

Summary

Total Customers

5860

At-Risk Customers

1159

Risk Analysis

Avg. Customer Loss Risk (%)

80.22

Segments

Overall Risk of Customer Loss

0.80

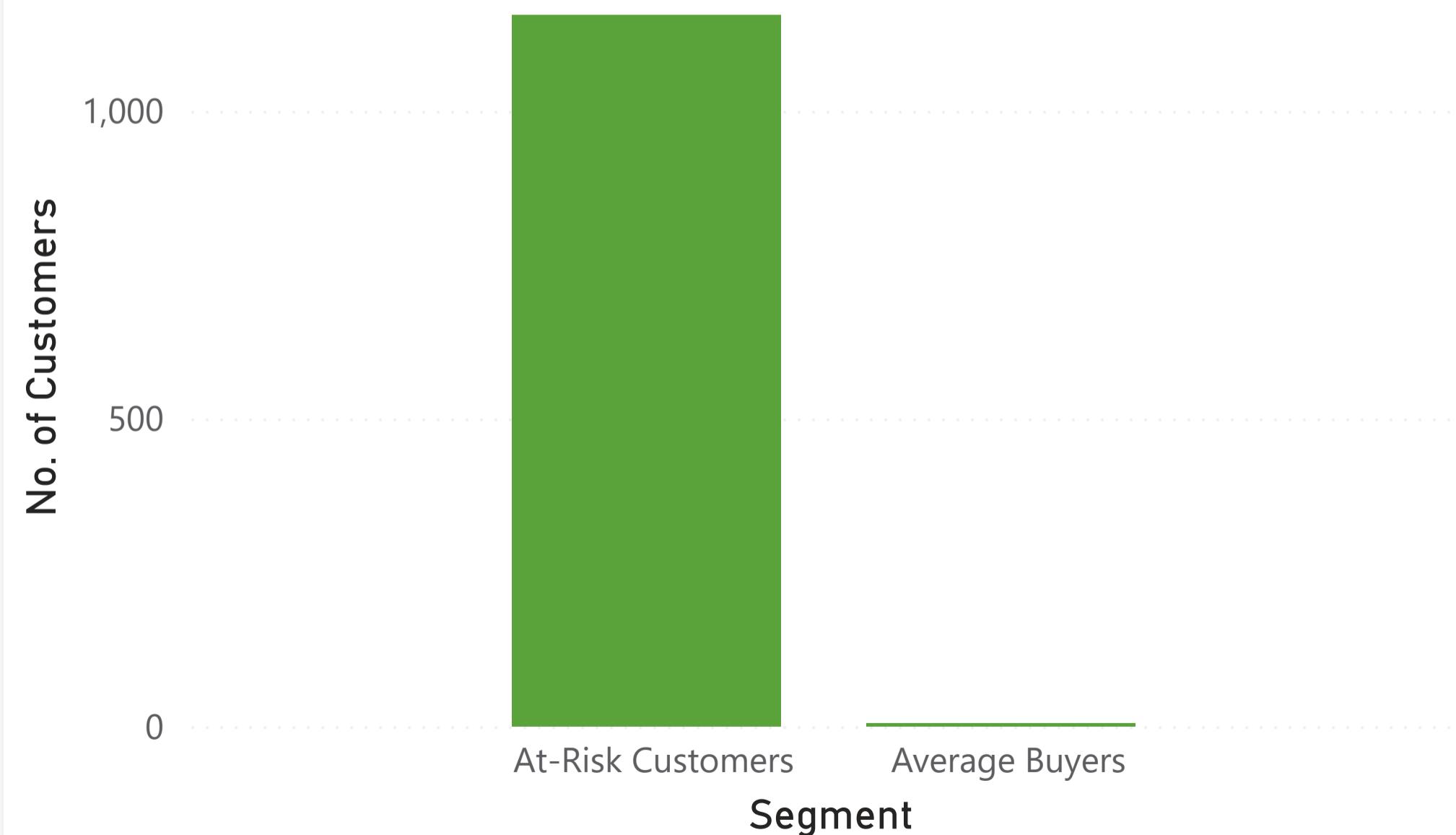
