



CUSTOMER CHURN DASHBOARD



FILTERS

Age Group

☐ 18-28

☐ 29-38

☐ 39-48

☐ 49-58

☐ 59-68

Subscription Type

☐ Basic

☐ Premium

☐ Standard

Total Customer

64K

Churn Count

30K

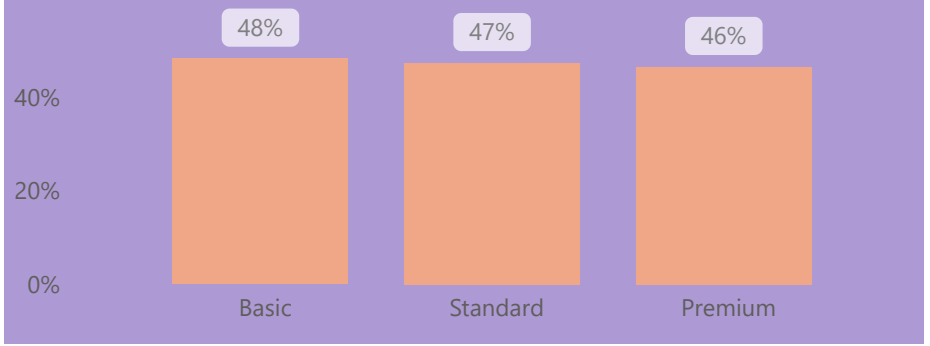
Churn Rate

47%

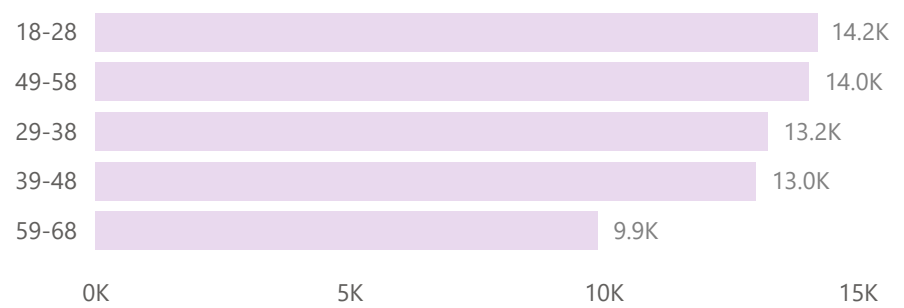
Target Churn Rate

0.44
(+4.59K)

