

Filters

- Active Customers
- Inactive Customers
- Bing
- Display
- facebook
- Google Ads
- Organic Search
- Paid Search
- TV
- Unknown

- Date
- ☒ 2020
- ☐ 2021
- ☐ 2022

- Country
- ☐ Denmark
- ☐ Finland
- ☐ Norway
- ☐ Sweden

- Age Category
- ☐ Adult(35-44)
- ☐ Elder(55-65)
- ☐ Old(45-54)
- ☐ Young Adult(25-34)
- ☐ Youth(18-24)

- Transaction Type
- ☐ CHURN
- ☐ INITIAL
- ☐ REDUCTION
- ☐ UPGRADE

Clear all slicers

Customer Transaction Analysis

\$1.328M

Total Revenue

12.12%

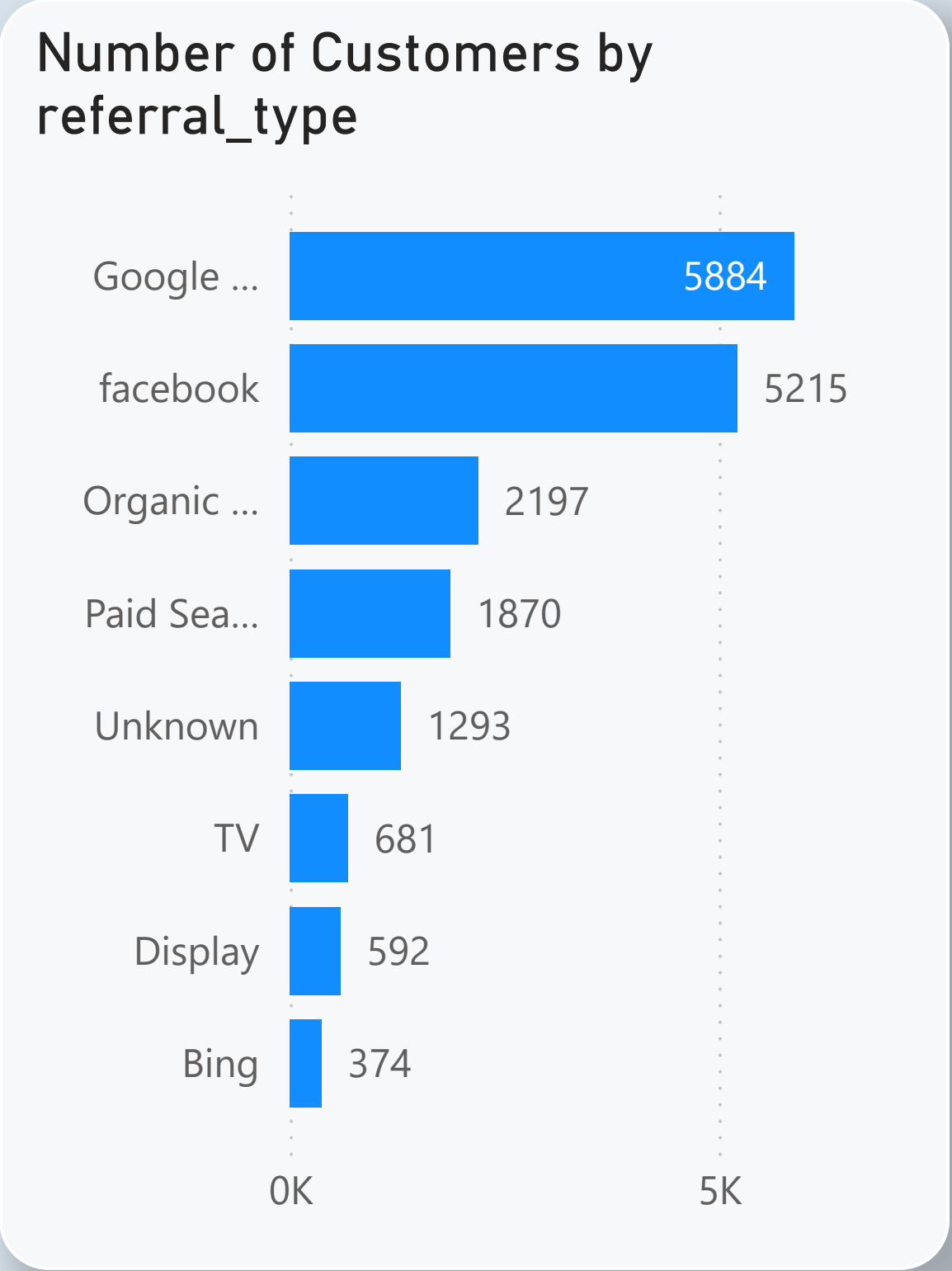
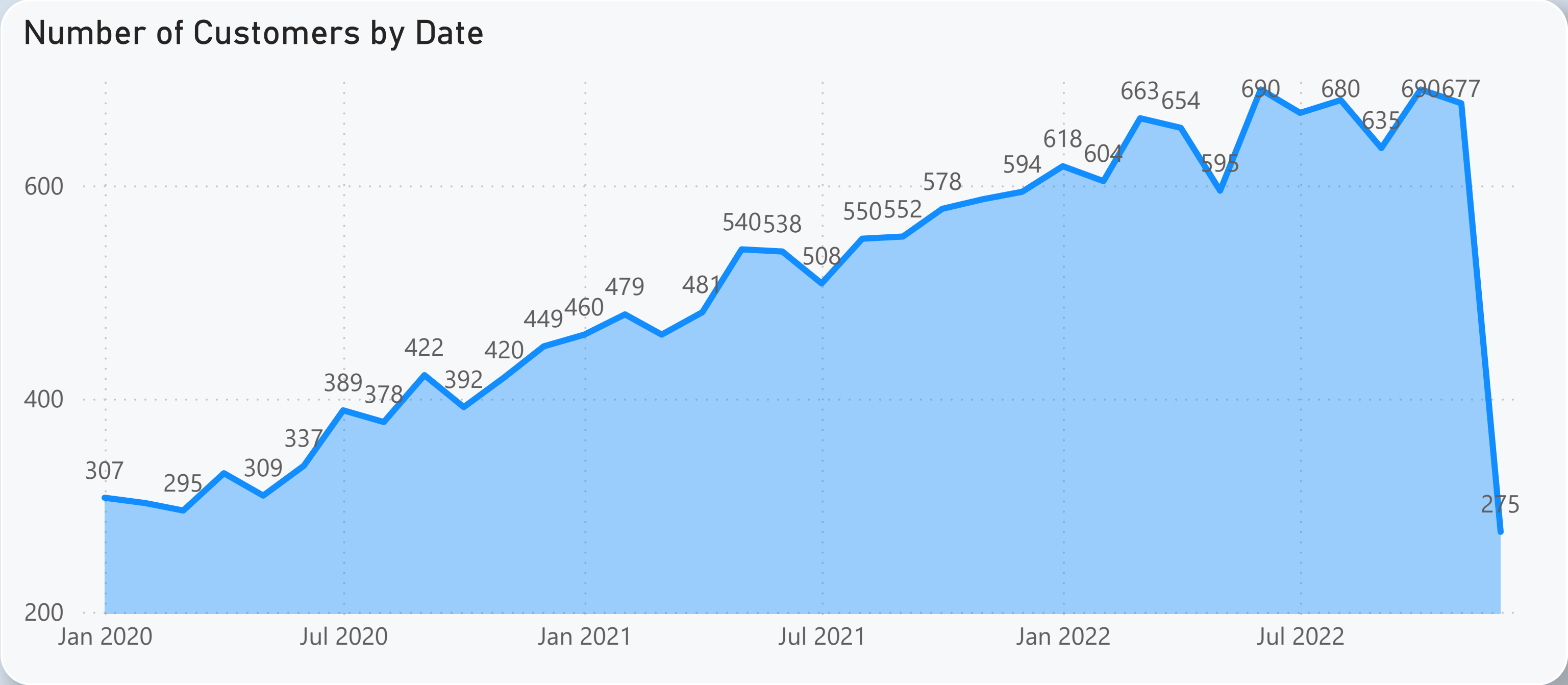
Churn Rate

