

CUSTOMER REVENUE & RETENTION - EXECUTIVE OVERVIEW

Total Revenue

273.96K

Total Customers

500

Avg Rev per Customer

54.8

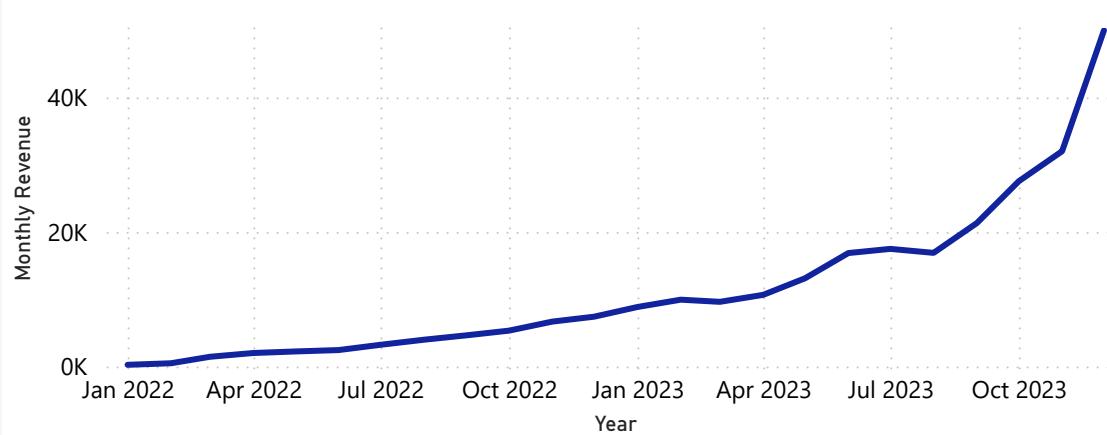
Customer Churn Rate

19.0%

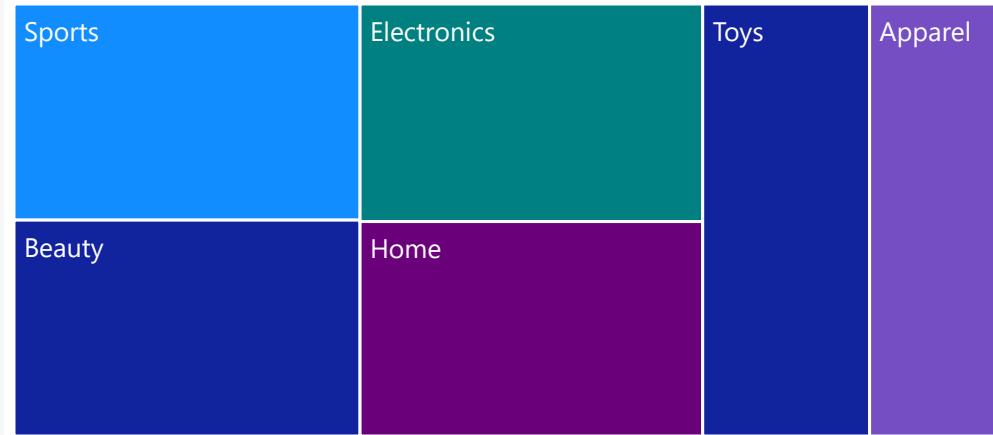
Avg Customer Tenure

5.55

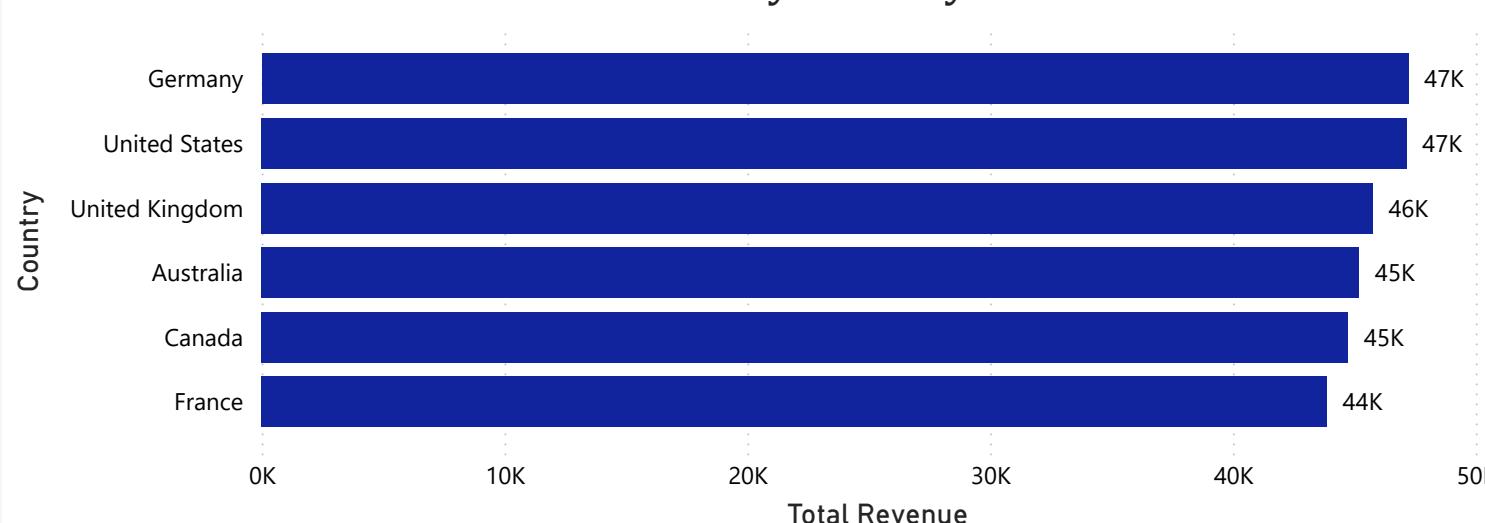
Revenue Trend Over Time



Revenue by Product Category



Revenue by Country



Executive Summary – Revenue & Retention

Overall revenue shows a strong upward trend, indicating healthy business growth driven by consistent customer activity. Revenue is primarily concentrated within a few high-performing product categories and key countries, highlighting clear areas of competitive strength.

While customer churn exists at a moderate level, retention metrics and average tenure suggest a relatively stable customer base. This presents an opportunity to further strengthen revenue growth by focusing on retention strategies within top-performing regions and categories, while addressing early churn risk to maximize long-term customer value.

Region

- East
- North
- South
- West

Product Category

- Apparel
- Beauty
- Electronics
- Home
- Sports
- Toys

Transaction Date (Year)

