

Health of Customer Base Dashboard for the United Kingdom

Total Customers

1,263

Active Customers

759

Churned Customers

252

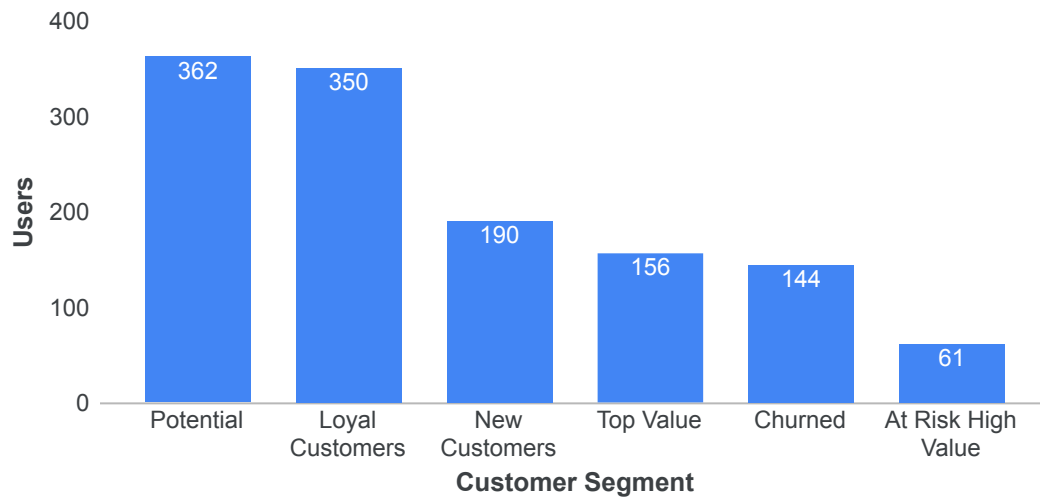
Total Revenue in Pounds

£103,301.54

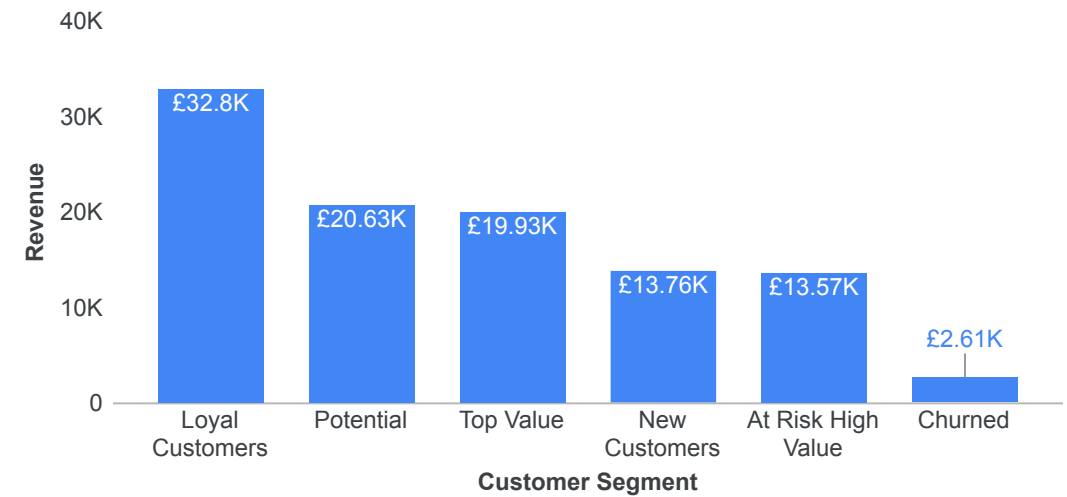