\$83.46

Average CLTV

18106

Number of Customers



Customer Overview

Customer Details

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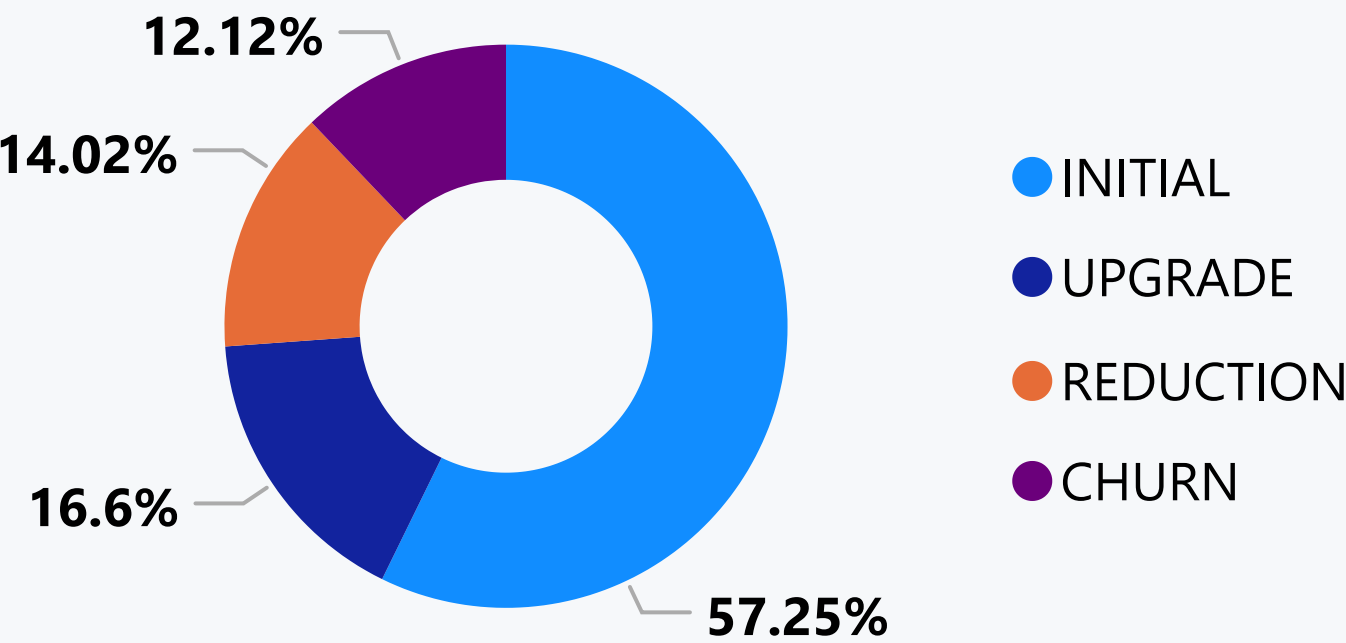
Transaction Type

