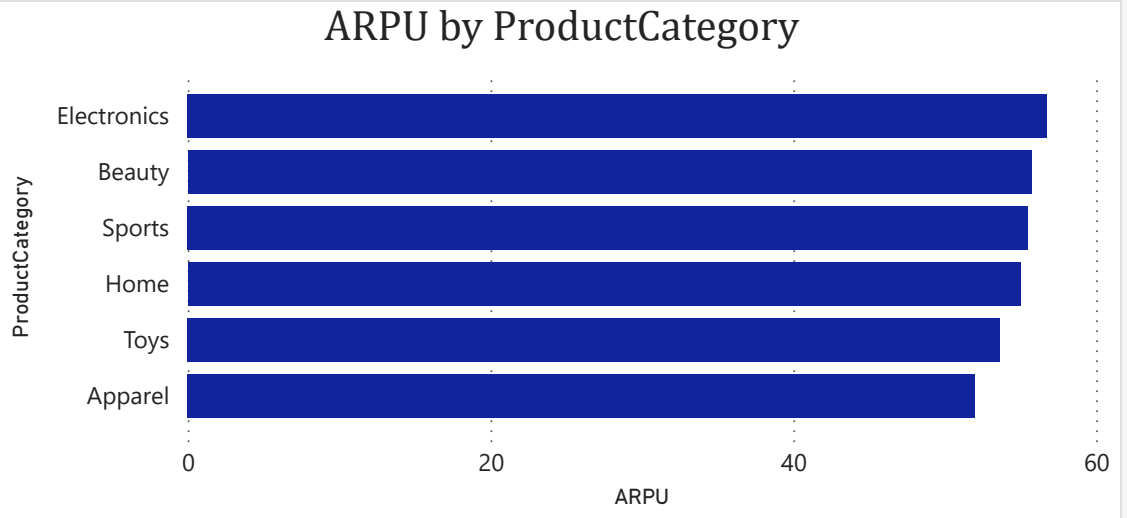
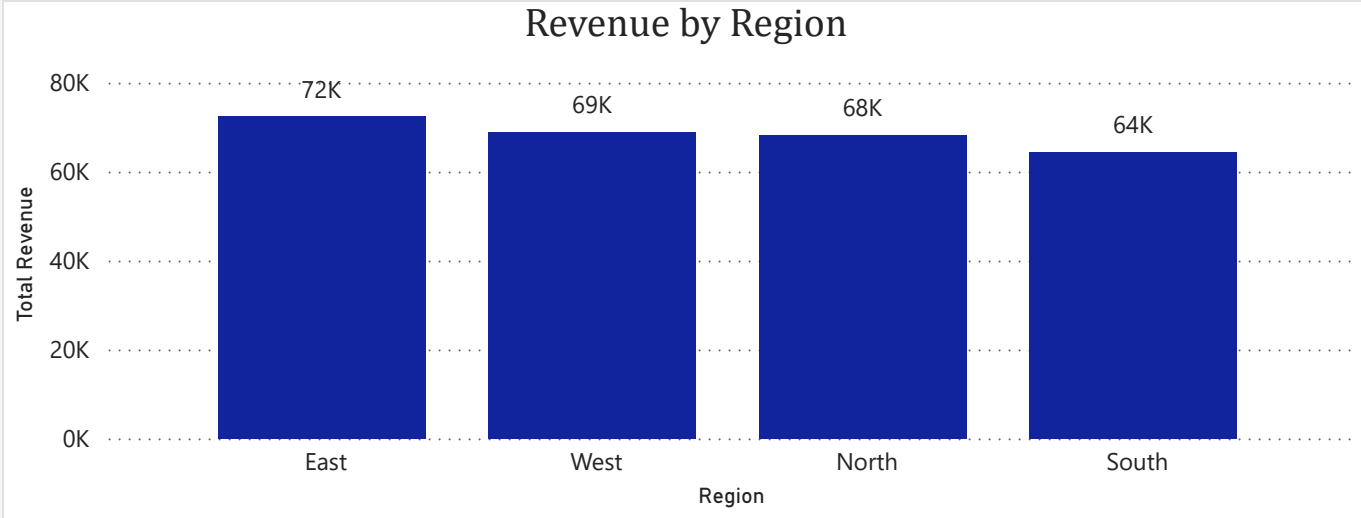
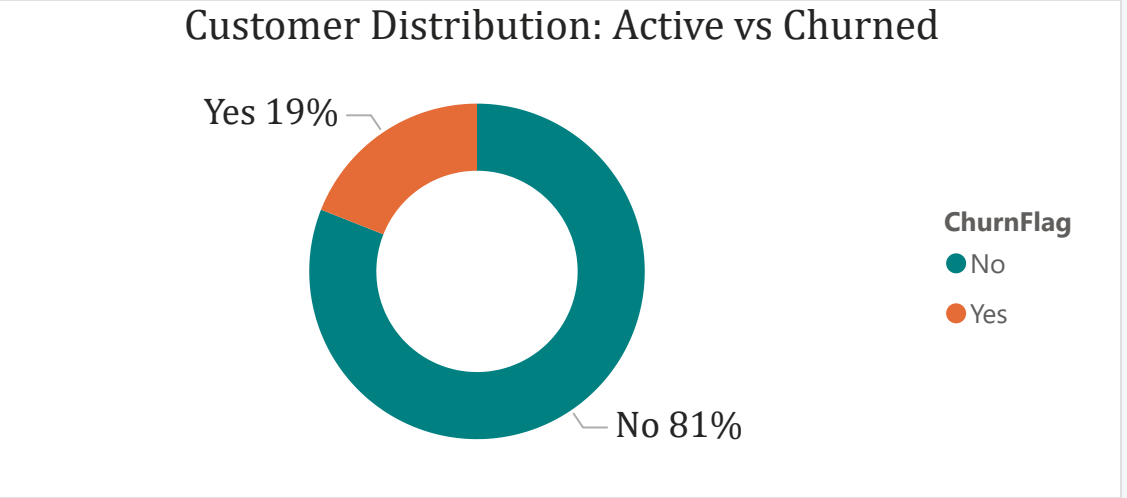