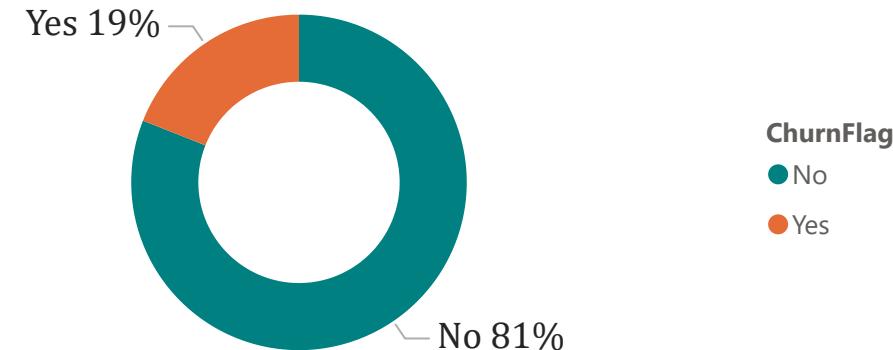
- 2022
- 2023

CUSTOMER REVENUE & RETENTION - REVENUE & CUSTOMER ANALYSIS

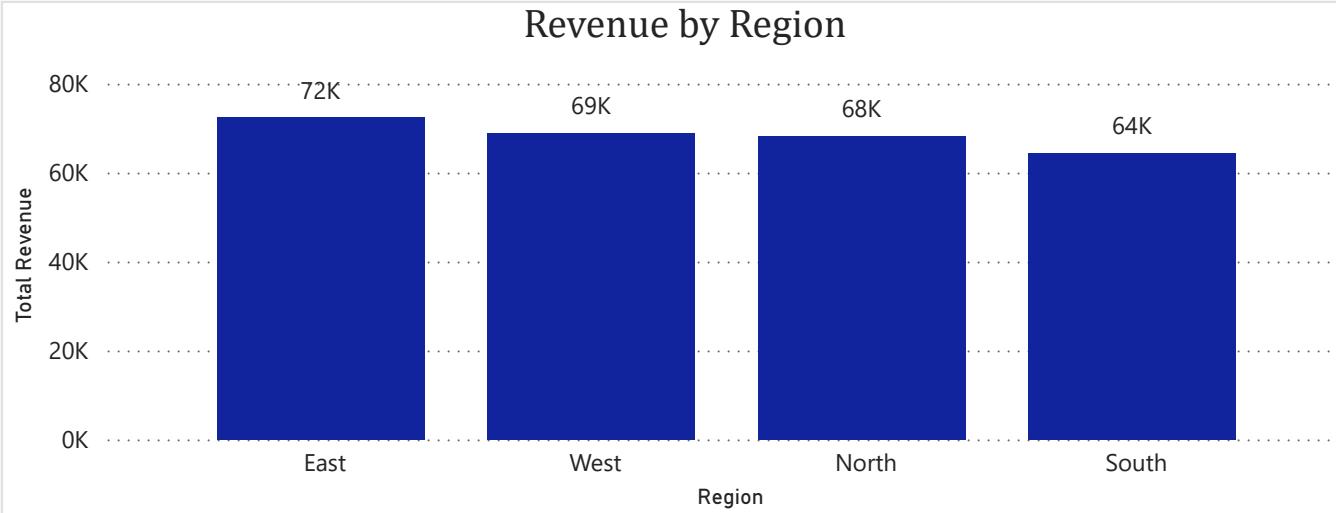
Top Customers By Revenue

CustomerID	Revenue by Customer	Transactions per Customer	Average of TenureMonths
C0193	1,625.80	14	6.41
C0106	1,412.91	21	9.19
C0018	1,239.04	15	8.51
C0471	1,202.02	13	11.38
C0016	1,196.42	18	9.00
C0137	1,194.47	16	5.21