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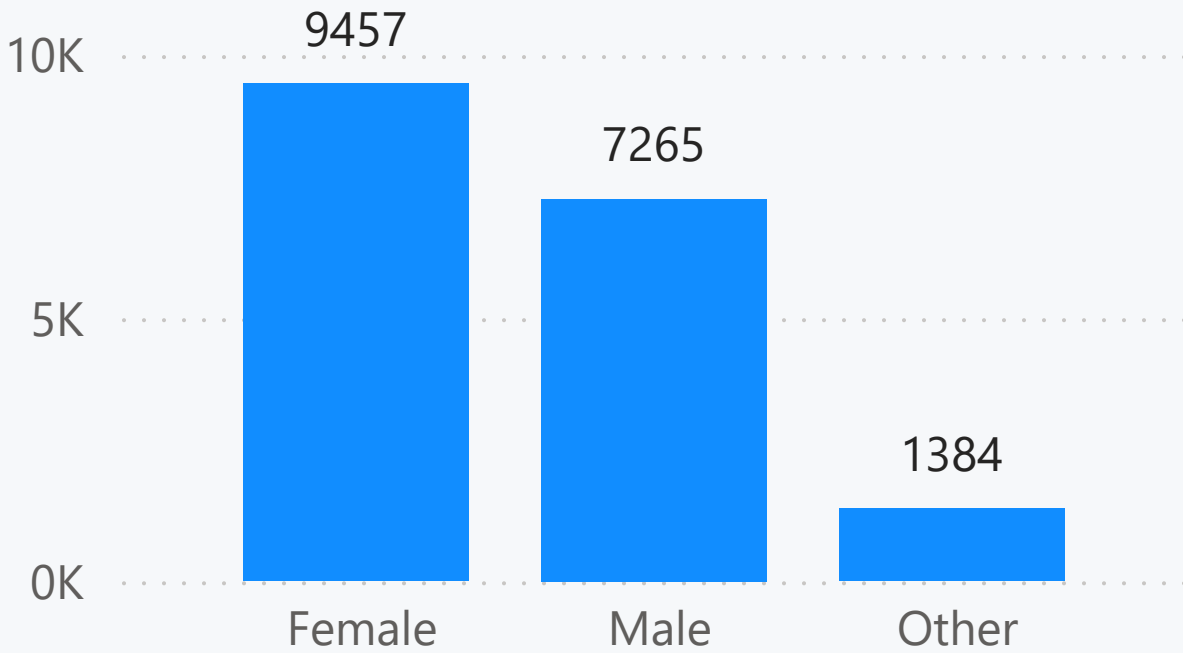
Clear all slicers

Customer Transaction Analysis

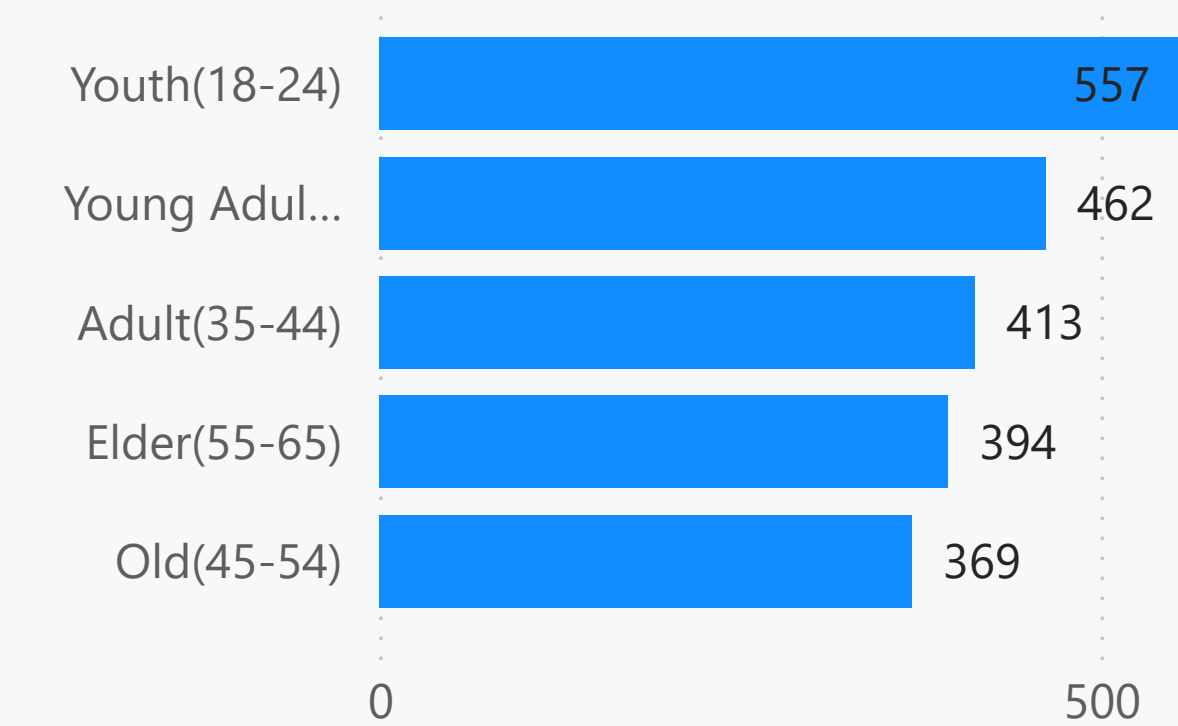
Percentage of Customers by transaction_type



