

E-Commerce Customer Segmentation & Churn Dashboard

Sales Performance | Customer Segmentation | Churn Insights

Total Sales

8.91M

Total Customers

4338

Average Customer Value

2.05K

Active Customers

4338

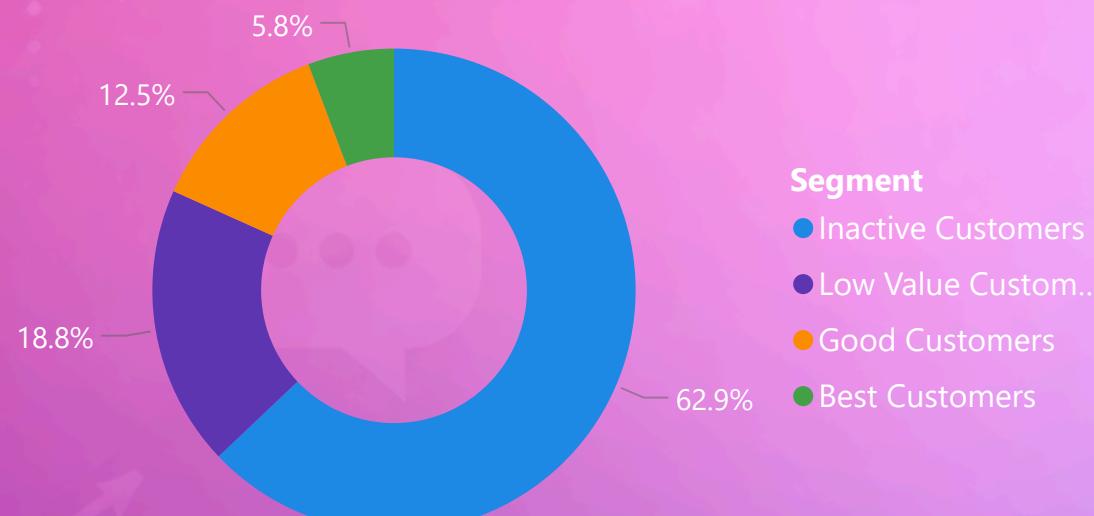
Churned Customers

1389

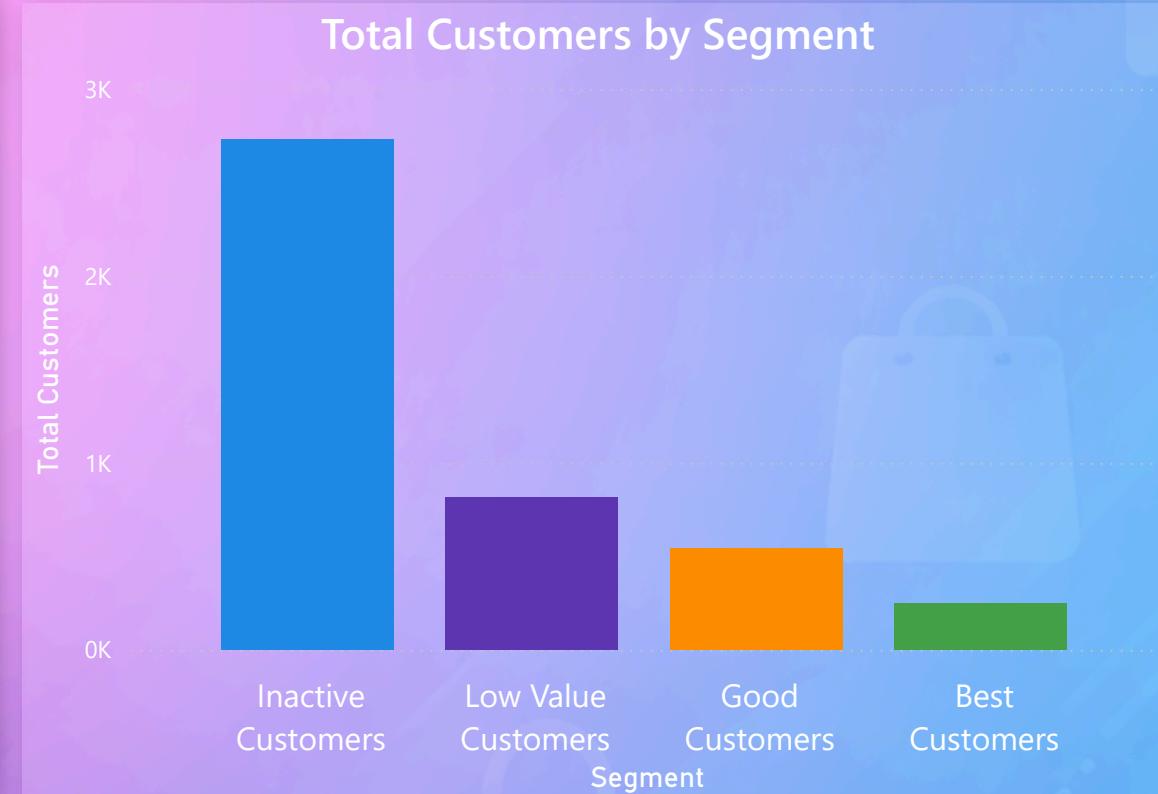
Churn Rate (%)

