



CUSTOMER CHURN ANALYTICS DASHBOARD

blinkit
formerly **grofers**

Slide 1

Slide 2

Slide 3



TEAM SOBER STRATEGISTS



CUSTOMER CHURN ANALYTICS DASHBOARD

AVG CPS

19.00

AVG CLV

939.74

AVG CRI

11.24

AVG BILL DELAY

22.35

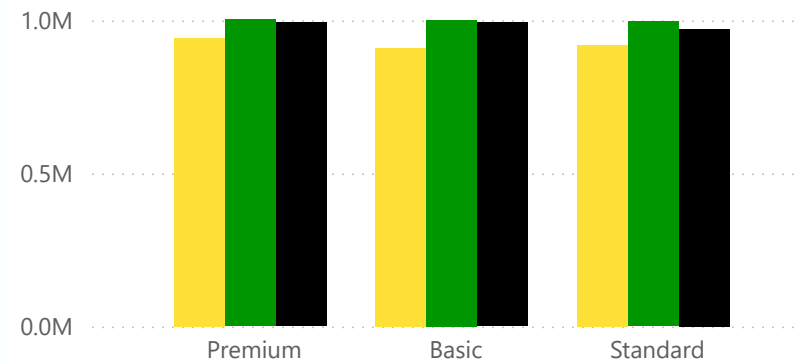
AVG CALLS

6.41

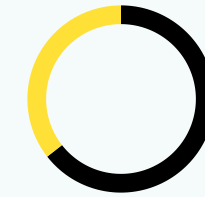


Expenditure by PlanType and AgreementDuration

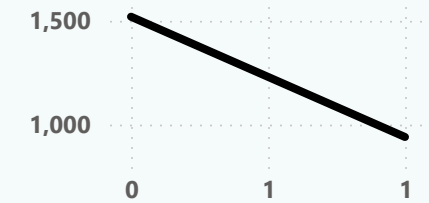
AgreementD... ● Annual ● Monthly ● Quarterly