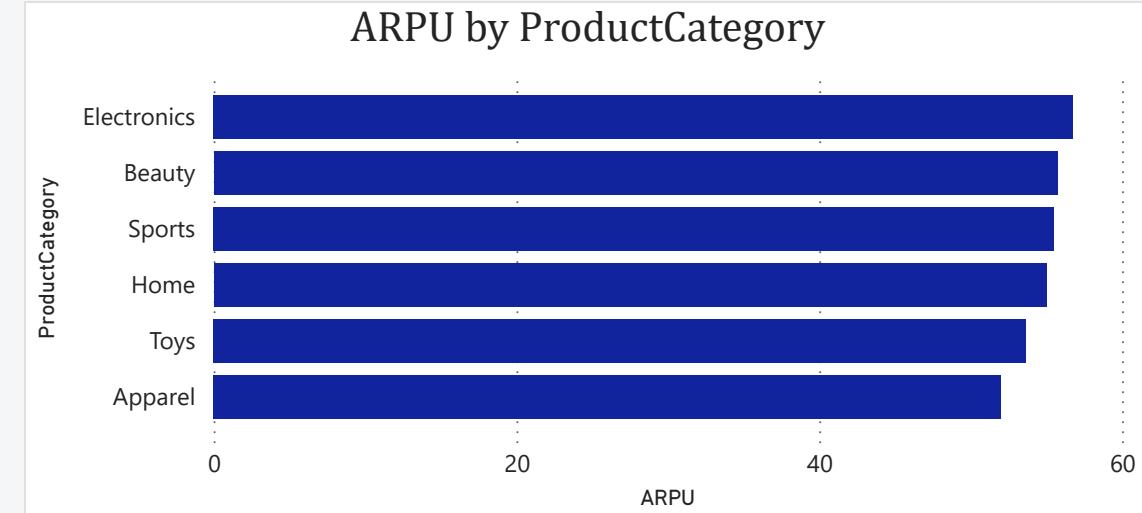
Customer Distribution: Active vs Churned



Revenue by Region



ARPU by ProductCategory



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 RISK & CUSTOMER RETENTION OVERVIEW

IDENTIFYING AT-RISK CUSTOMERS AND RETENTION DRIVERS

Product Category

All

Churn Rate

19.0%

Churned Customers

95

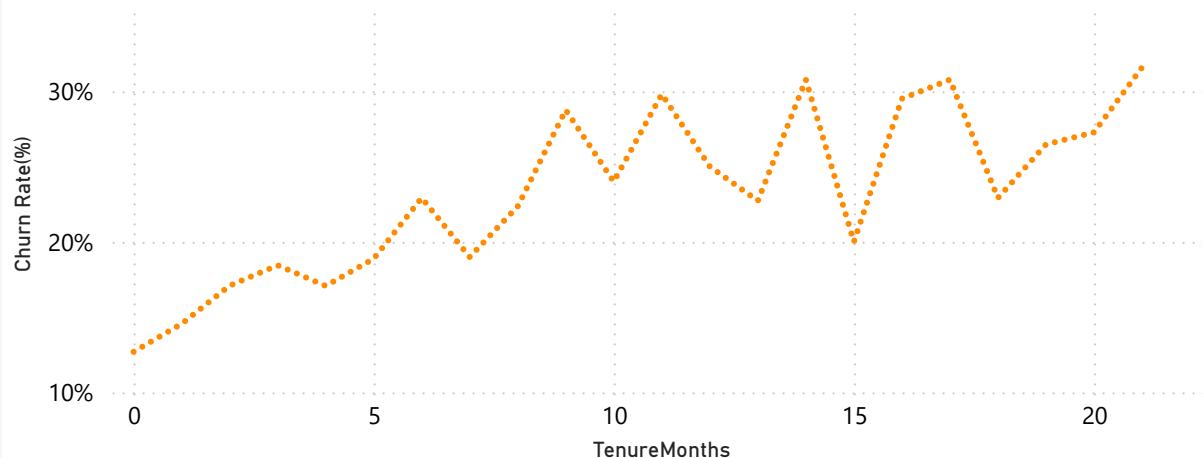
Average Tenure (Active)

