Customer Churn Analysis Using Accounts, Subscriptions & Feature Usage Data

500
Total Customers

352
Total Churn

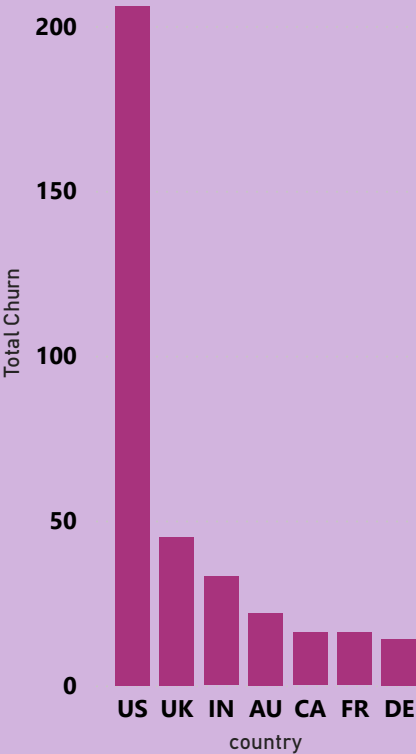**0.70**
Churn Rate

148
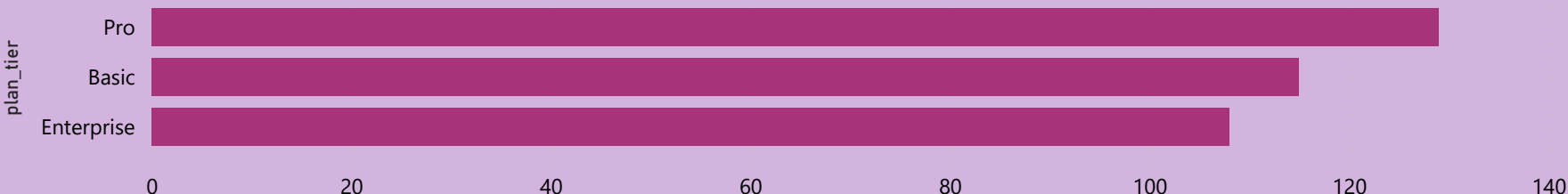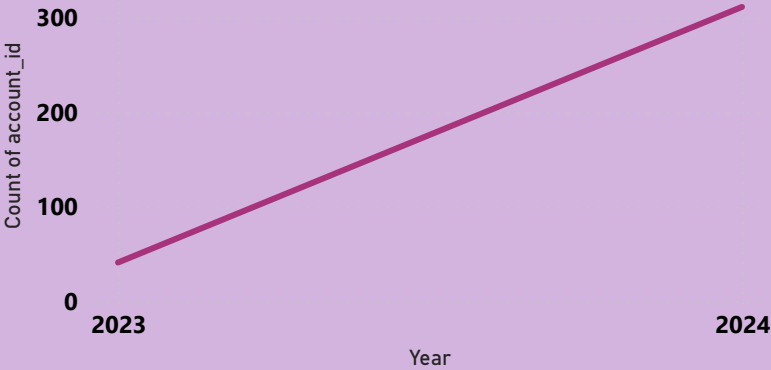Active Customers