BillingDelay by Churn



Lifetime Value by Churn



Churn by Agreement Duration



Customer Lifetime Value by Gender



Churn Probability Score by Churn



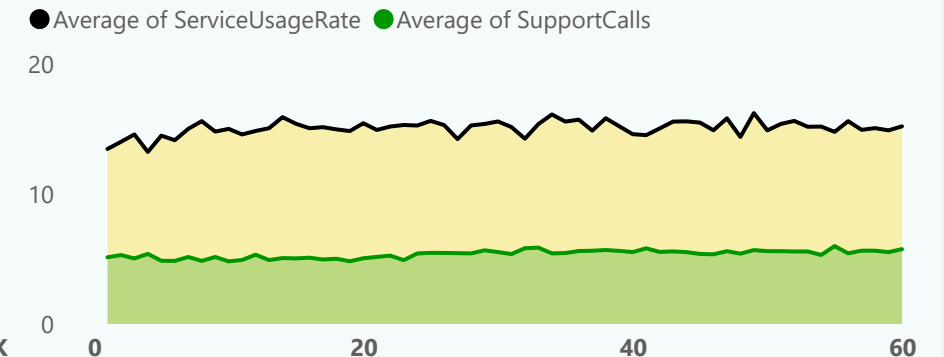
Customer Churn Rate by Gender



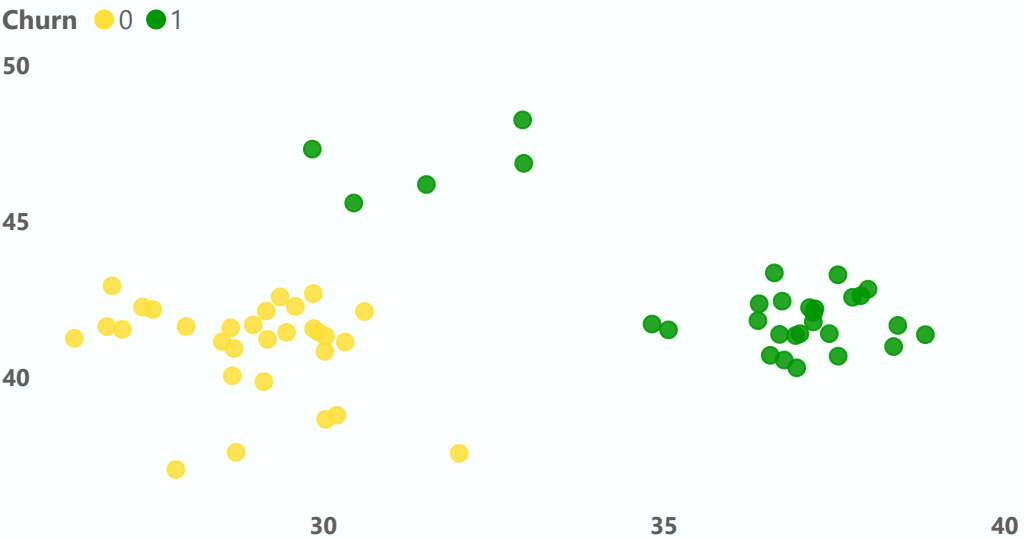
Churn by Plan Type



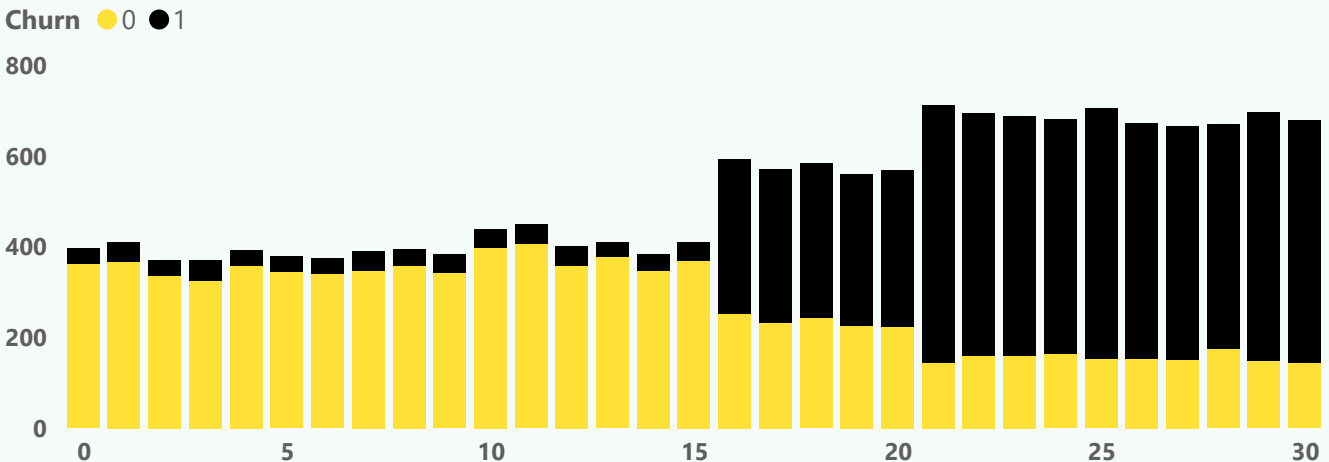
Service Usage Rate & Support Calls by Tenure



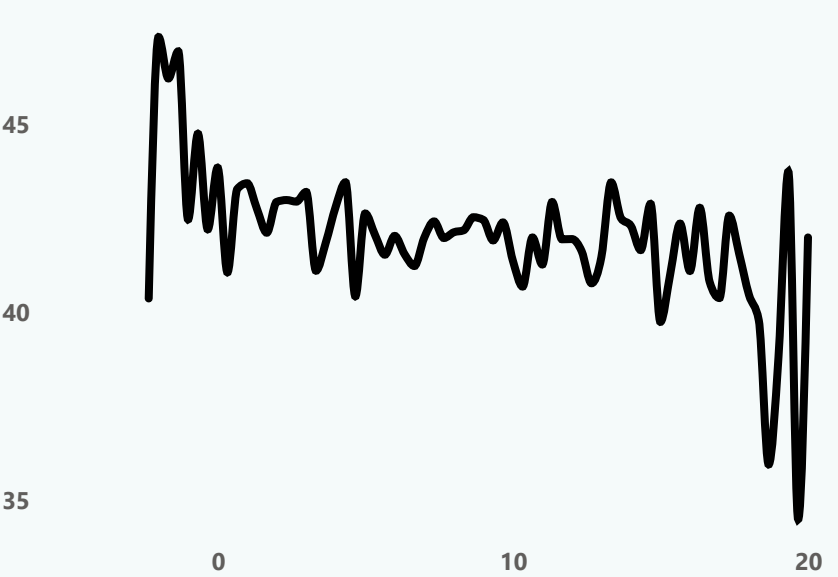
Tenure and Customer Age by Service Usage Rate & Churn



