DASHBOARD CUSTOMER RETENTION RATE

Total Customer
30,483

Total Customer Aktif
12,044

Avg. Retention Rate
61%
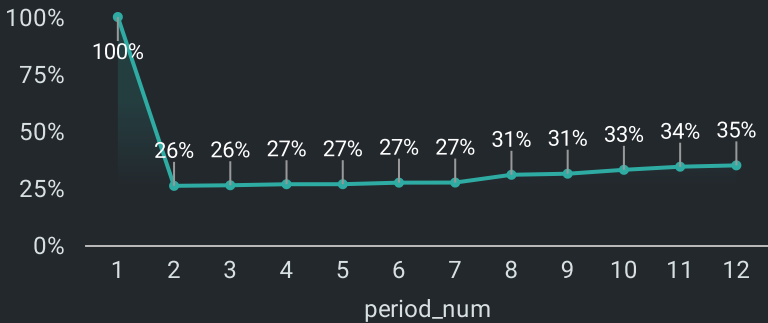
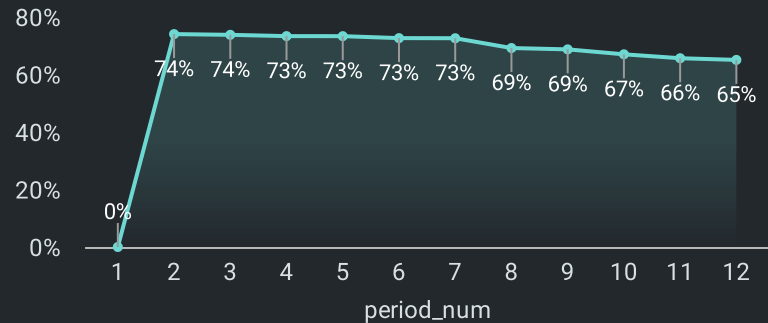**Avg. Churn Rate**
39%

Cohort Analysis Retention Rate

cohort	Customer	period_num / retention_rate											
		1	2	3	4	5	6	7	8	9	10	11	12
2010-01	713	100%	39%	47%	44%	43%	43%	41%	38%	40%	45%	47%	35%
2010-02	461	100%	33%	28%	35%	33%	26%	26%	34%	33%	36%	22%	
2010-03	528	100%	28%	30%	27%	27%	23%	28%	35%	37%	18%		
2010-04	326	100%	25%	23%	19%	21%	24%	30%	31%	15%			
2010-05	274	100%	20%	18%	19%	19%	26%	24%	16%				
2010-06	266	100%	20%	21%	23%	24%	32%	15%					
2010-07	179	100%	21%	21%	29%	30%	17%						
2010-08	160	100%	22%	31%	30%	17%							
2010-09	227	100%	28%	26%	14%								
2010-10	362	100%	28%	17%									
2010-11	327	100%	20%										
2010-12	66	100%											

Retention Rate

Retention Rate line chart (period_num): 100%, 26%, 26%, 27%, 27%, 27%, 27%, 31%, 31%, 33%, 34%, 35%

Churn Rate

Churn Rate line chart (period_num): 0%, 74%, 74%, 73%, 73%, 73%, 73%, 69%, 69%, 67%, 66%, 65%

Distribusi Total Customer dan Customer Aktif Berdasarkan Cohort

Legend: Total Customer, Customer Active

cohort	Customer Active	Total Customer
2010-01	4K	8.6K
2010-02	1.9K	5.1K
2010-03	1.9K	5.3K
2010-04	943	2.9K
2010-05	665	2.2K
2010-06	624	1.9K
2010-07	389	1.1K
2010-08	800	800
2010-09	382	800
2010-10	526	1.1K
2010-11	293	654
2010-12	66	