0.00

1.00

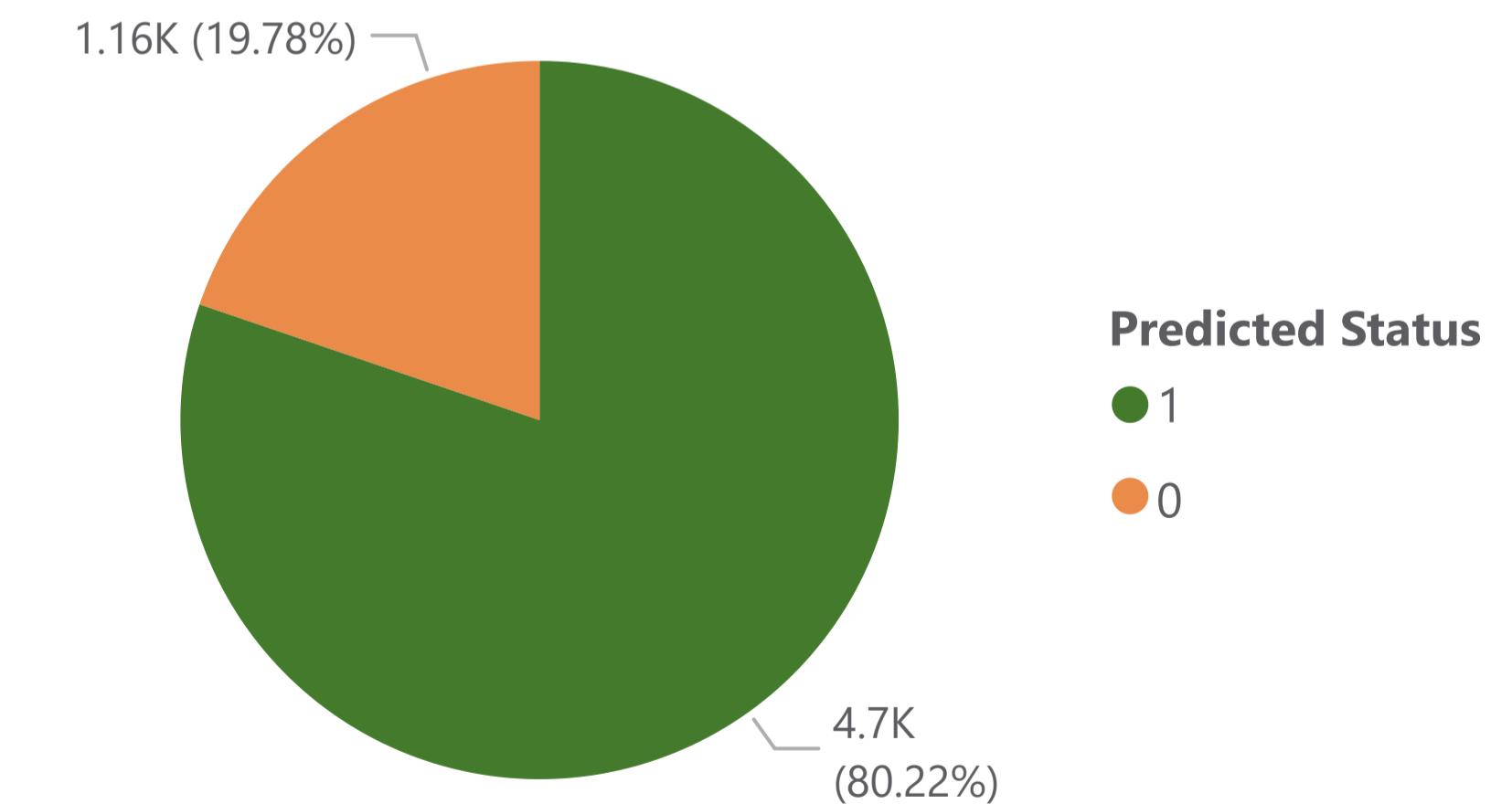
## Segment

- At-Risk Customers
- Average Buyers
- One-Time Buyers
- Potential Loyalists
- VIP Customers

