

**CHURNX**  
**Next-Gen Customer Retention Analytics**

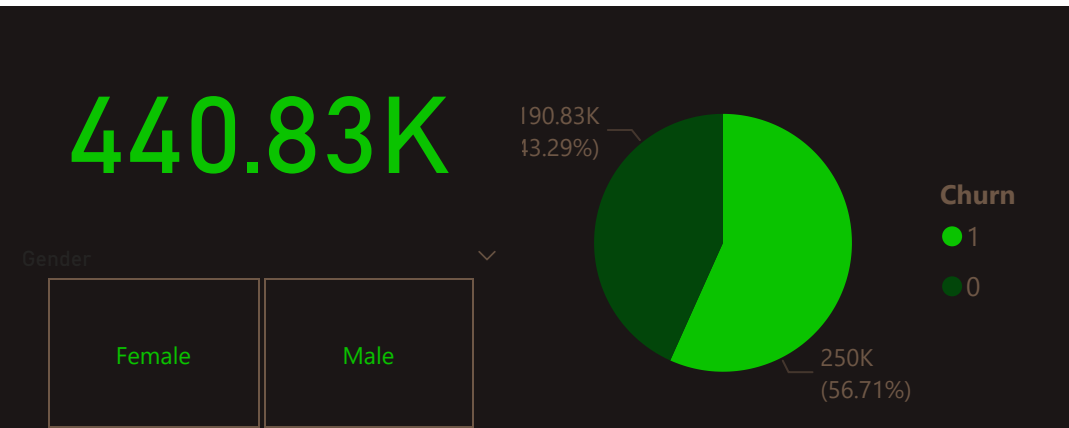
**440.83K**

Gender

Gender	Count	Percentage
Female	250K	56.71%
Male	190.83K	43.29%

Churn

- 1
- 0



**440.83K**

Gender

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Female	250K	56.71%
Male	190.83K	43.29%

Churn

- 1
- 0

440.83K

Gender

Female Male

Churn

- 1
- 0

Gender	Churn	Count	Percentage
Female	1	250K	56.71%
Female	0	190.83K	43.29%
Male	1	190.83K	43.29%
Male	0	250K	56.71%

440.83K

Gender

Female Male

Churn

- 1
- 0

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Female	1	250K	56.71%
Female	0	190.83K	43.29%
Male	1	190.83K	43.29%
Male	0	250K	56.71%

30	3	39.37
Count of Usage Frequency	Count of Contract Length	Average of Age
278M	12.97	31.26
Sum of Total Spend	Average of Payment Delay	Average of Tenure

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### Subscription Type by Churn

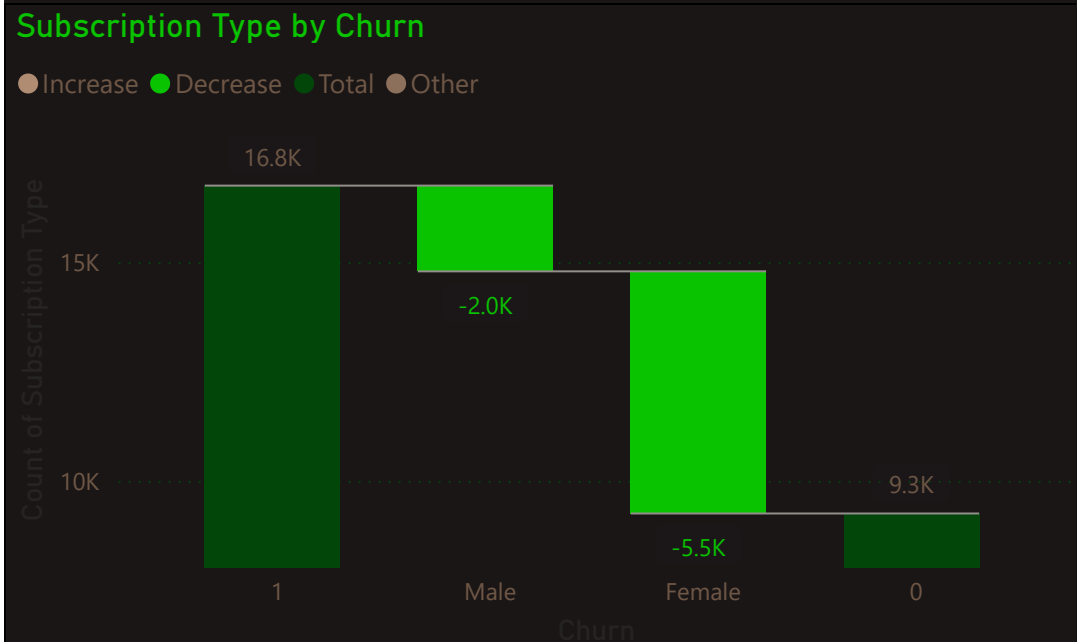
● Increase ● Decrease ● Total ● Other

Churn	Subscription Type	Count
1	Total	16.8K
Male	Decrease	-2.0K
Female	Decrease	-5.5K
0	Total	9.3K

