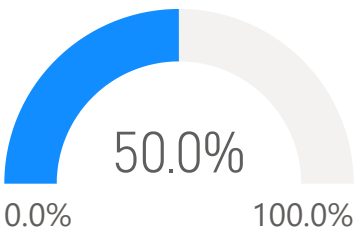
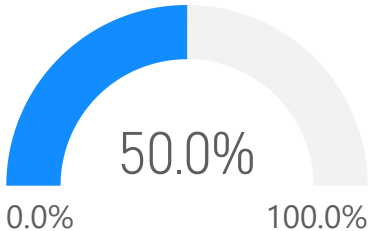


# Customer Retention Analysis Dashboard

Churn Rate



Retention Rate



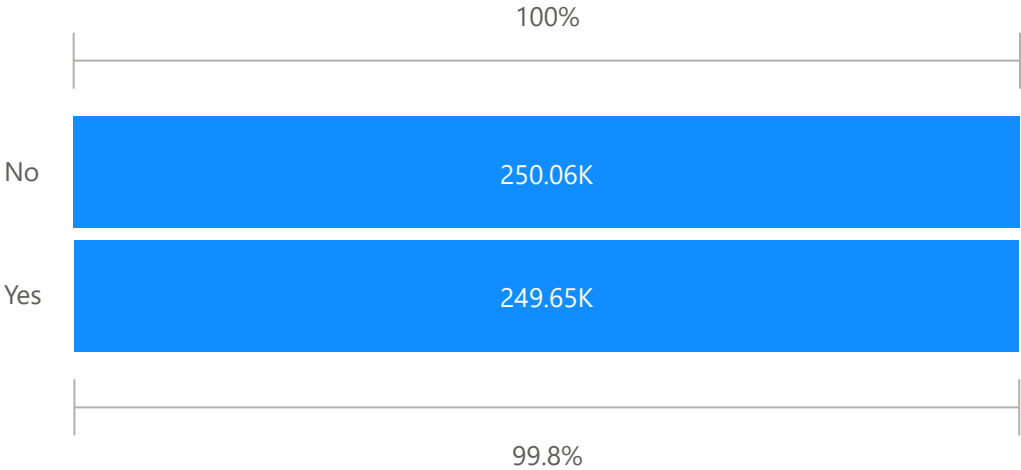
\$2.53bn

Total Sales from Retained Customers

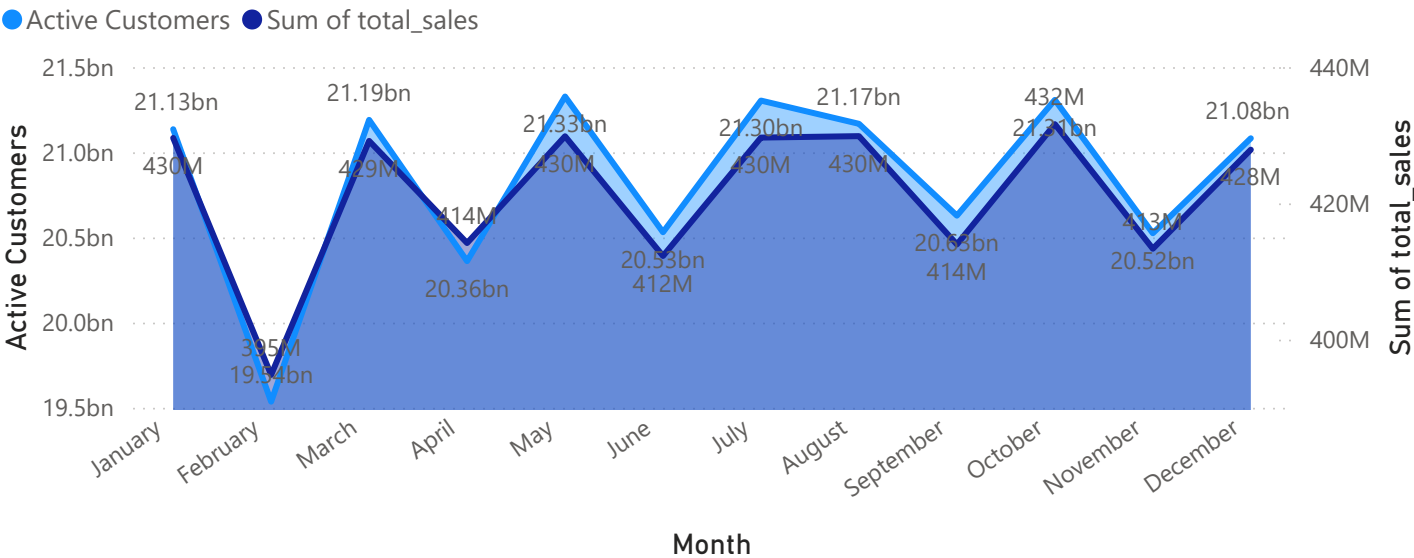
22.74K

Customer Lifetime Value

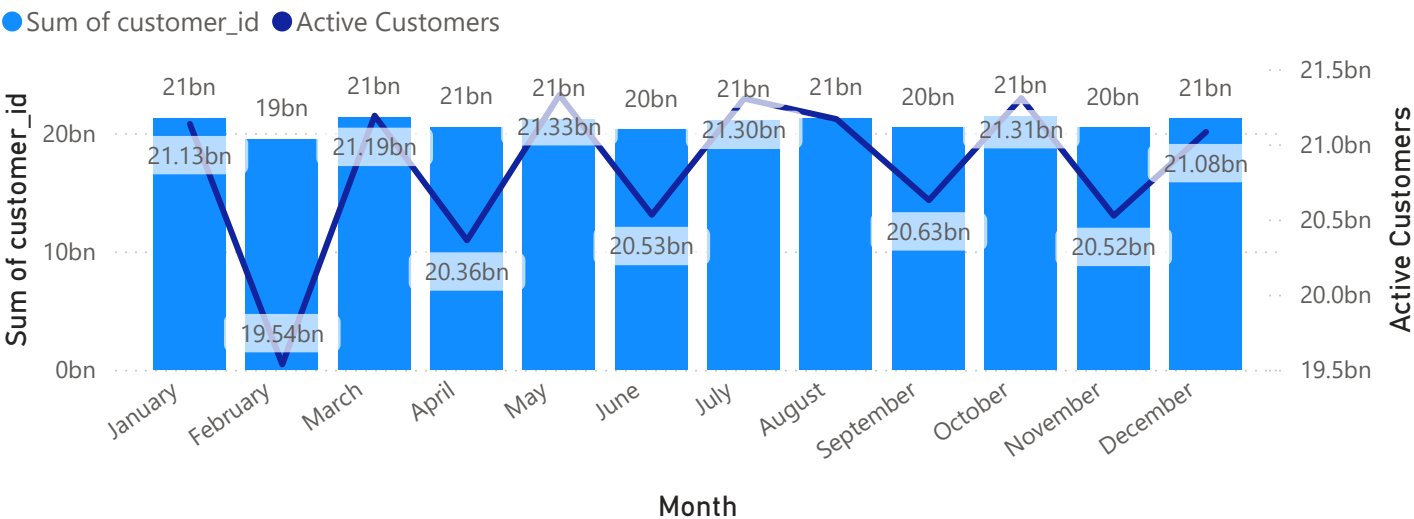