## At-Risk Customers by Segment



## Active vs At-Risk Customers



# Summary

## Risk Analysis

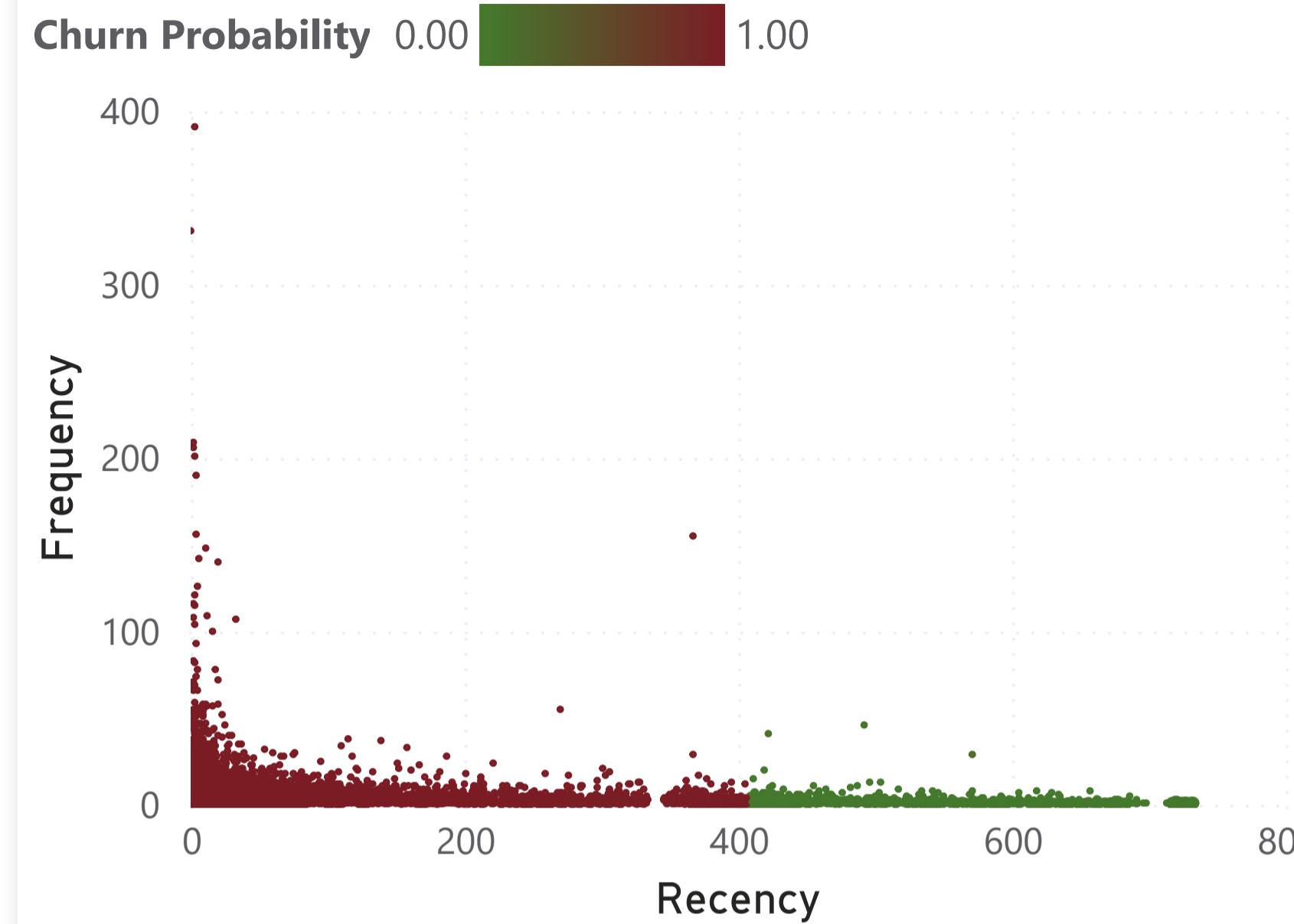
## Segments

### Segment

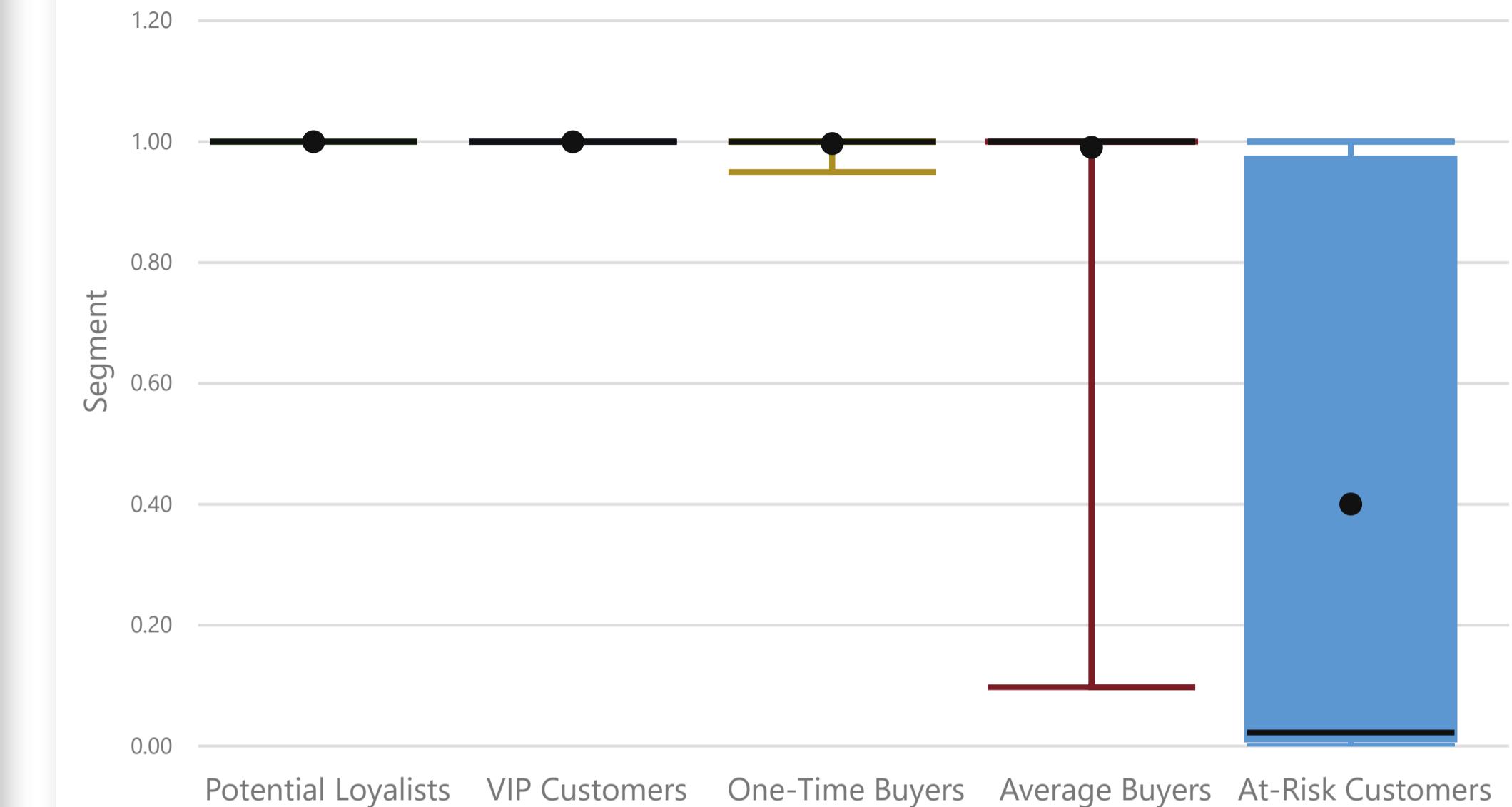
- At-Risk Customers
- Average Buyers
- One-Time Buyers
- Potential Loyalists
- VIP Customers

Segment	Recency	Frequency	Monetary	Churn Probability
Potential Loyalists	74.06	5.39	2,042.17	1.00
VIP Customers	8.50	145.00	557,105.31	1.00
One-Time Buyers	28.18	159.29	135,622.88	1.00
Average Buyers	29.36	32.78	17,024.30	0.99
At-Risk Customers	465.65	2.17	744.02	0.40