32.02%

Customer Segmentation (RFM Analysis)



Total Customers by Segment



Customer Churn Analysis Dashboard

Churn Drivers | Risk Segments | Retention Insights

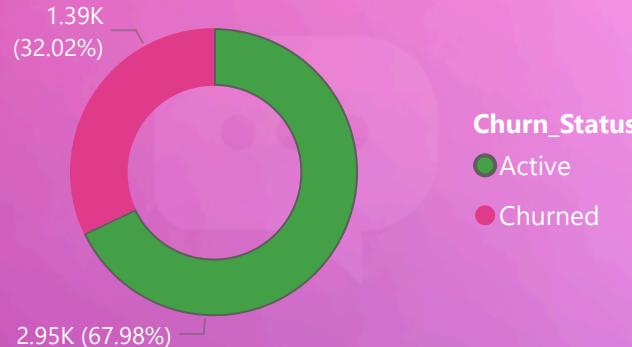
Total Customers
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Churned
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1389

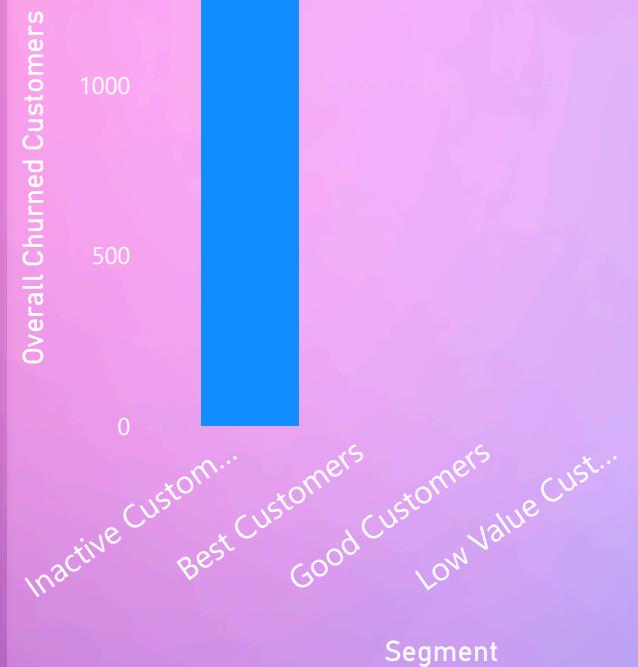
Churn Rate (%)
32.02%

Retained
Customers
2949

Customer Retention vs Churn



Churned Customers by Segment



Active vs Churned Customers by Segment



Churn Risk Insights Dashboard

High-Risk Segments | Behavioral Patterns | Early Warning Signals

High-Risk
Customers
2730

Overall Churn Rate
32.02%

Average Recency
118.91

Average Purchase
Frequency
4.27