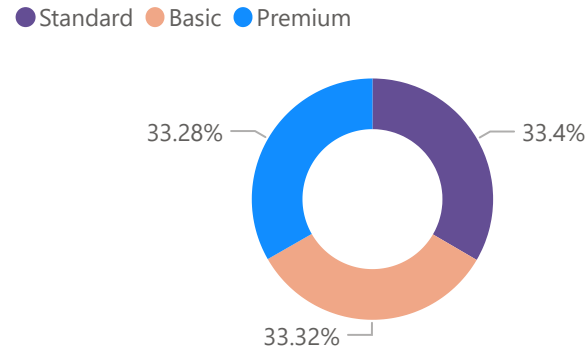
Churn Rate by Subscription Type



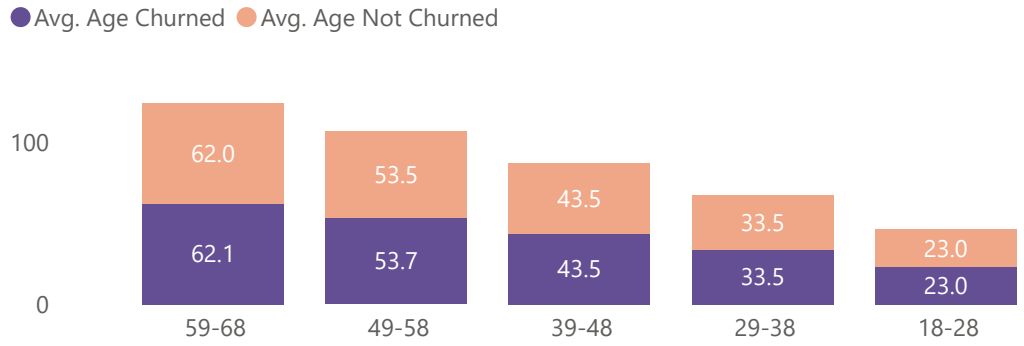
Customers Segmentation by Age



Customers Segmentation by Subscription Type



Avg. Age of Churned and not Churned Customers





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Total Spend

\$35M



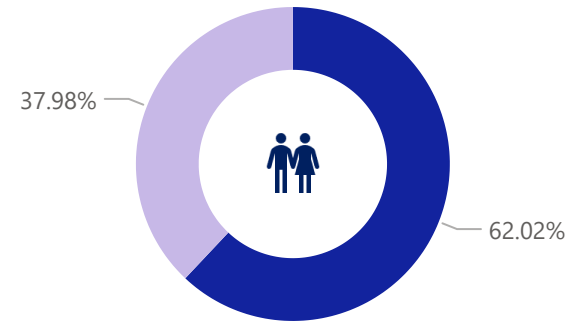
Avg. Revenue Per User

\$541

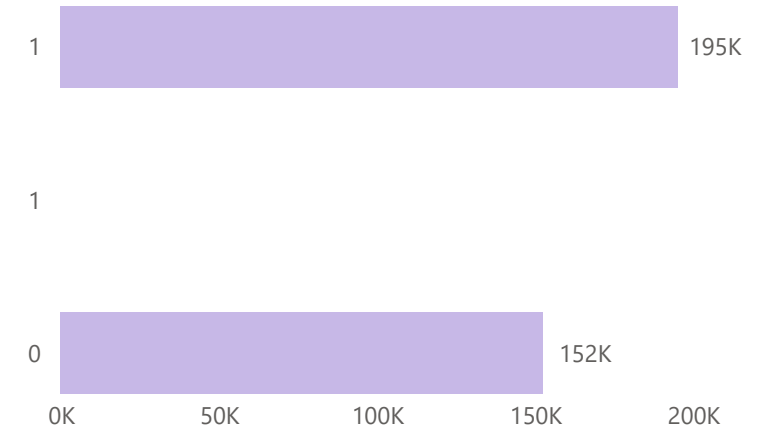


Churn Count by Gender

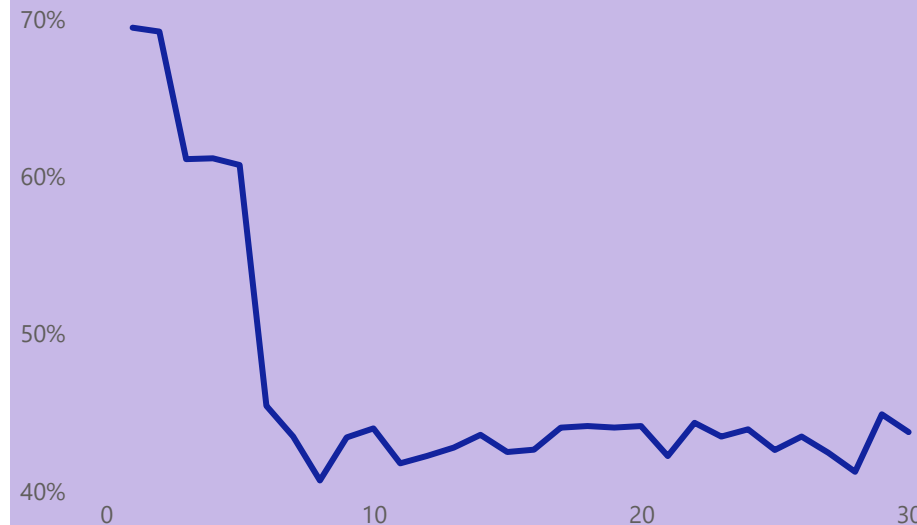
Female Male



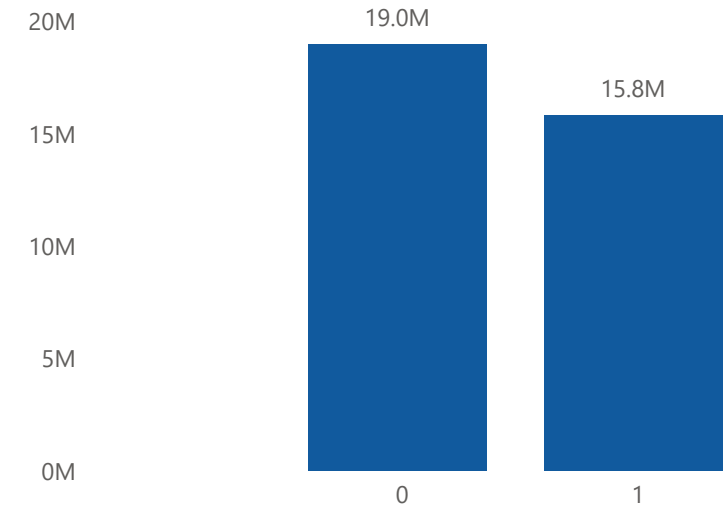
