

CUSTOMER DATA ANALYSIS_LITA PROJECT

Identify Subscription Cancellations by Type

Count of CustomerID	Column Labels	
	FALSE	TRUE
Row Labels		
Basic	26250	11250
Premium	7500	11250
Standard	7500	11250

Calculate Average Subscription Duration

365.35 Days

Average of SubscriptionDuration

365.35

Identify Most Popular Subscription Types

Row Labels	Count of CustomerID
Basic	37500
Premium	18750
Standard	18750

Revenue by Subscription Type:

Row Labels	Sum of Revenue
Basic	\$ 74,756,784
Premium	\$ 37,580,782
Standard	\$ 37,482,120

Sum of Revenue

\$ 149,819,686

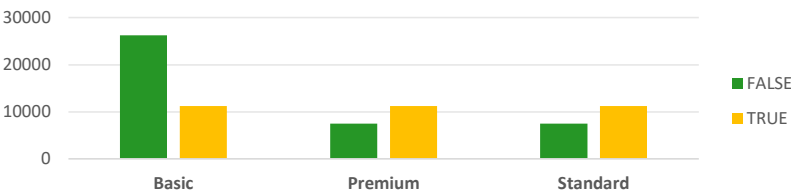
Revenue per Region:

Row Labels	Sum of Revenue
North	\$ 37,368,890
East	\$ 37,387,894
West	\$ 37,482,120
South	\$ 37,580,782

Revenue by Subscription Year:

Row Labels	Sum of Revenue
2022	\$ 89,902,969
2023	\$ 59,916,717

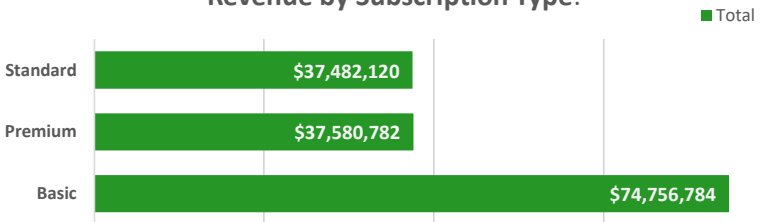
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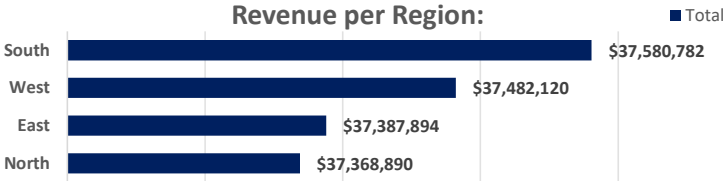
Identify Most Popular Subscription Types by Count of Subscription



Revenue by Subscription Type:



Revenue per Region:



Revenue by Subscription Year:

