

# Customer Churn Analysis

## Product Segmentation



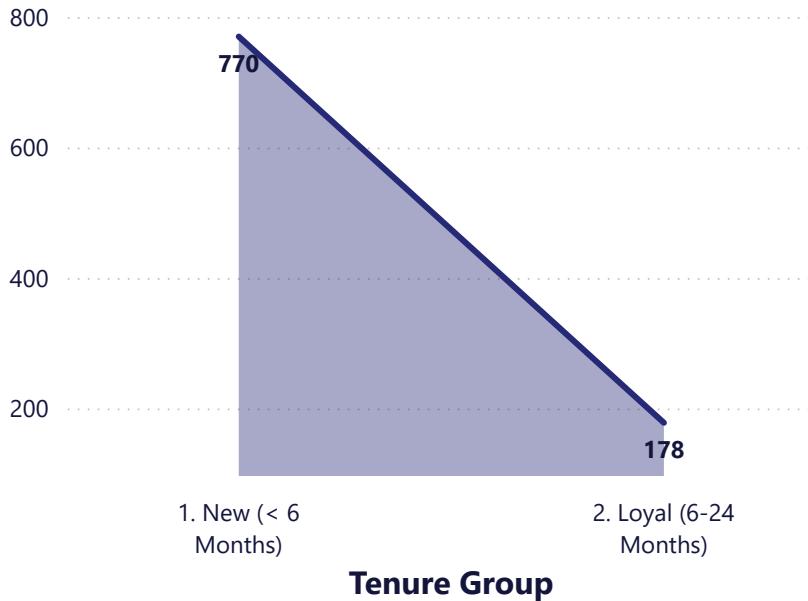
**16.84%**  
Churn Rate

**6K**  
Total Customers

**948**  
Total Churn

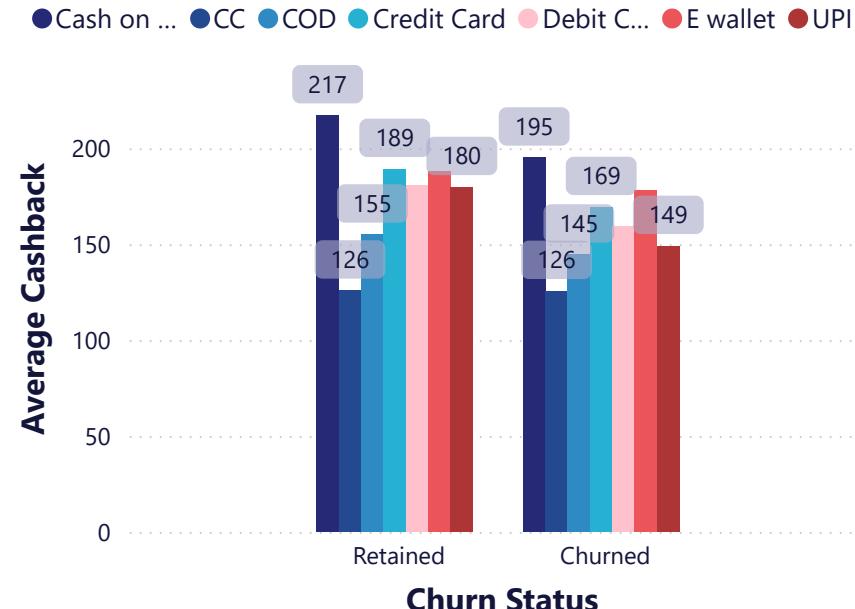
## Trend Patterns

Total Churn



## Purchasing Behavior

Average Cashback



## Geographic Hotspots

City Tier