Sum of Support Calls by Churn



Usage Frequency Vs Churn Rate



Total Spend by Churn and not Churn





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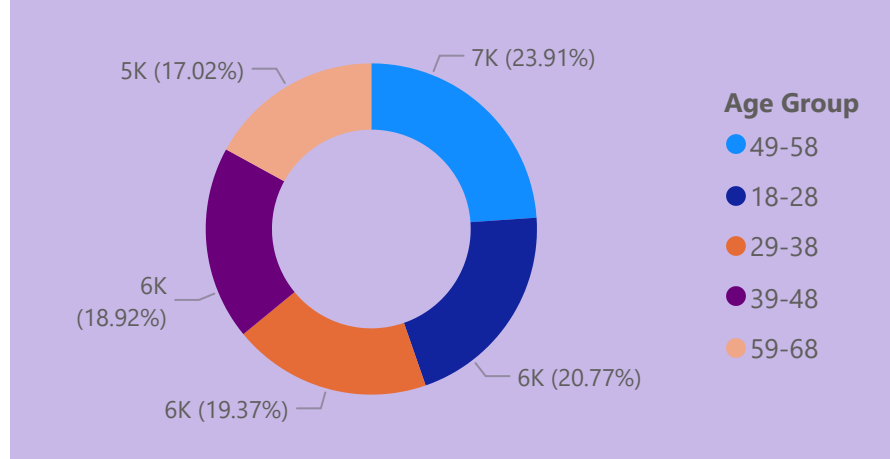
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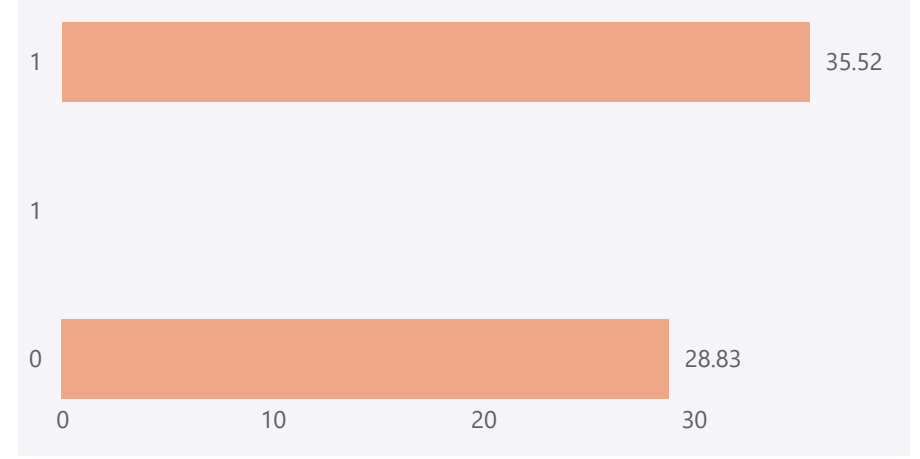
Subscription Type

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- ☐ Standard

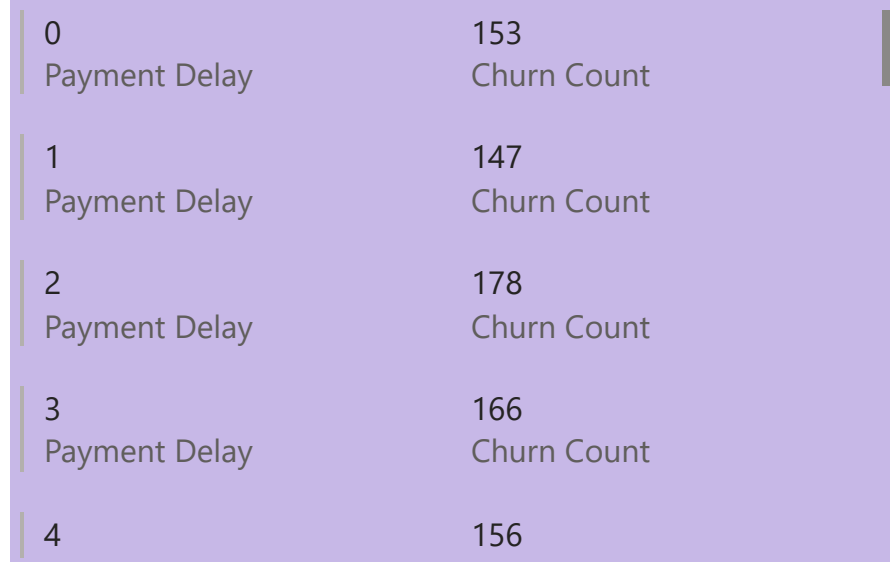
Churn Count by Age Group



Average Tenure by Churn



Churn Rate by Payment Delay



Churn Count by Subscription Type