Total Retention Rate

60.00%

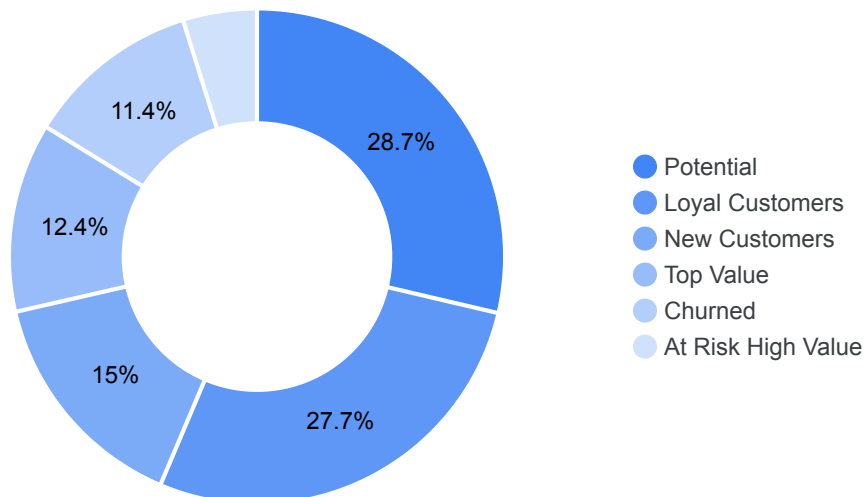
Segmentation of Customers



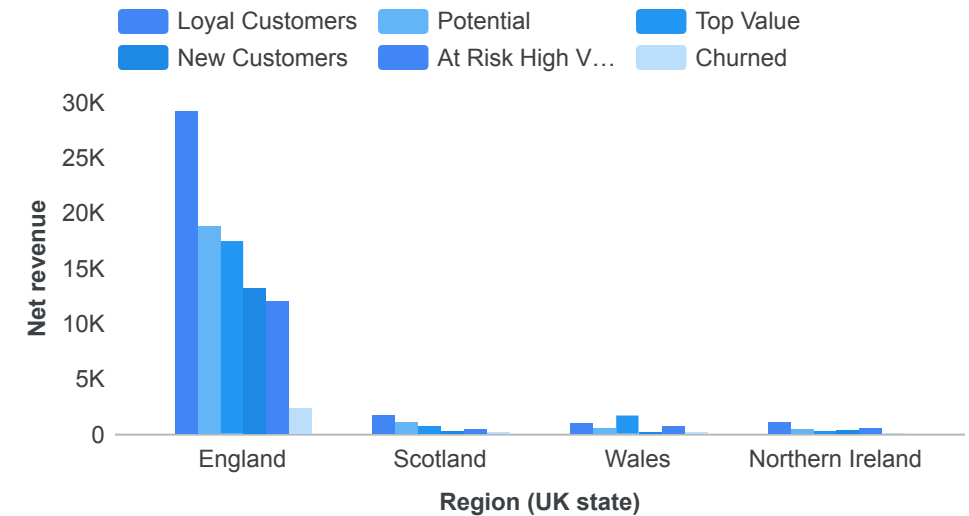
Customer Segment Revenue (in Pounds)



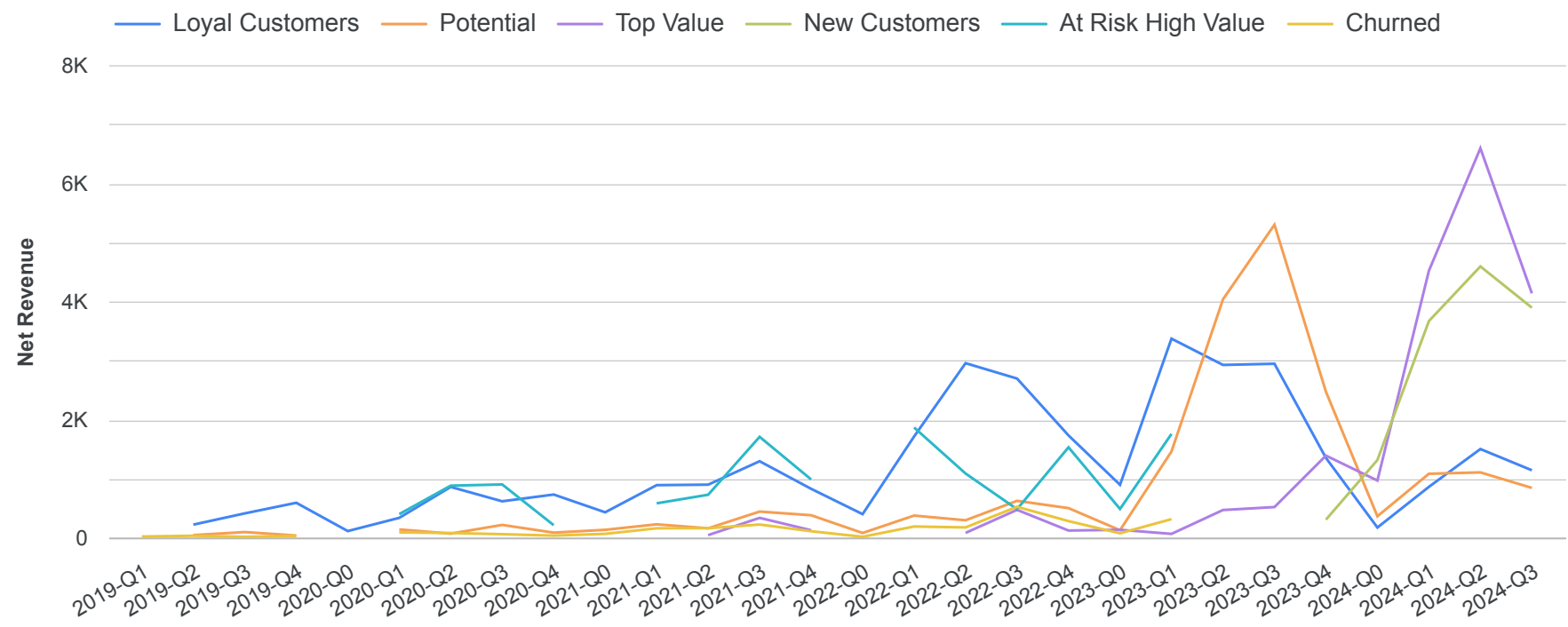
Customer Segment Distribution (Percent)



