

Executive Summary

Data as of Feb 18, 2026

Last Refresh

Executive Overview

Behavioral Deep Dive

Predictive Insights

Gender ▾

All ▾

Country ▾

All ▾

Signup_Quarter ▾

All ▾

50K

Total Customers

28.90

Churn Rate

1441

Average LTV

119.19

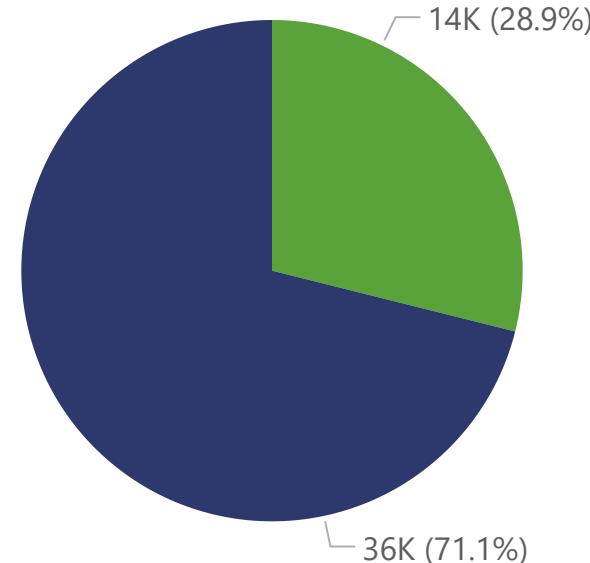
Average Order Value

20.60M

Revenue Lost to Churn

Churned Customers and Retained Customers

● Churned Customers ● Retained Customers

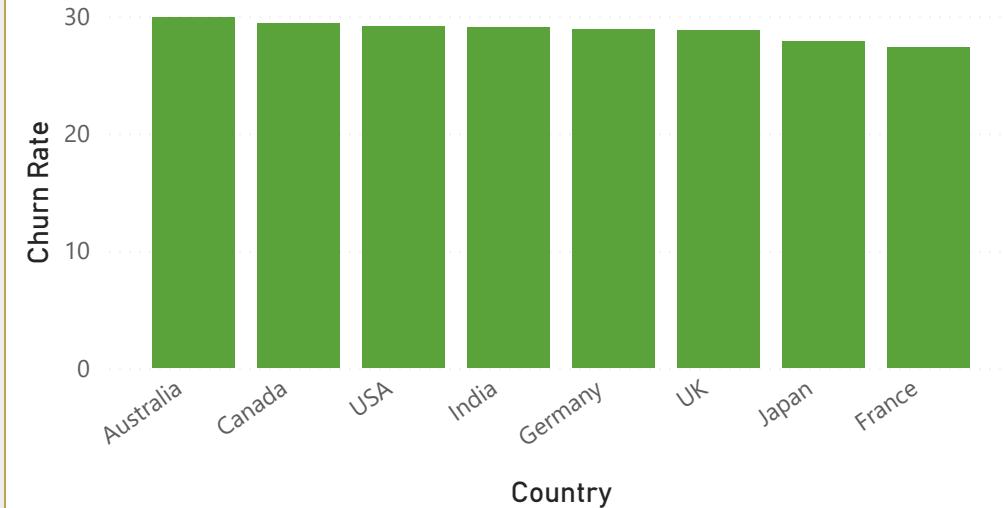


Average of Lifetime_Value and Sum of Churned by Country and Churned

Churned ● 0 ● 1



Churn Rate and Total Customers by Country



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Churned Customers and Retained Customers by Customer_Service_Calls

● Churned Customers ● Retained Customers

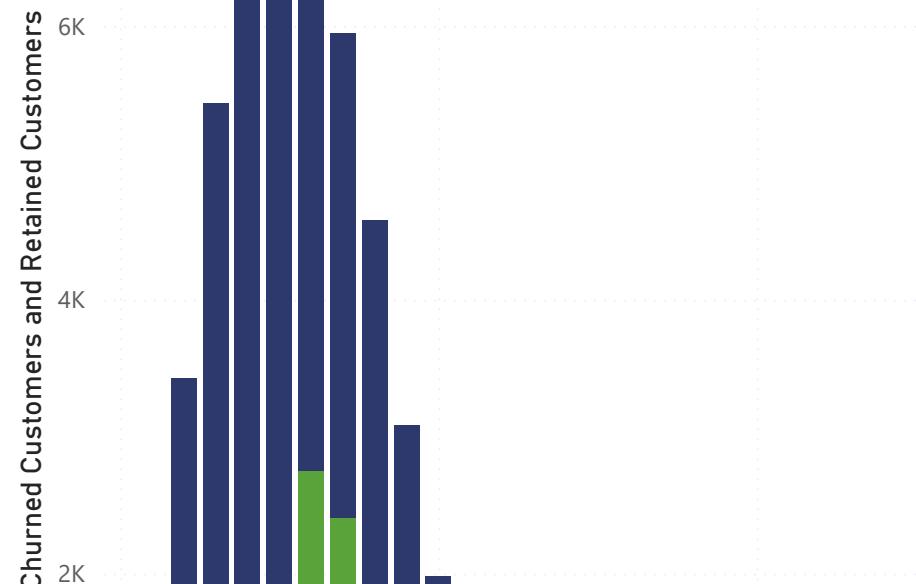
8K

6K

4K

2K

0K



Customer_Service_Calls

Churned Customers by Churned, Login_Frequency and Session_Duration_Avg

Churned ● 0 ● 1

Session_Duration_Avg

0

20

40

Login_Frequency

Churn Rate by Membership_Years

Churn Rate

100

50

0

5

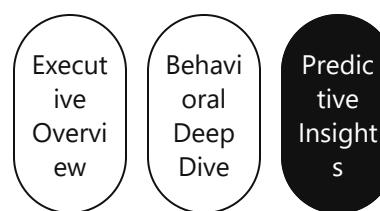
10

Membership_Years

Predictive Insights

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Signup_Quarter

All

Country

All

Customer_Service_Calls

0 21

Key influencers Top segments



When is Churned more likely to be ?

We found 2 segments and ranked them by Average of Churned and populati...

Segment 1

Average of Churned

0.55

Population count

4030

Segment 2

0.41

8161

Segment 1

Average of Churned

0.57

Population count

3928

Segment 2

0.43

5676