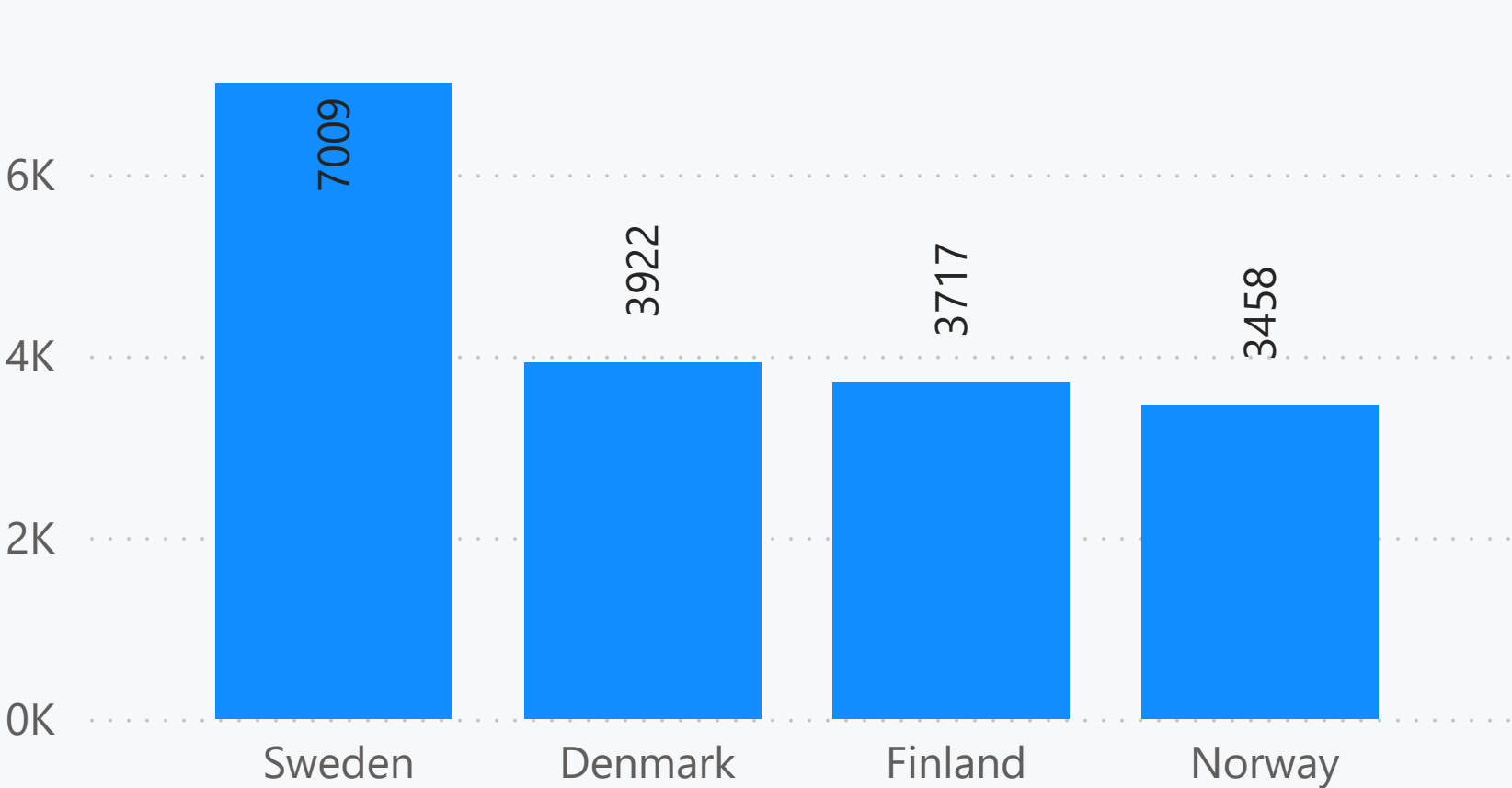
Number of Transactions by Customer Gender