### Subscription Type by Churn

● Increase ● Decrease ● Total ● Other

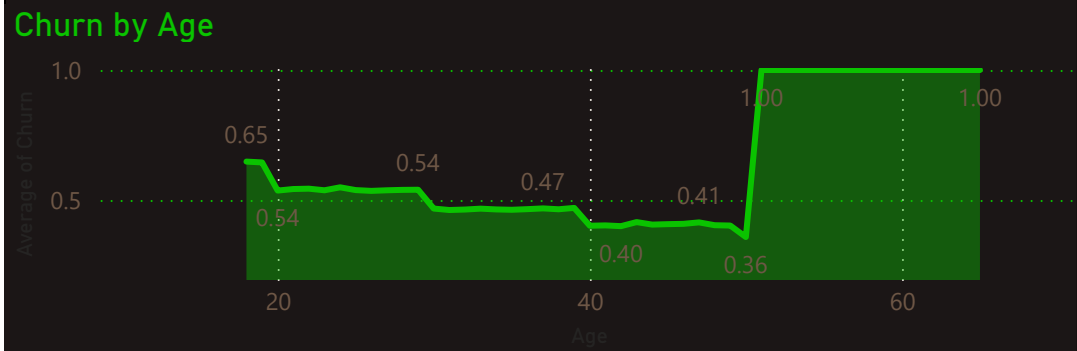
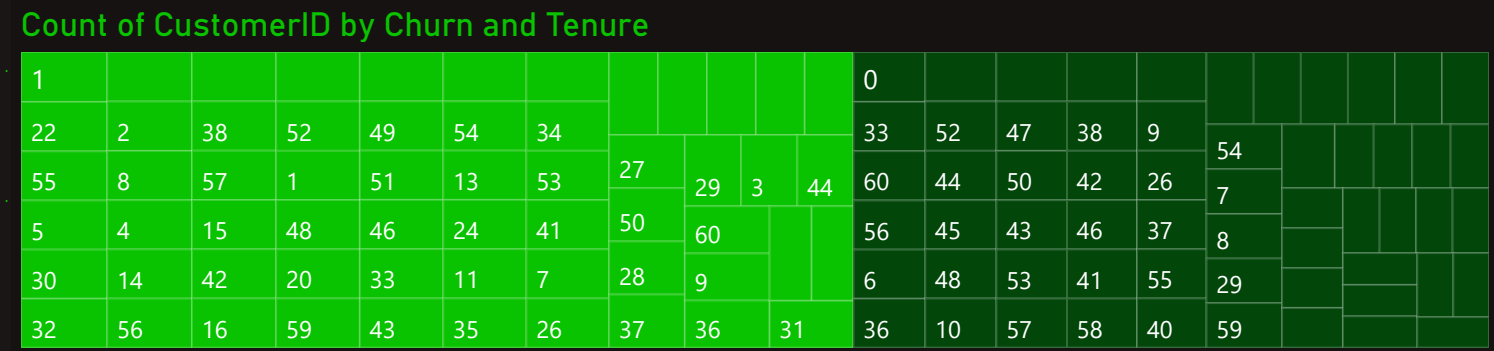
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1	Total	16.8K
Male	Decrease	-2.0K
Female	Decrease	-5.5K
0	Total	9.3K



### Churn by Age

The chart displays the average churn rate across different age groups. The churn rate starts at 0.65 for the youngest group (around age 18), decreases to a minimum of 0.36 for the 50-54 age group, and then spikes to 1.00 for the 55-59 and 60-69 age groups.

