

Customer Retention & Churn Risk Dashboard

1/1/2025

4/28/2025

Category Name

All

109K

Total Orders

₦203bn

Total Revenue

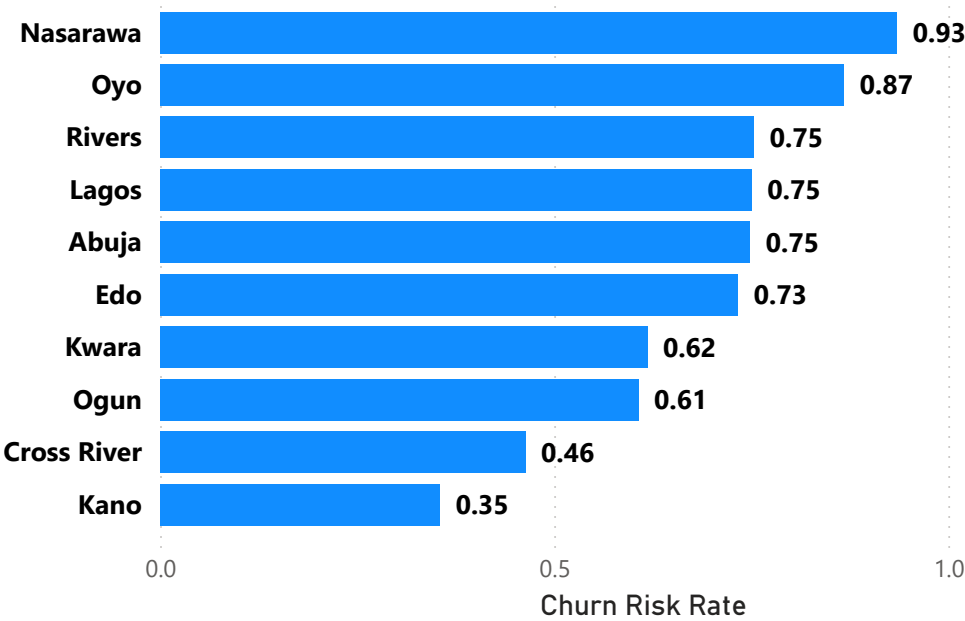
18K

Number of Active Customers

16K

Total Inactive Churn Risks

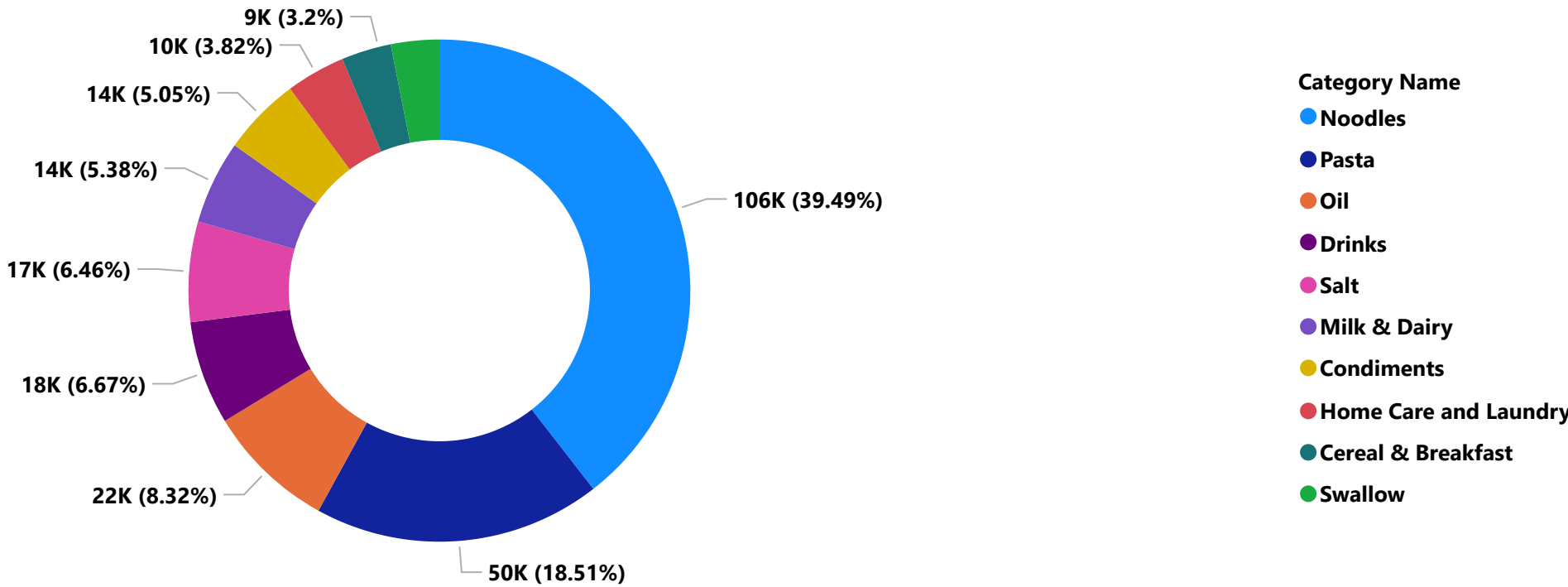
Churn Risk Rate by State



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 | 108500 |
| 5171639 | 0.89 | 4/28/2025 11:32:39 AM | 82832 |
| 5252271 | 0.88 | 4/28/2025 11:32:39 AM | 69550 |
| 5261427 | 0.89 | 4/28/2025 11:32:39 AM | 122530 |
| 5275496 | 0.88 | 4/28/2025 11:32:39 AM | 246100 |
| 5354428 | 0.92 | 4/28/2025 11:32:39 AM | 90767540 |
| 5371059 | 0.89 | 4/28/2025 11:32:39 AM | 204800 |
| 5371754 | 0.88 | 4/28/2025 11:32:39 AM | 111300 |
| 5371843 | 0.88 | 4/28/2025 11:32:39 AM | 77500 |
| 5405935 | 1.00 | 4/28/2025 11:32:39 AM | 503775000 |

Distribution of Churn Risks by Product Category



Total Revenue Over Time