5.17

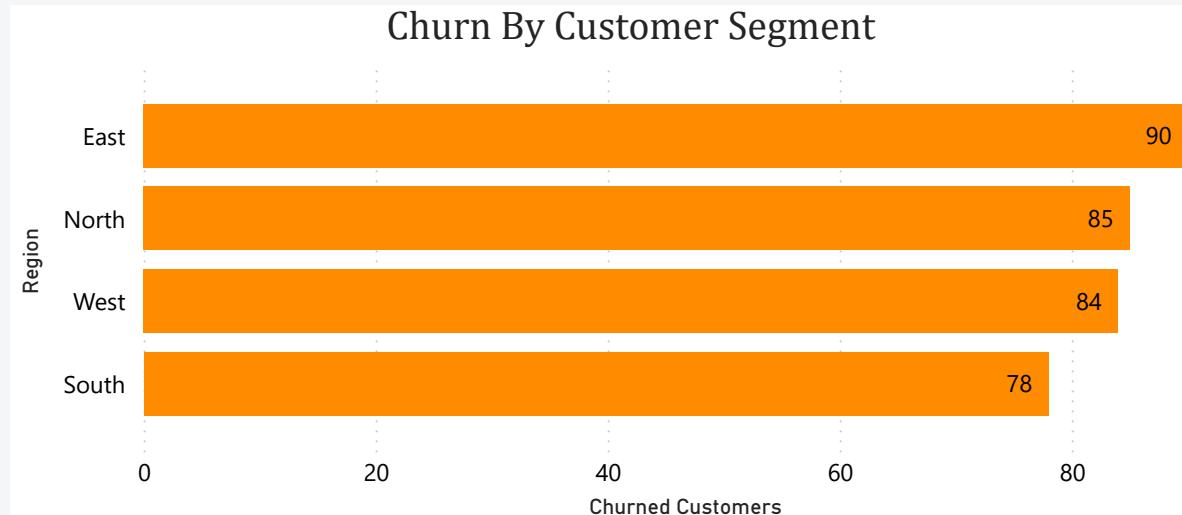
Average Tenure(Churned)

7.52

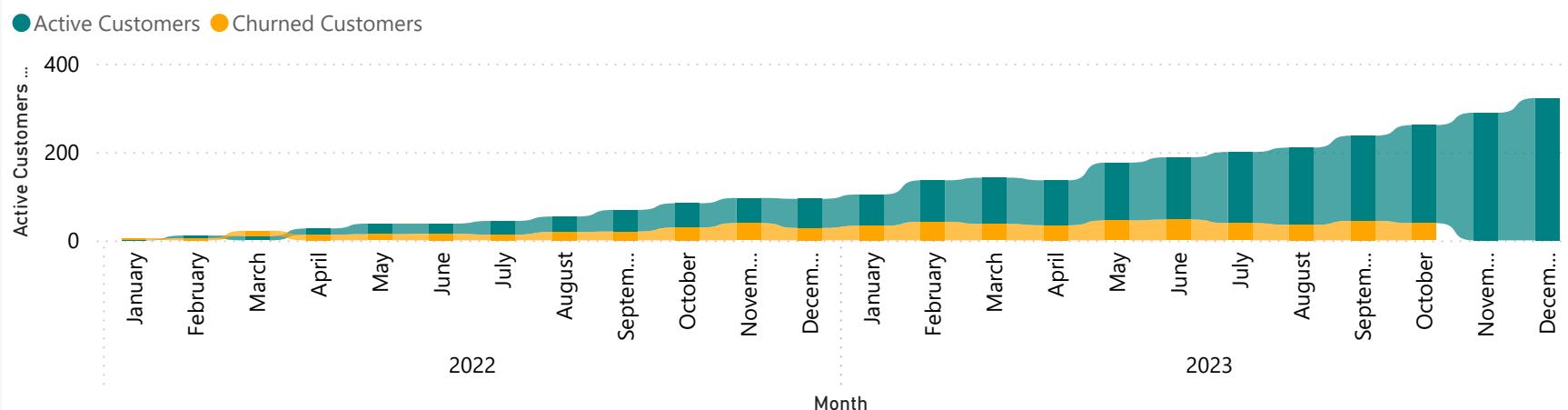
Churn Rate by Customer Tenure



Churn By Customer Segment



Customer Retention Over Time



- 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.