

# Customer Churn & Value Insights Dashboard

States

All

City

All

Recency

All

Frequency

All

Monetary

All

Churn Risk

All

Date

9/15/2016

8/29/2018

Total Customers

93K

Total Revenue

16.5M

Active %

40.9%

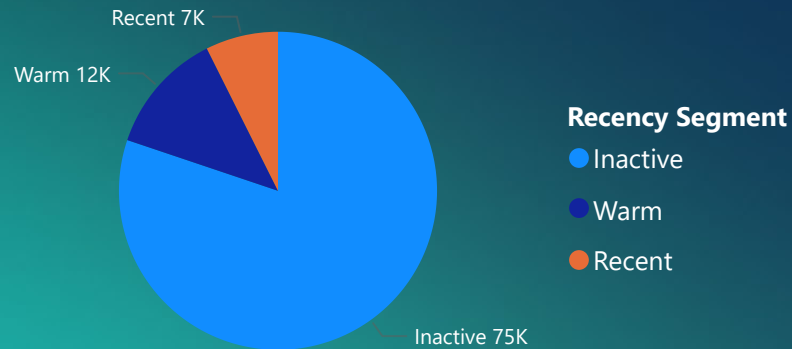
High Value Customers

1149

Average Order Value

170.9

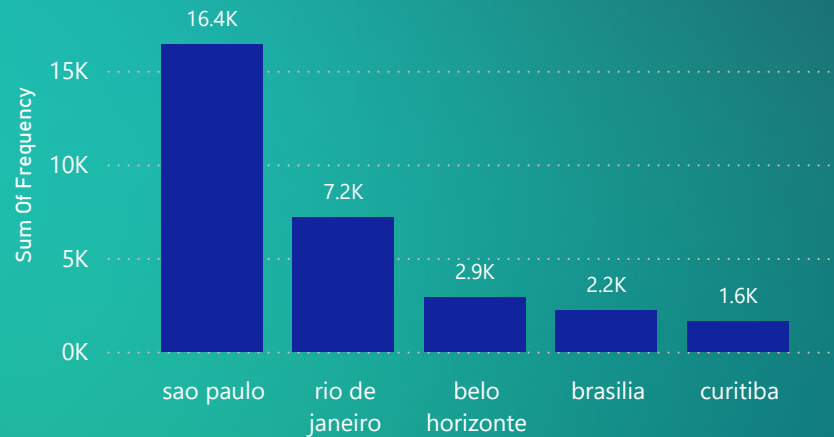
## Total Customers by Recency Segment



## Total Customers by Monetary Segment and Churn Risk



## Sum Of Frequency by Customer City



## Sum Of Monetary by Customer State



# Customer Churn & Value Insights Dashboard

Average Recency

236.8

Average Frequency

1.08

Average Monetary

170.9

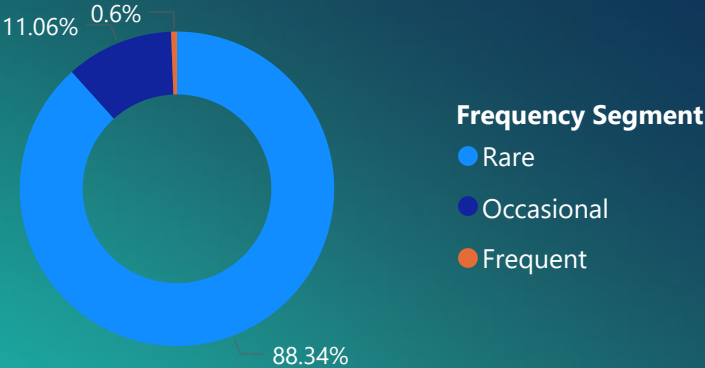
Customer Lifetime Value

183.9

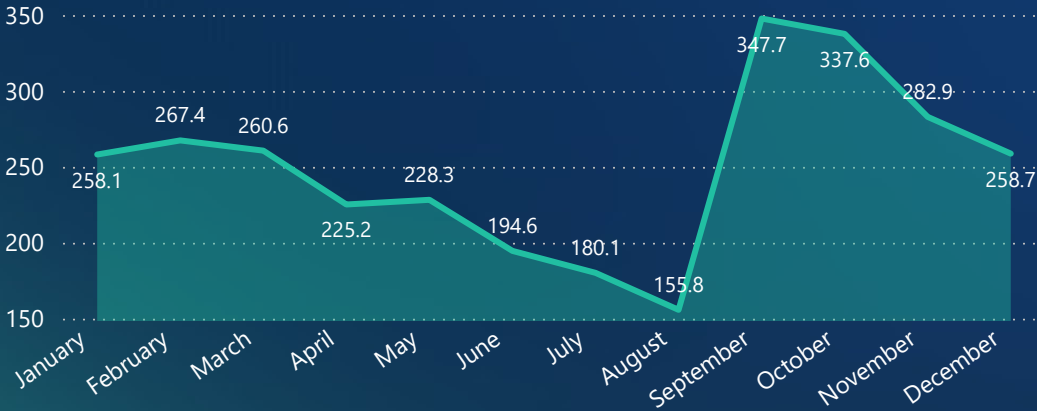
Medium Value Customers

3114

Sum Of Monetary by Frequency Segment



Average Recency by Month



frequency	High Spender	Low Spender	Mid Spender	Total
1	1065	86654	2830	90549
2	63	2292	218	2573
3	11	125	45	181
4	5	12	11	28
5	2	3	4	9
6	1	1	3	5
7	1		2	3
9	1			1
15			1	1
Total	1149	89087	3114	93350

Customer Lifetime Value by recency

