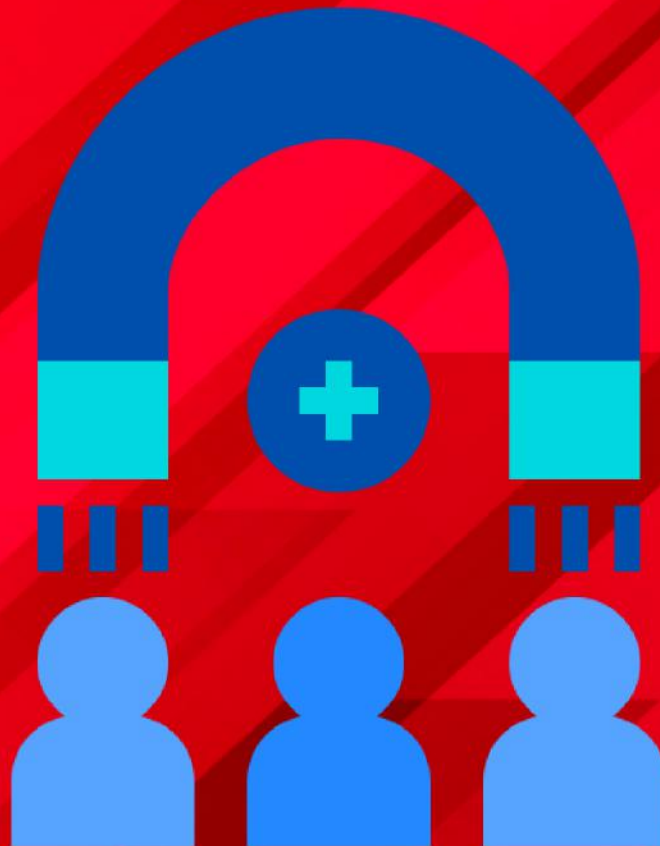
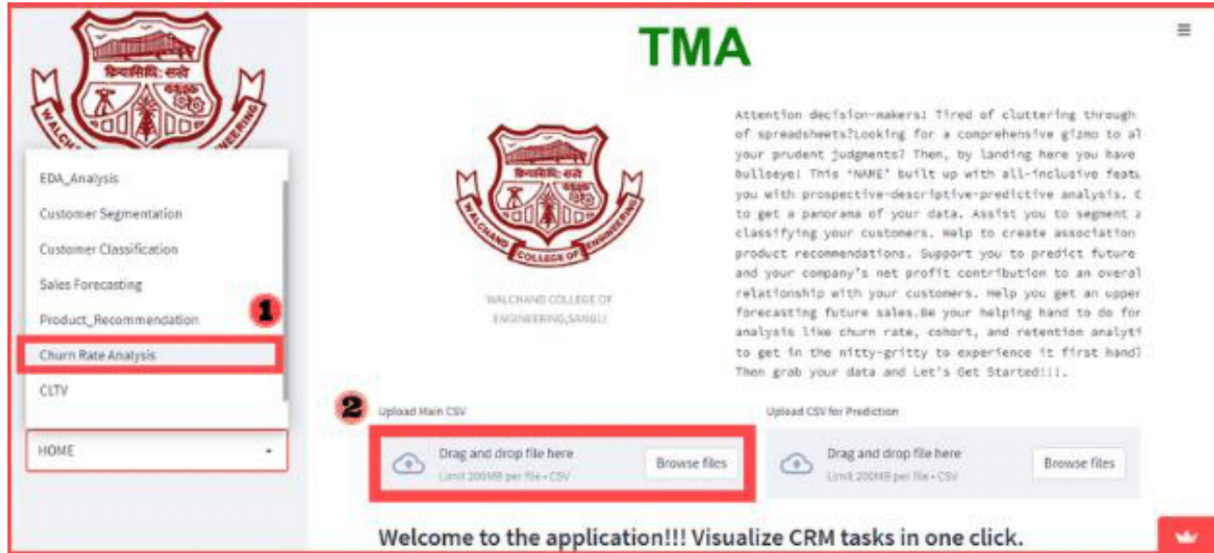


CHURN RATE ANALYSIS

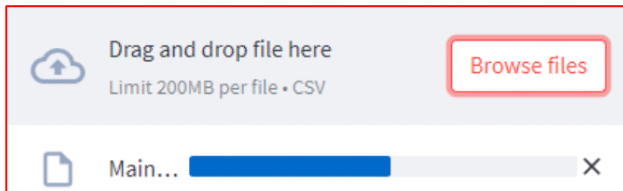
A GUIDE TO USER



7.1 Churn Rate Analysis



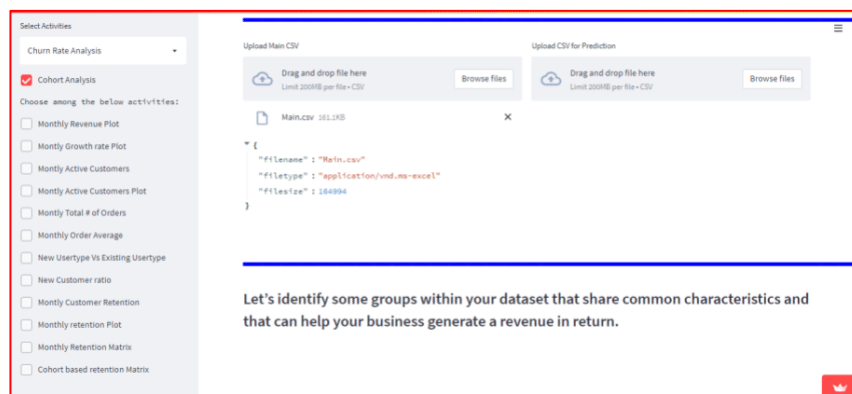
- Select the Churn Rate Analysis option from the dropdown in the sidebar menu. Wait for some time until the screen gets static.