CUSTOMER REVENUE & RETENTION - REVENUE & CUSTOMER ANALYSIS

Top Customers By Revenue			
CustomerID	Revenue by Customer	Transactions per Customer	Average of TenureMonths
C0193	1,625.80	14	6.4
C0106	1,412.91	21	9.1
C0018	1,239.04	15	8.5
C0471	1,202.02	13	11.3
C0016	1,196.42	18	9.0
C0137	1,194.47	16	5.2



Customer Value & Revenue Drivers.

Revenue contribution is concentrated among a subset of high-value customers, indicating that a small group drives a significant portion of total revenue. Transaction behavior shows that some customers generate high revenue with fewer transactions, signaling strong customer value rather than high purchase frequency alone.

Region

All

Product Category

All

Transaction Date (Year)

All

Churn Rate

19.0%

Churned Customers

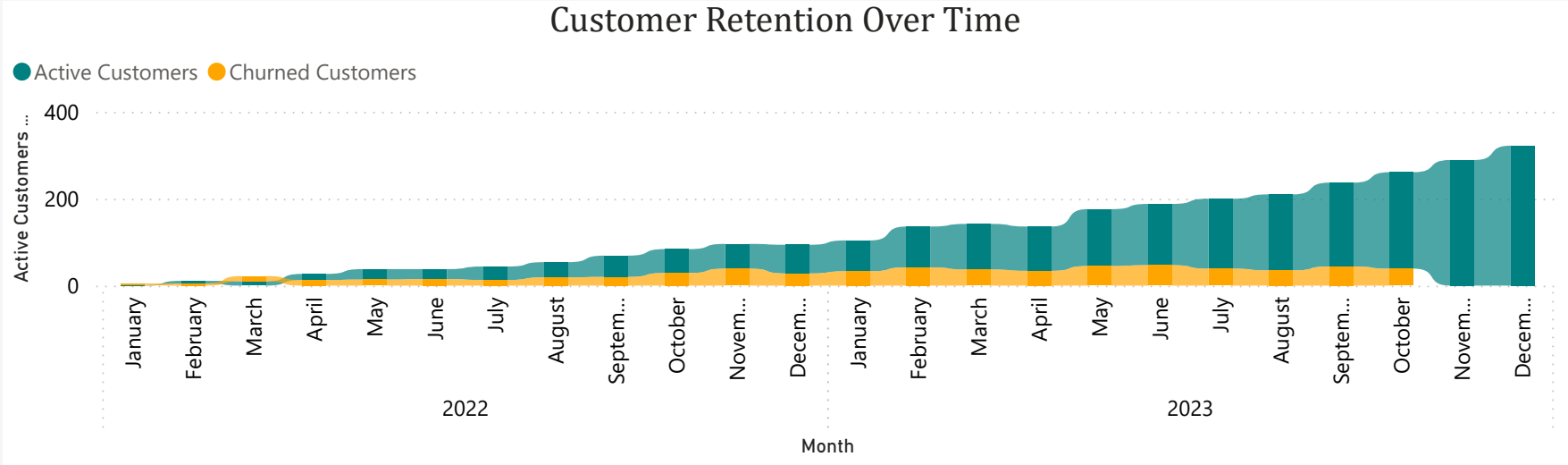
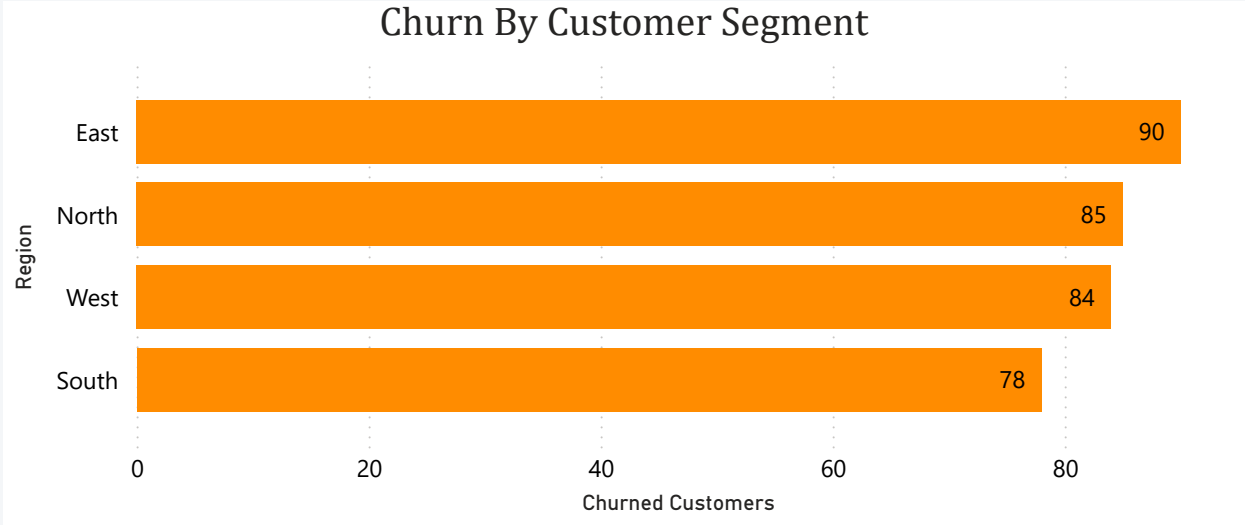
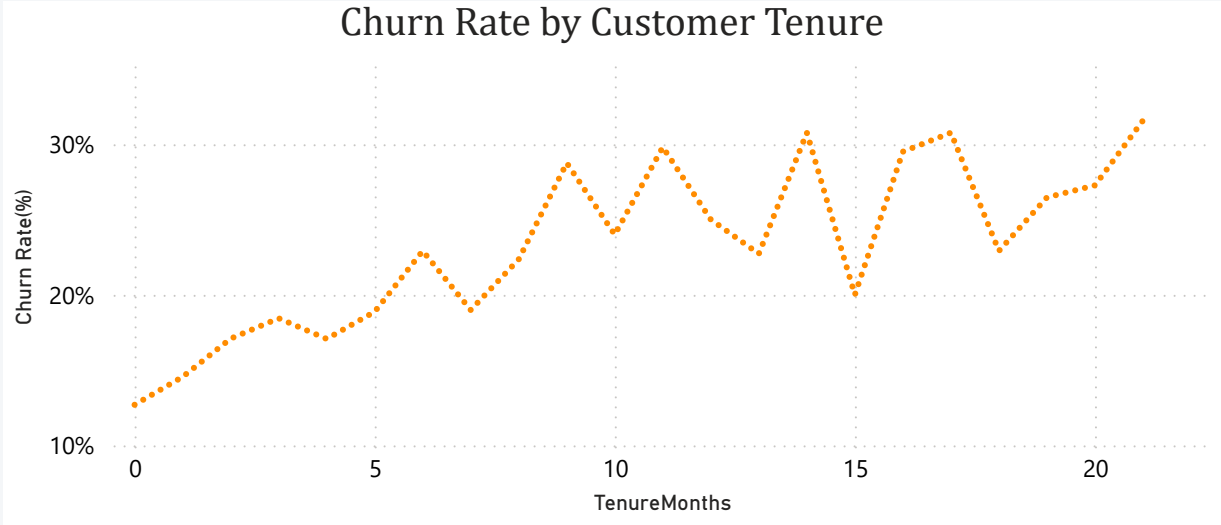
95

Average Tenure (Active)

5.17

Average Tenure(Churned)

7.52



- Overall churn remains moderate, indicating stable customer retention trends.
 - Churn by tenure shows early-tenure risk, highlighting segments requiring proactive engagement.
 - Segment-level analysis identifies high-value customer groups, enabling targeted retention strategies.
- Retention trends over time show steady growth in active customers, supporting revenue maximization.
- Insights can guide strategic interventions to reduce churn and increase customer lifetime value.