Loyalty Program Enrollment



Sales & Retention Trends



active customers over time



# Customer Churn Analysis Dashboard

Year

☐ 2020  
☐ 2021

Month

All

Age

18

79

Gender

Female

Male

Other

Product Category

All

499.73K

Number of churned customers

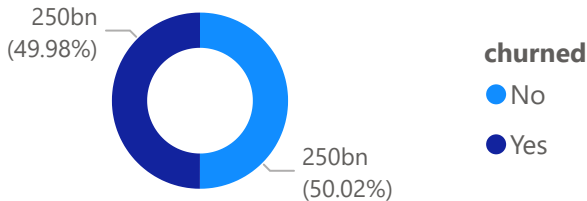
500.27K

Number of active customers

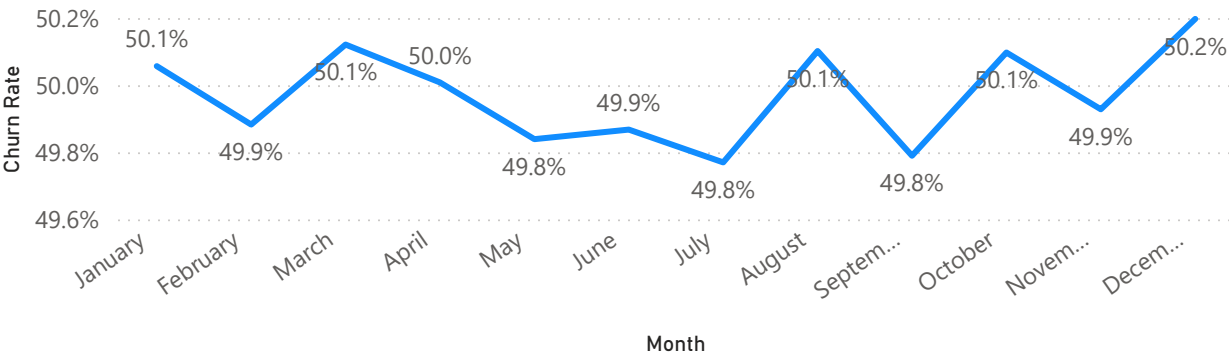
50.0%

Retention Rate

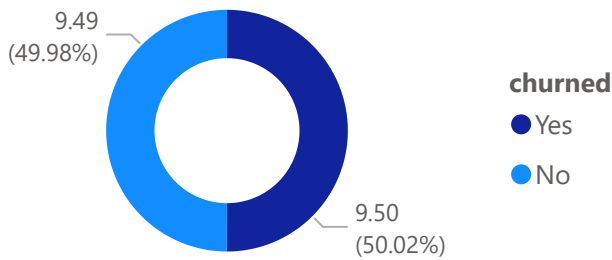
Churn & Retention Rate



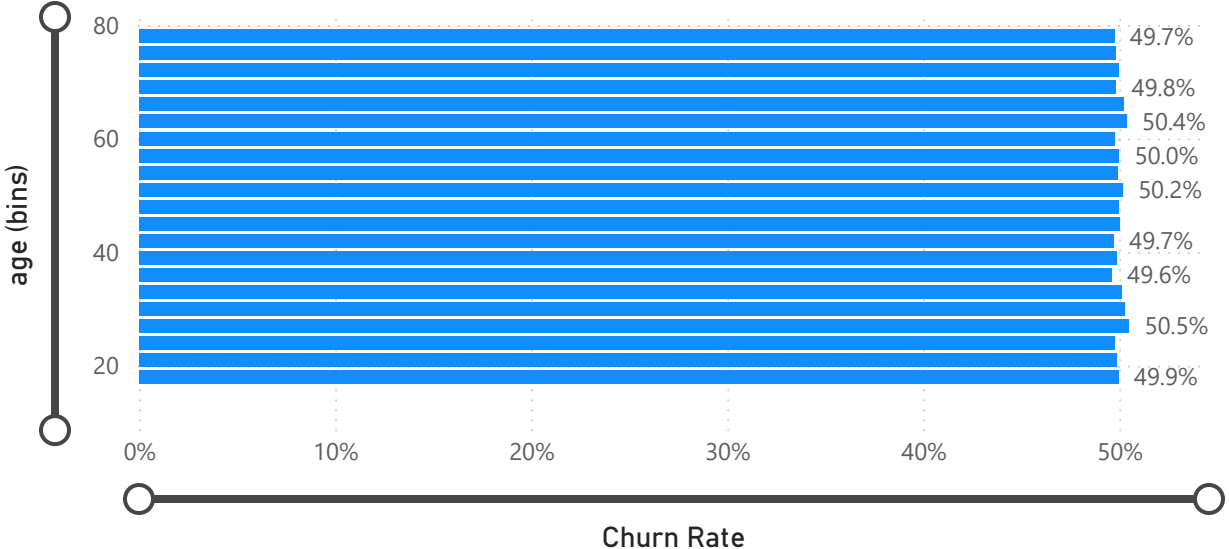
Monthly Churn Rate



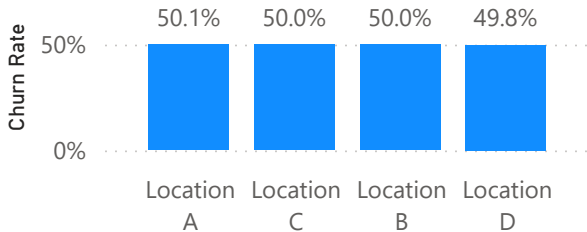
Frequency of Customer Support Calls



Churn Rate by age (bins)



Churn Rate by store\_location



Churn Rate by Product Category