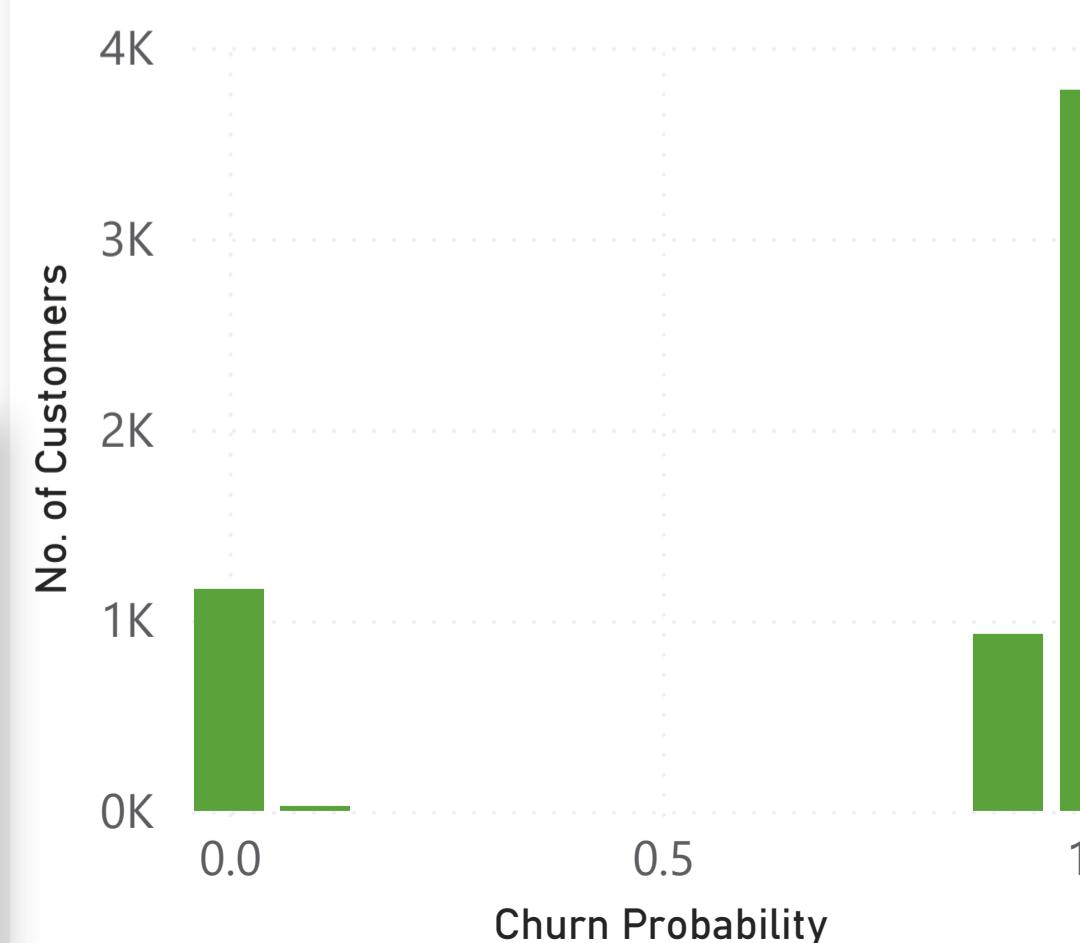
## Recency vs. Frequency



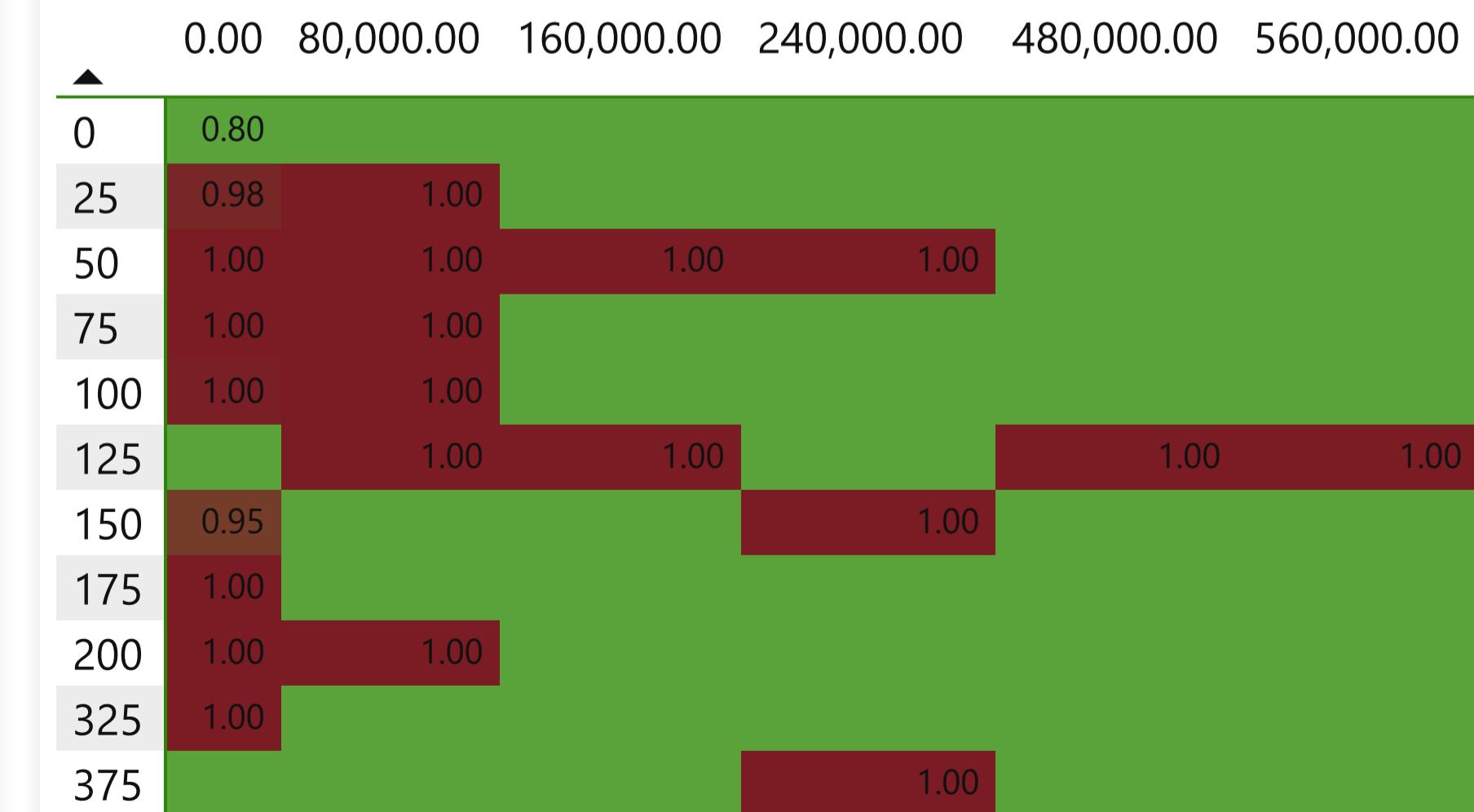
## Churn Risk by Segment



## Churn probability distribution



## Frequency X Monetary Over Avg