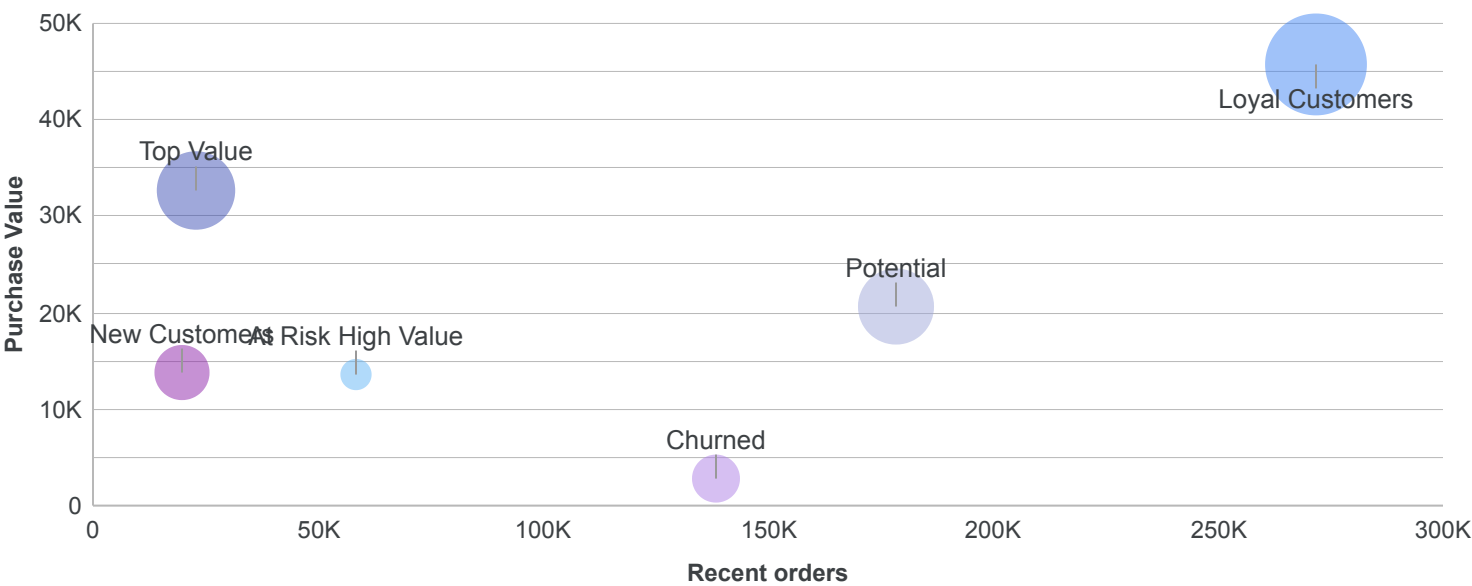
Revenue by Region (UK State)