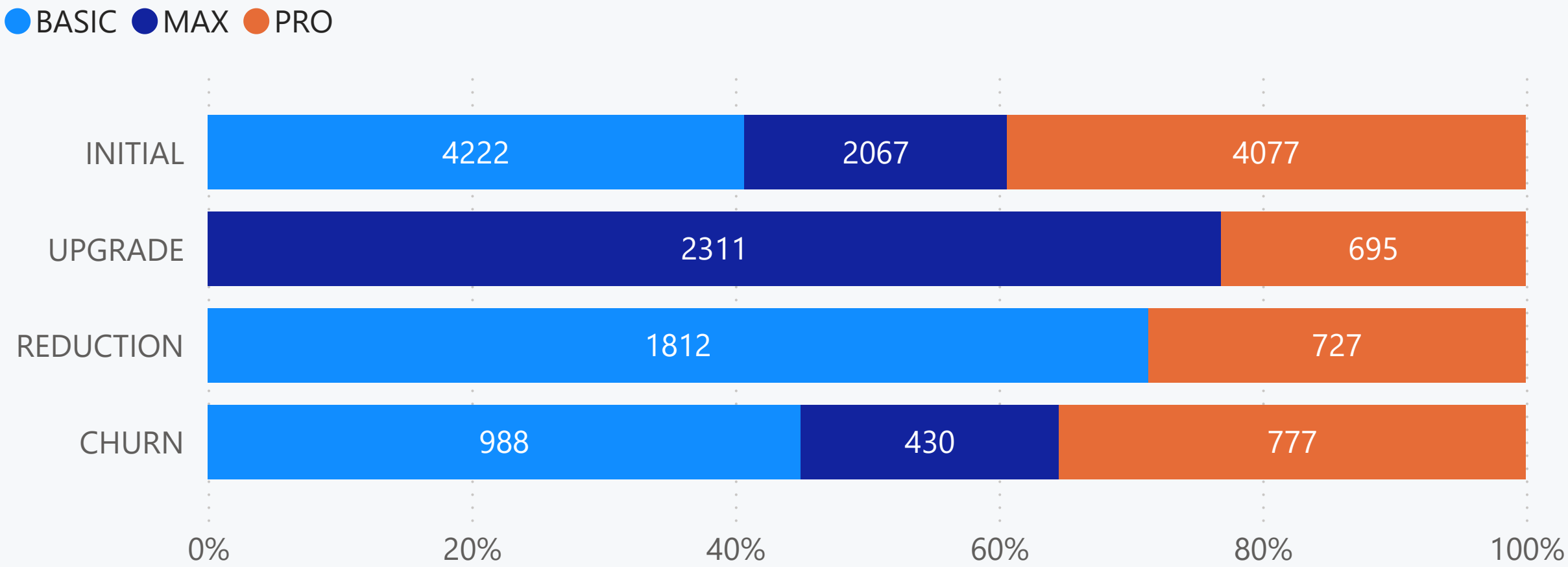
Churn by Age Category



Number of Customers by customer_country



Number of Customers by transaction_type and subscription_type



Customer Overview

Customer Details