113M
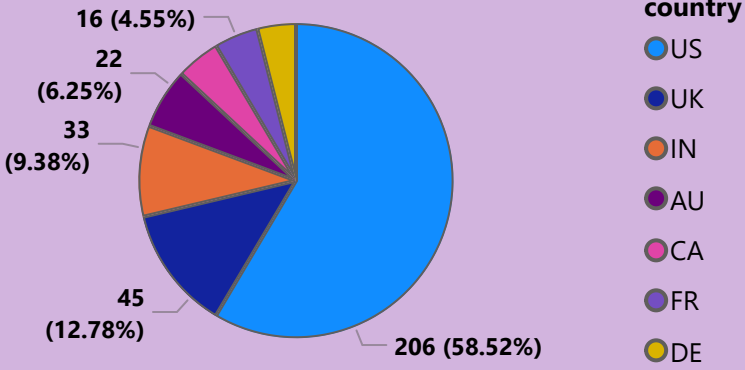Total ARR
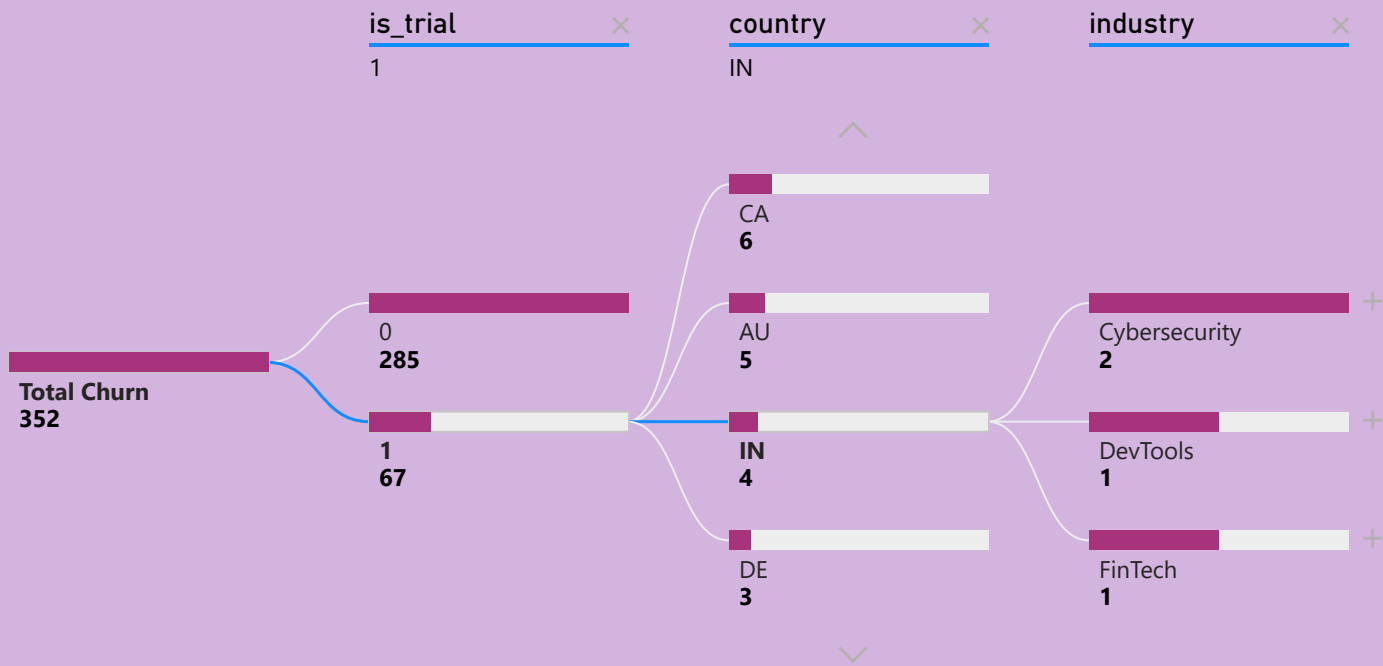
Total Churn by country