Age Group	Average of Churn
18-19	0.65
20-24	0.54
25-29	0.54
30-34	0.54
35-39	0.47
40-44	0.40
45-49	0.41
50-54	0.36
55-59	1.00
60-69	1.00

[illegible]

190.83K

Count of Churn

Subscription Type

Basic

Premium

Standard

Customers Who Not churn

Gender

Female

Male

Sum of Total Spend by  
Subscription Type



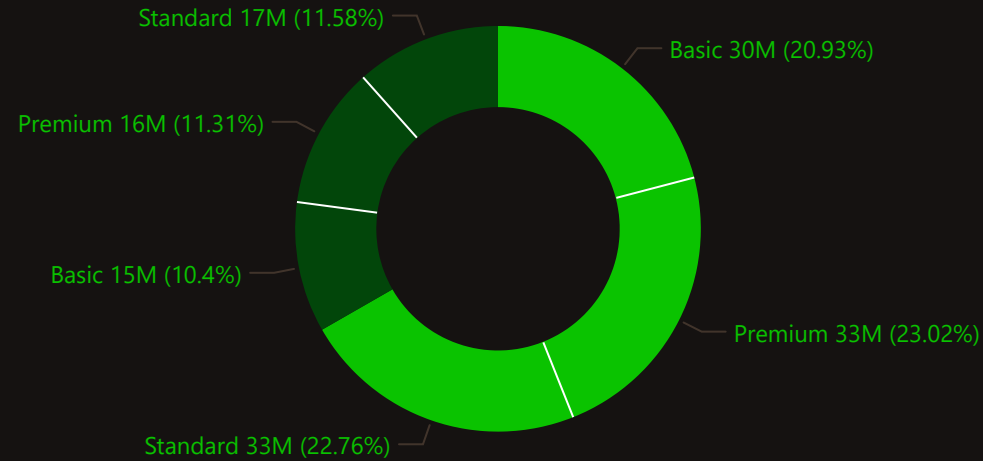
Count of Payment Delay by  
Gender



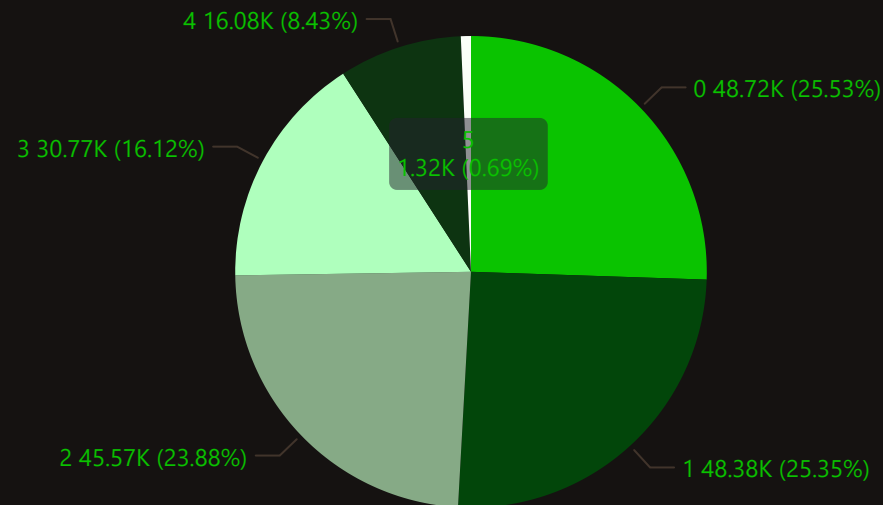
Count of Last Interaction by  
Gender



Sum of Total Spend by Gender and Subscription Type



Count of Subscription Type by Support Calls



250.00K

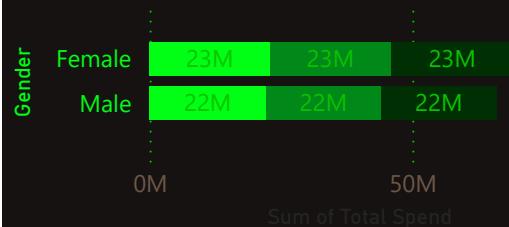
Count of CustomerID

Gender



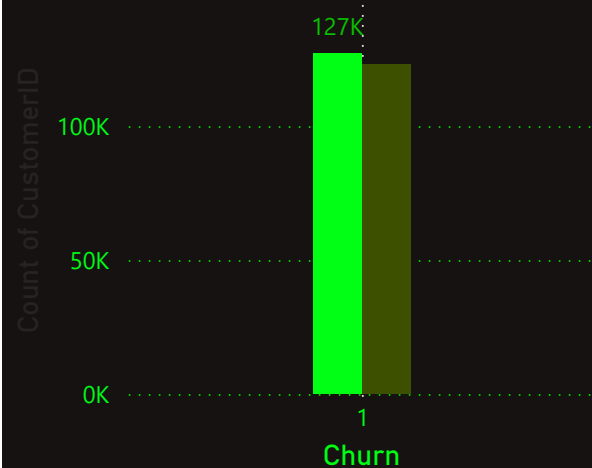
## Sum of Total Spend by Gender and Subscription Type