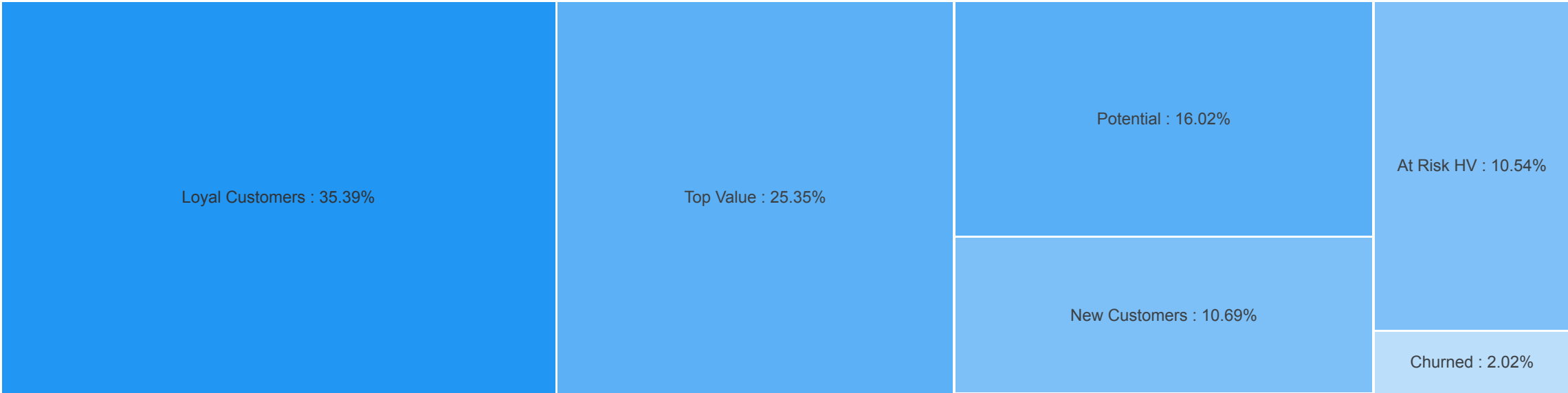
Quarterly Net Revenue Trend by Segment



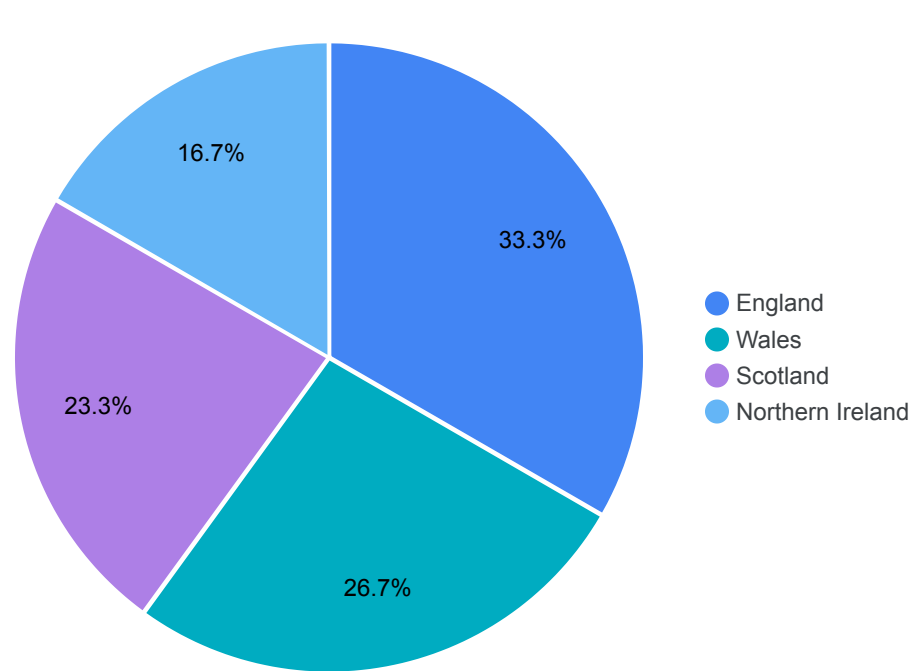
Distribution of Recent orders vs Purchase Value (size indicates frequency)



Customer Monetary Value Distribution



Region (State) Retention Rate



Churn Risk by Customer Region % of Customer Base