Total Churn by plan_tier
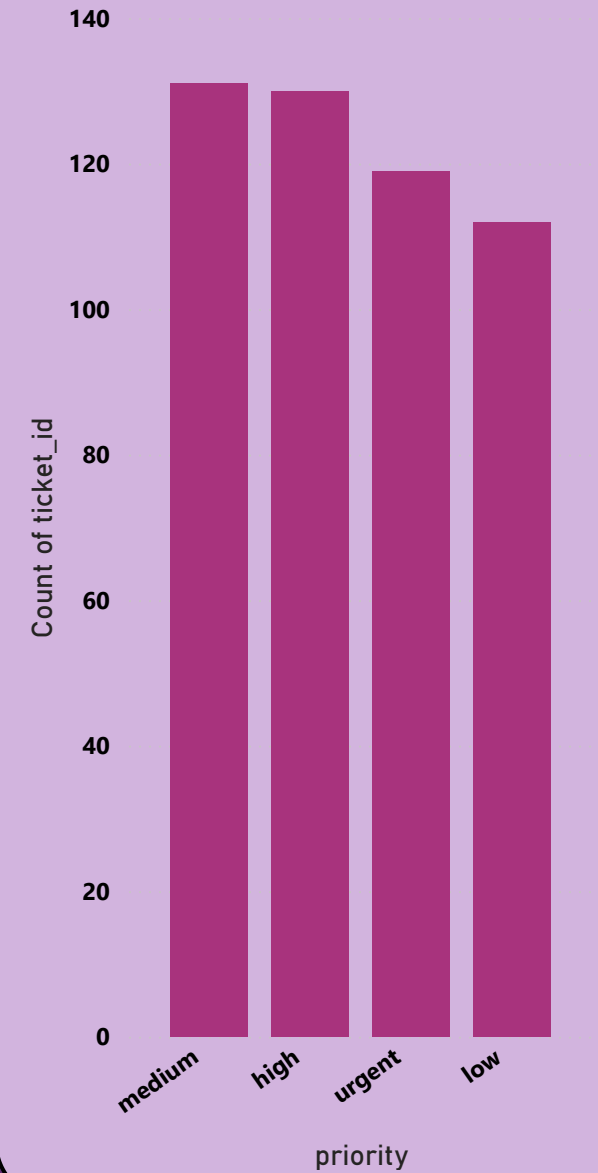

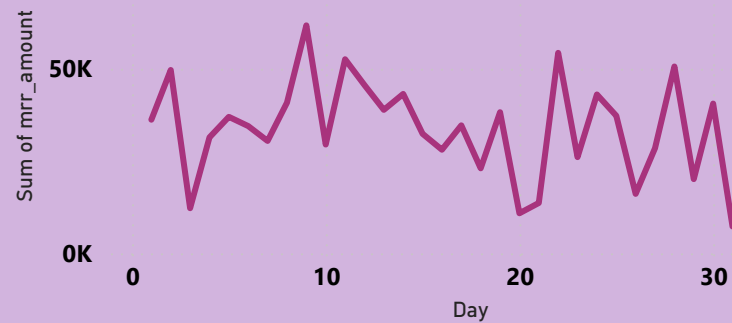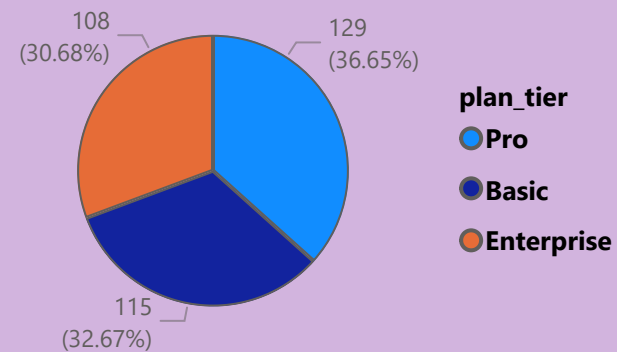## Count of account_id by Year

Total Churn by country

16 (4.55%)
22 (6.25%)
33 (9.38%)
45 (12.78%)
206 (58.52%)

country
- US
- UK
- IN
- AU
- CA
- FR
- DE

Count of ticket_id and Churn Rate by priority

is_trial
1

country
IN

industry

Total Churn
352

0		
285		
	CA	
	6	
1	AU	Cybersecurity
67	5	2
	IN	DevTools
	4	1
	DE	FinTech
	3	1

Sum of mrr_amount by Day

Total Churn by plan_tier

108 (30.68%)
129 (36.65%)
115 (32.67%)

plan_tier
- Pro
- Basic
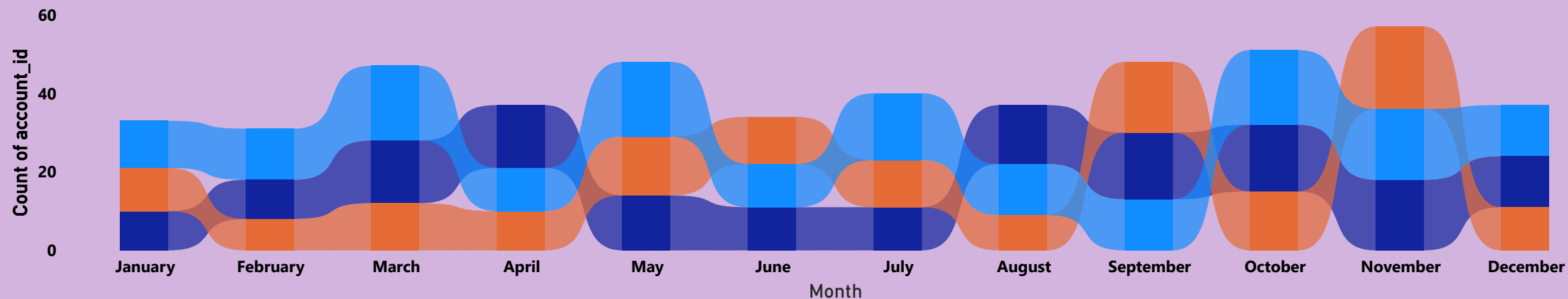- Enterprise

Count of account_id by Month and plan_tier

plan_tier ● Basic ● Enterprise ● Pro

352
Monthly Churn

148
Monthly Active Customers

352
Cumulative Churn

Active Customers and Total Churn by Year

● Active Customers ● Total Churn