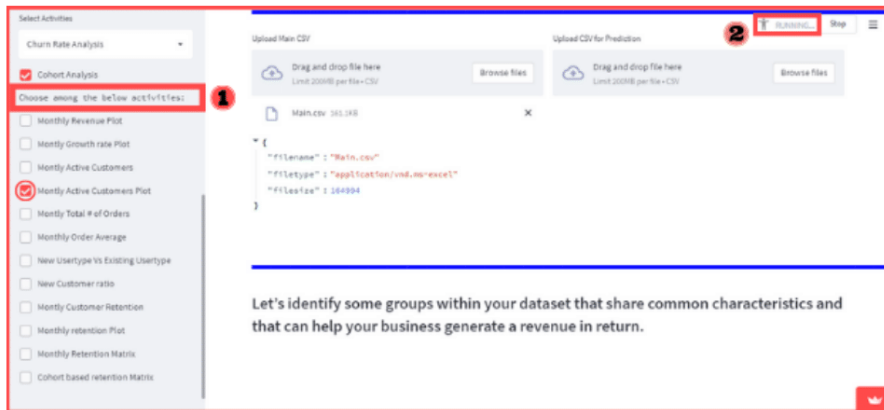
- Upload the **.csv file** of the dataset whose sales are to be forecasted.
- This can be done either by 'drag and drop' mode or by just browsing your directory.

This dataset should at least contain four attributes, one that indicates time (date/month/year) the second signifying sales (in terms of revenue/profits), the third denoting number of products purchased per transaction and at last a parameter representing customer.

- Further you can choose between various forensic aspects like monthly revenue, monthly sales, monthly average order revenue, monthly active customers, retention rate, etc. .



7.2 Further Sub-sections



- Click on the **activity** amongst the 12 aspects in the sidebar menu. Wait for some time until the results are displayed.

- The results to all of the mentioned 12 activities are either in form tables or plots. Hence, just click on the checkbox of any or all the activities and wait for the respective result to show up.

In the results part, both for the plots as well as tables, the DATE format mentioned on the X-axis or abscissa of the plot is a string in the form of 'YYYYMM'. For e.g. March 2022 i.e. 03-2022 is mentioned in the plot as 202203.

- For the plots, refer the figure alongside for different parts. Look out for title, the axis of the plots before seeing the trends. Also, refer the text below the plots for better interpretation. For more clarity, use the expanders.



- Use these set of options to enhance your visualisations about these plots. Refer details about each option below.



- This option enables to download the plot as an image.



- This option enables to zoom any part of the plot.



- This option enables to pan through any part of the plot.



- This option enables to zoom any part of the plot.



- This option enables to zoom in the plot.

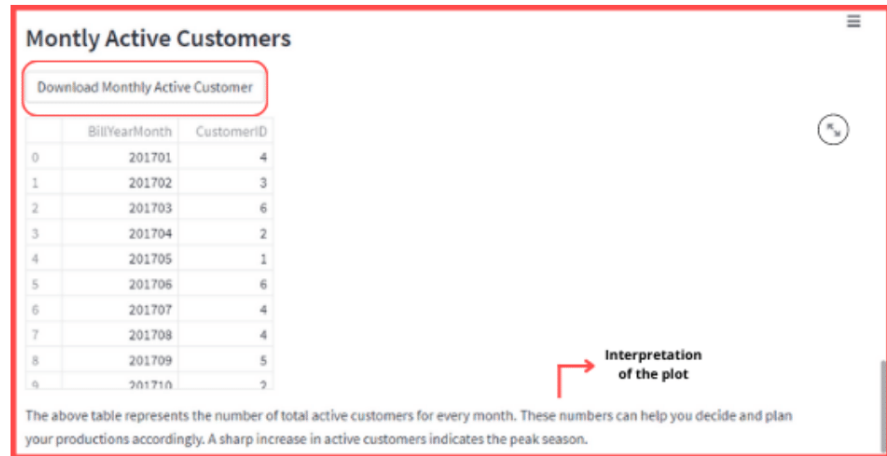


- This option enables to zoom out of the plot.



- This option resets the plot.

- For the tabular results, refer the figure alongside for different parts. Use the expander for maximizing the view. Also, refer the text below the plots for better interpretation.
- To download the table for further use, click on the button provided.



In this section, as mentioned before, various forensic aspects are visualized either in the form of plots or tables or matrices. Following is the list of aspects and the type of result expected –

- Monthly Revenue, Monthly Growth rate, Monthly Active Customers, Monthly Total Orders, Monthly Order Average and New v/s Existing User type Results in form of **plots**.
- Monthly Active Customers, New Customer Ratio and Monthly Customer Retention. Results in form of **tables**.
- Monthly Retention Matrix and Cohort based Retention Matrix. Results in form of **matrices**.