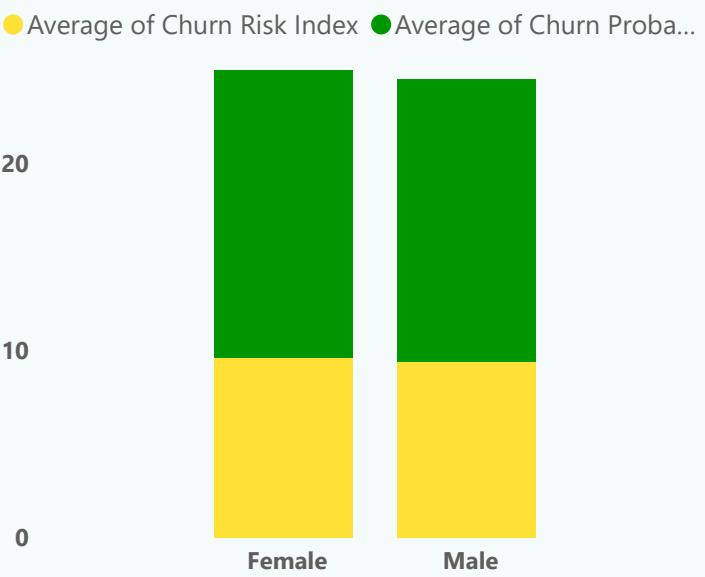
UserID by Billing Delay & Churn



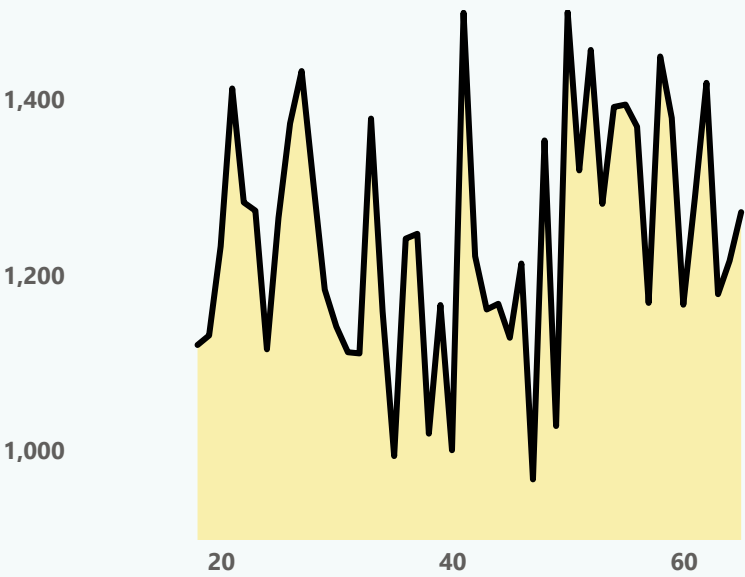
Customer Age by Interaction Index



CRI & CPS by Gender



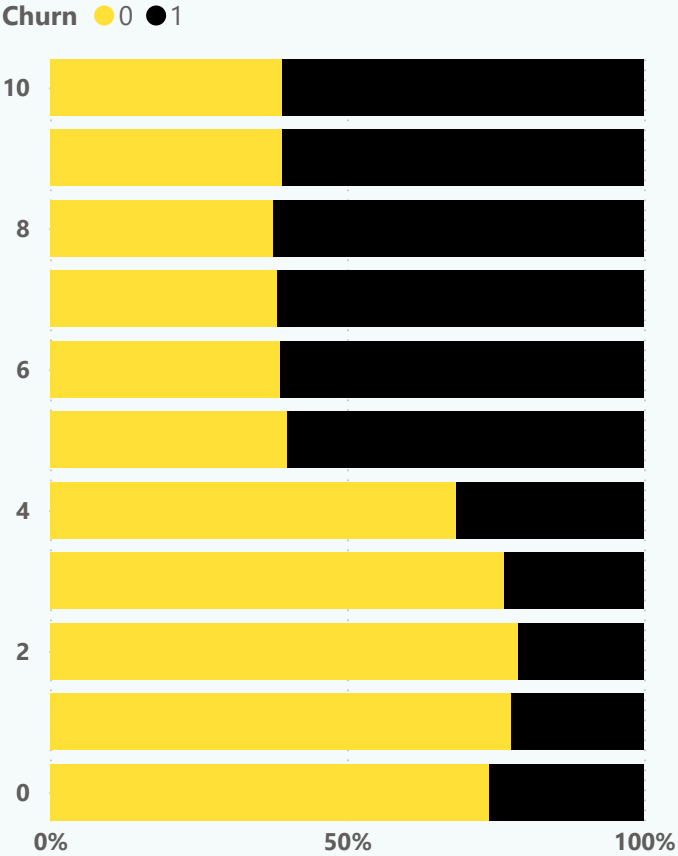
CLV by Customer Age



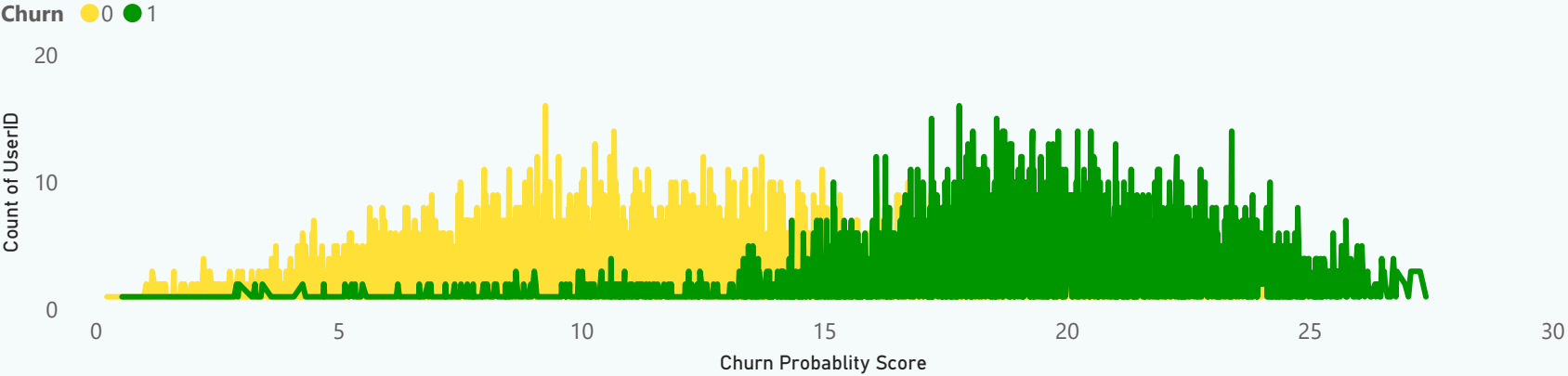
AVERAGE OF ESSENTIAL METRICS

PlanType	Average of SupportCalls	Average of Churn Probablity Score	Average of Tenure to Customer age Ratio	Average of Churn Risk Index	Average of CLV	Average of BillingDelay
Basic	5.40	15.24	0.88	9.50	1,267.41	17.06
Premium	5.39	15.25	0.86	9.48	1,231.22	17.10
Standard	5.41	15.29	0.88	9.47	1,236.41	17.06
Total	5.40	15.26	0.87	9.49	1,244.94	17.07

UserID by Support Calls & Churn



UserID by Churn Probablity Score and Churn



AVERAGE ESSENTIAL METRICS

PlanType	Average of CustomerAge	Average of ServiceUsageRate	Average of Tot
Basic	41.86	15.14	
Premium	42.01	15.03	
Standard	42.22	15.12	
Total	42.03	15.09	