Churn Risk



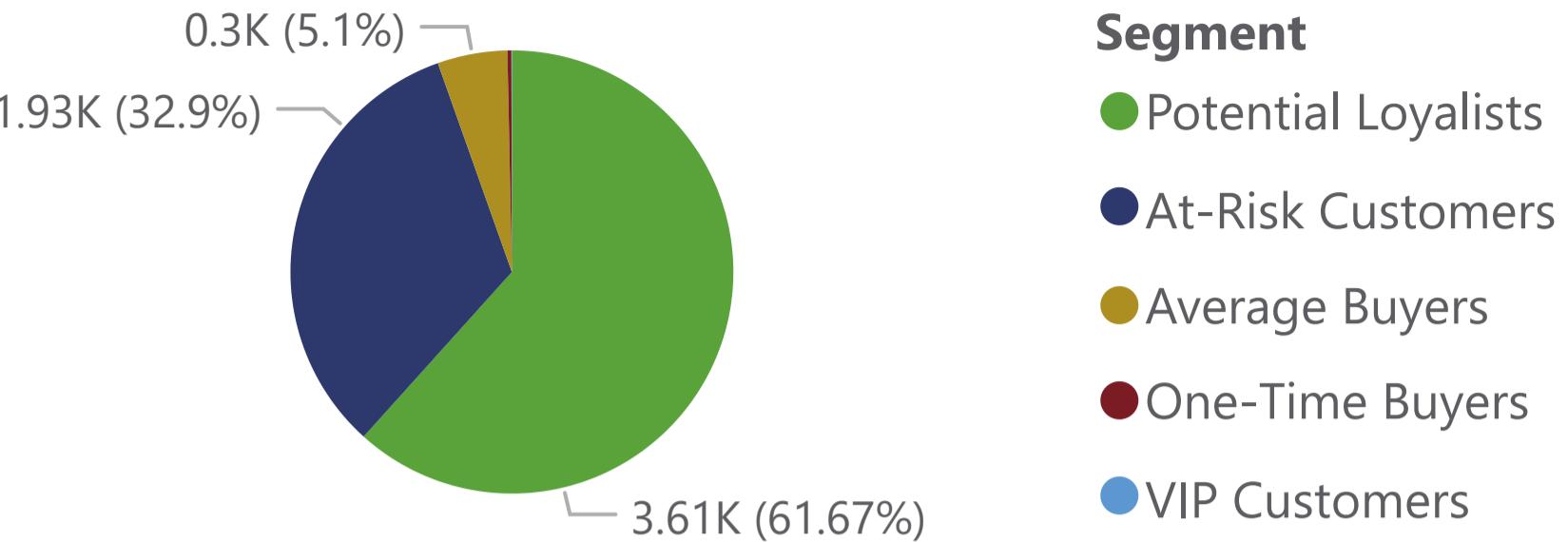
## Summary

## Risk Analysis

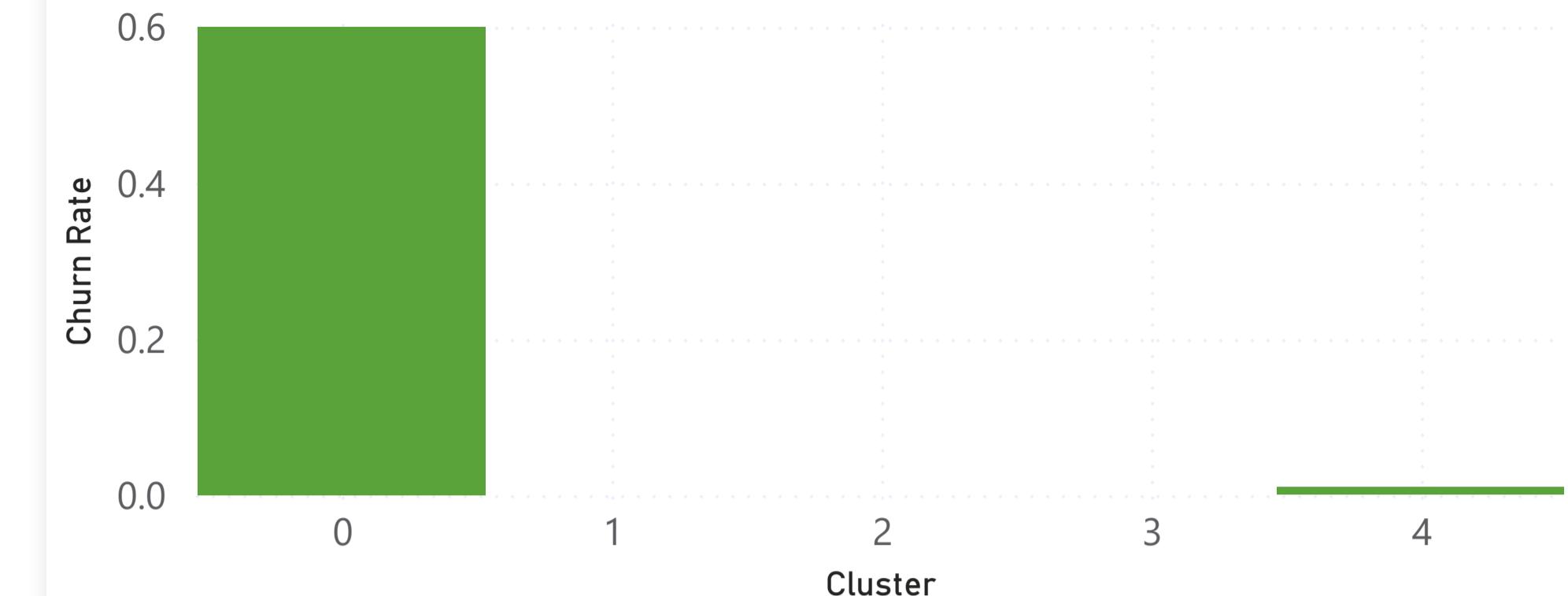
## Segments

Segment	No. of Customer	Churn	Avg Churn Probability
At-Risk Customers	1156	0	0.01
At-Risk Customers	772	1	0.98
Average Buyers	3	0	0.12
Average Buyers	296	1	1.00
One-Time Buyers	17	1	1.00
Potential Loyalists	3614	1	1.00
VIP Customers	2	1	1.00
<b>Total</b>	<b>5860</b>		<b>0.80</b>

