orders

₦203bn

Total Revenue

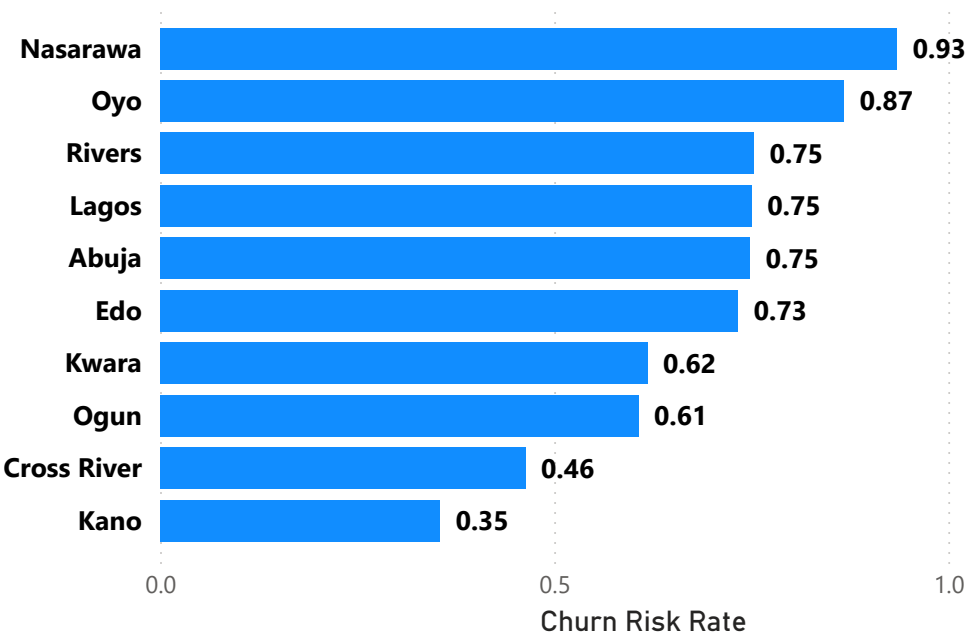
18K

Number of Active Customers

16K

Total Inactive Churn Risks

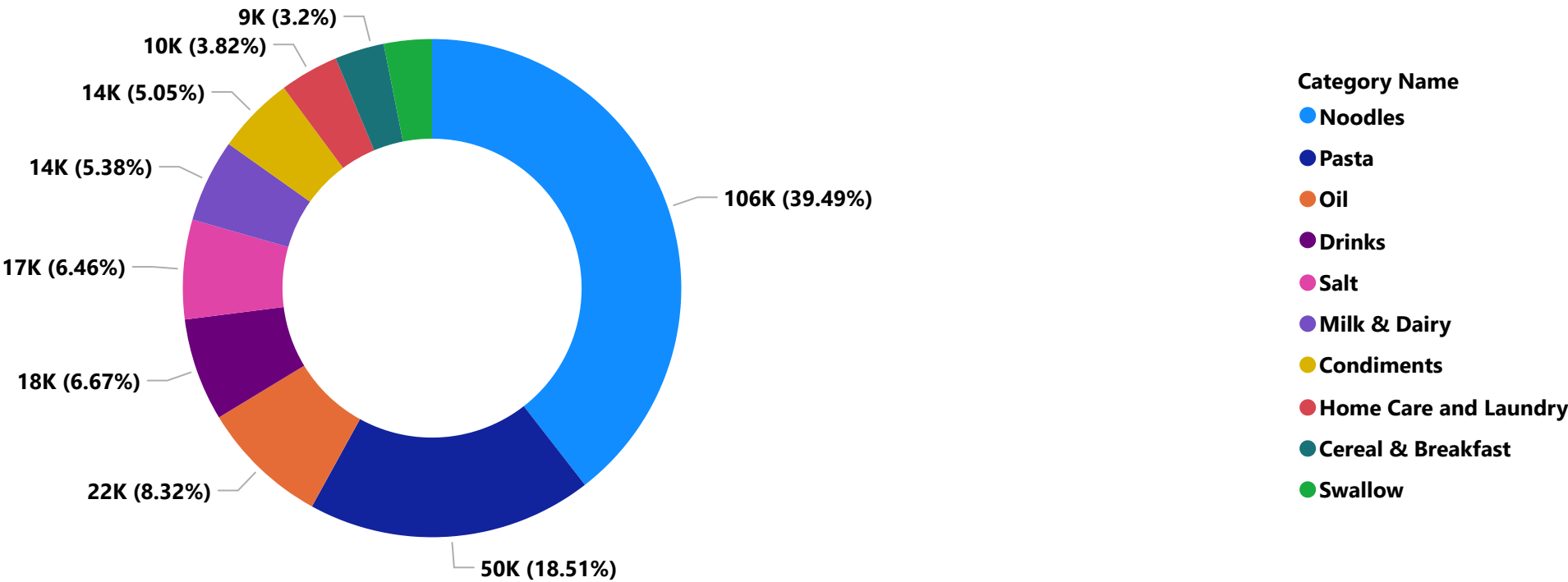
Churn Risk Rate by State



Top 10 Churn Risk Customers

Customer ID	Churn Probability	Last Order Date	Customer Lifetime Value
3804627	0.88	4/28/2025 11:32:39 AM	₦108,500
5171639	0.89	4/28/2025 11:32:39 AM	₦82,832
5252271	0.88	4/28/2025 11:32:39 AM	₦69,550
5261427	0.89	4/28/2025 11:32:39 AM	₦122,530
5275496	0.88	4/28/2025 11:32:39 AM	₦246,100
5354428	0.92	4/28/2025 11:32:39 AM	₦90,767,540
5371059	0.89	4/28/2025 11:32:39 AM	₦204,800
5371754	0.88	4/28/2025 11:32:39 AM	₦111,300
5371843	0.88	4/28/2025 11:32:39 AM	₦77,500
5405935	1.00	4/28/2025 11:32:39 AM	₦503,775,000

Distribution of Churn Risks by Product Category



Total Revenue Over Time