Subscription Type: Basic Premium Standard

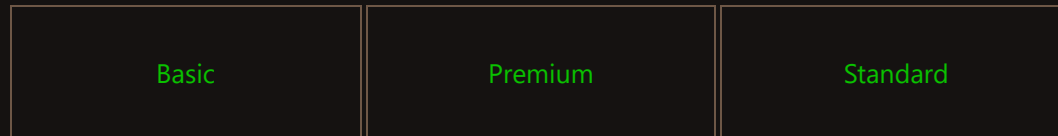


## Count of CustomerID by Churn and Gender

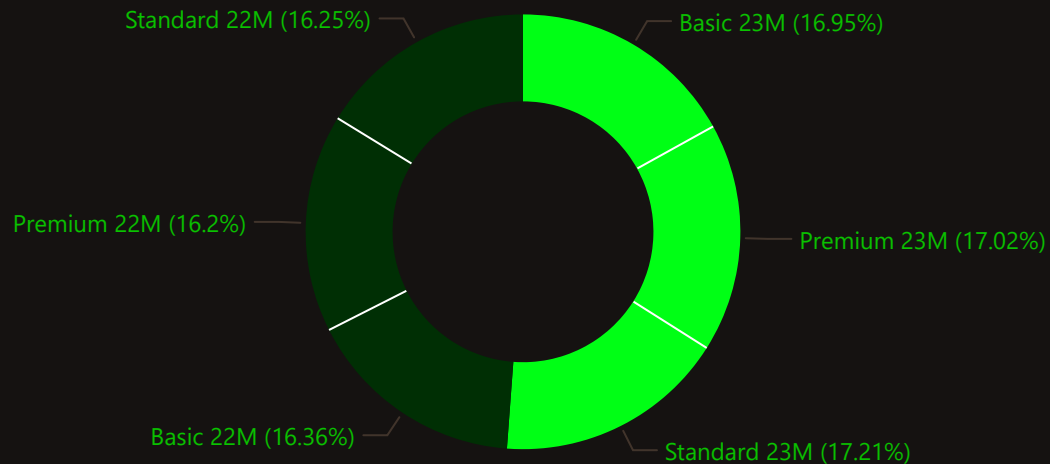
Gender: Female Male



Subscription Type



## Sum of Total Spend by Gender and Subscription Type

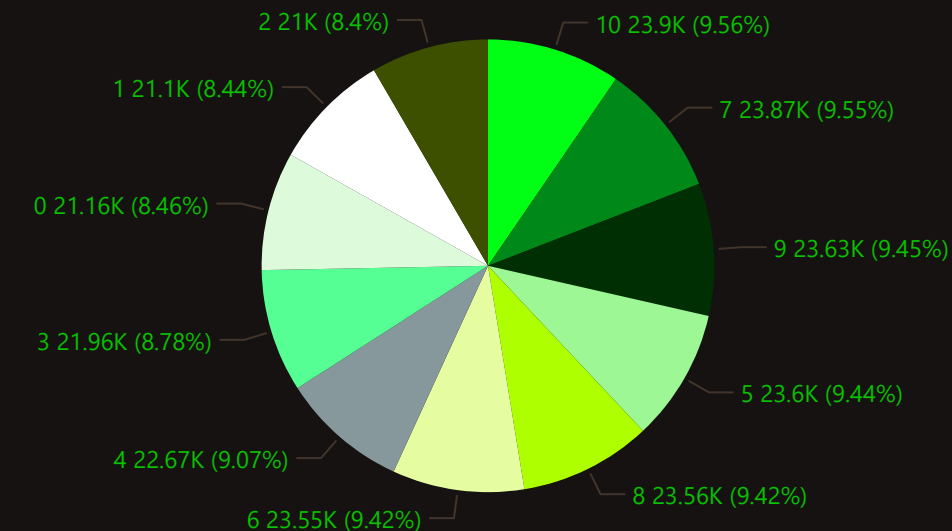


Gender

Female  
Male

## Count of Subscription Type by Support Calls

Support Calls



10  
7  
9  
5  
8  
6  
4  
3  
0  
1