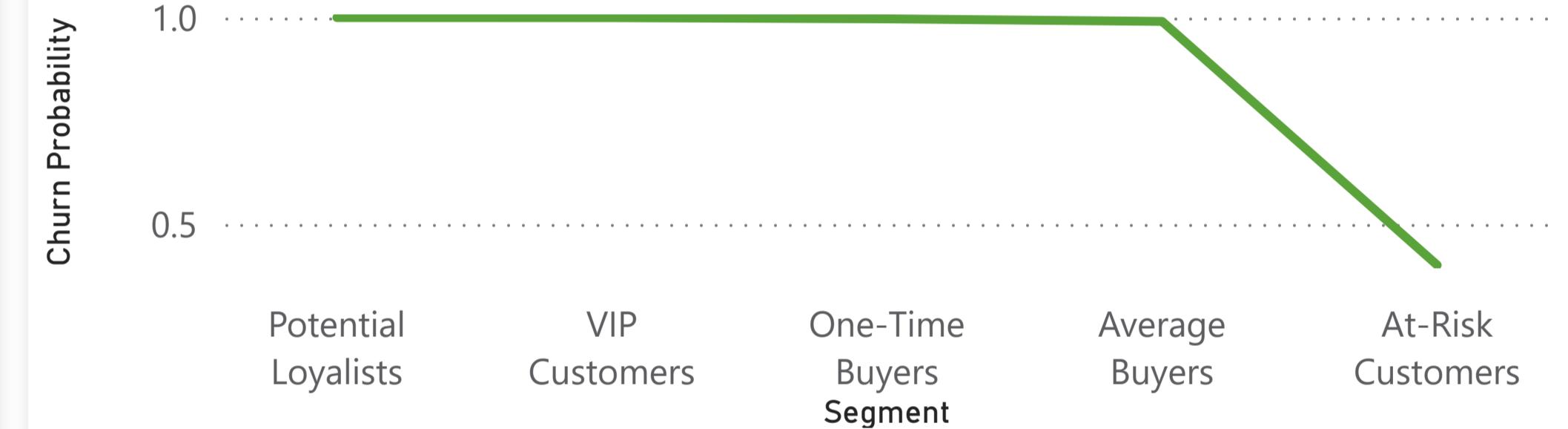
## Segment Share by Size



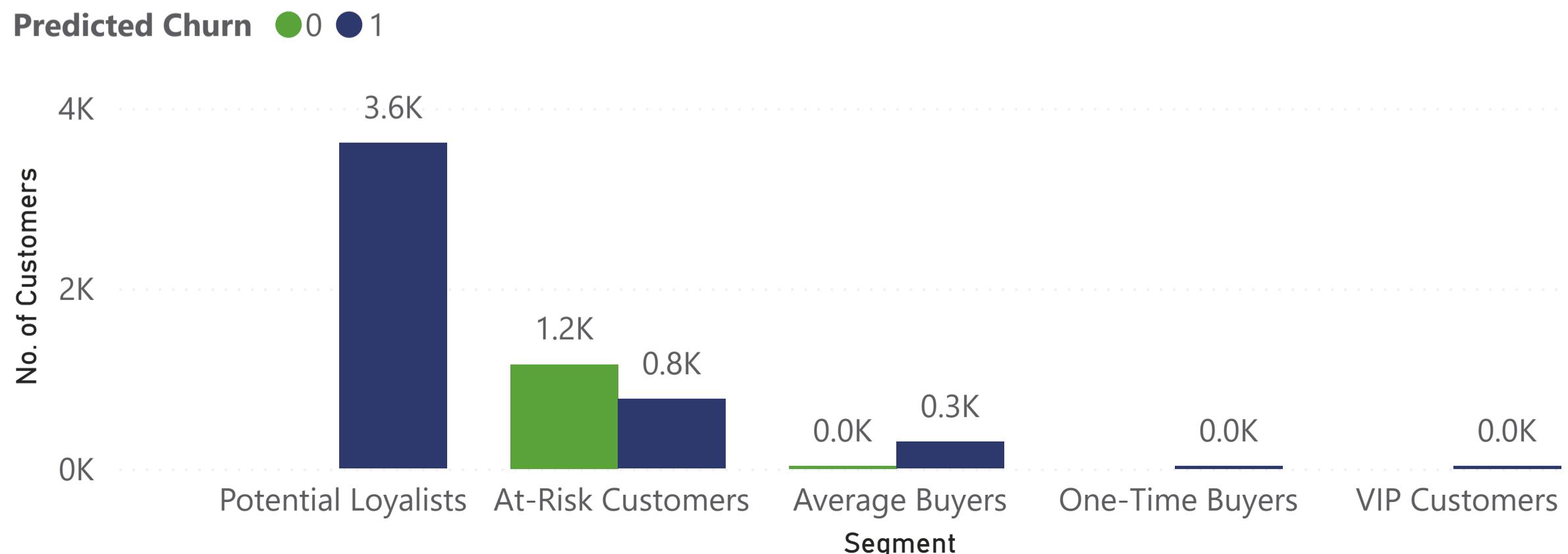
## Churn Rate by Cluster



## Avg Churn Risk per Segment



## Churn vs Active by Segment



## Churn Risk by Country

