

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

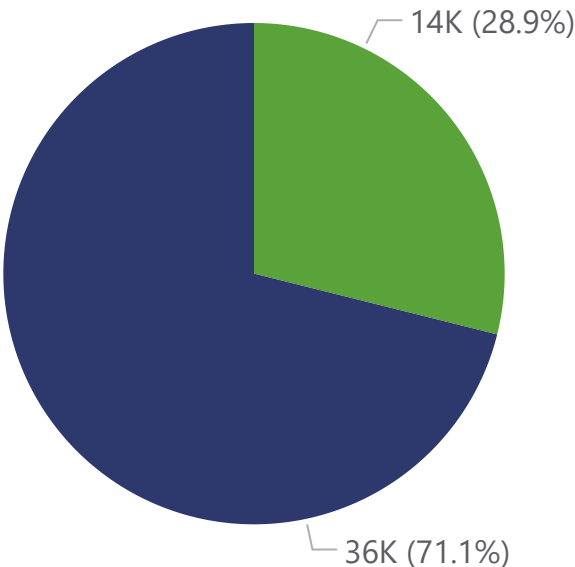
Average Order Value

20.60M

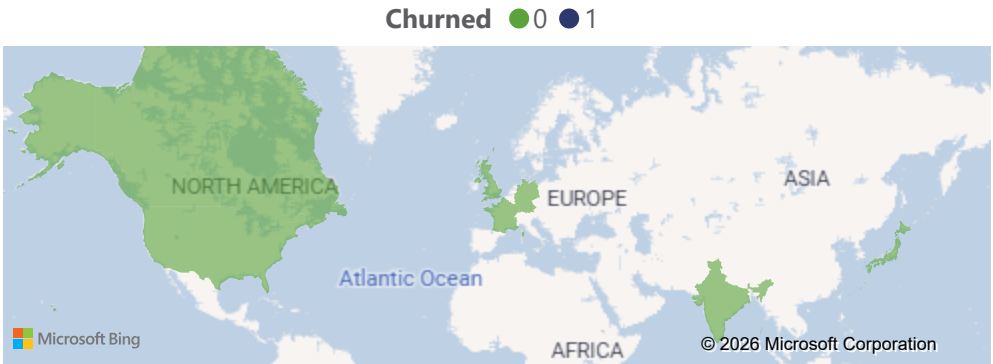
Revenue Lost to Churn

Churned Customers and Retained Customers

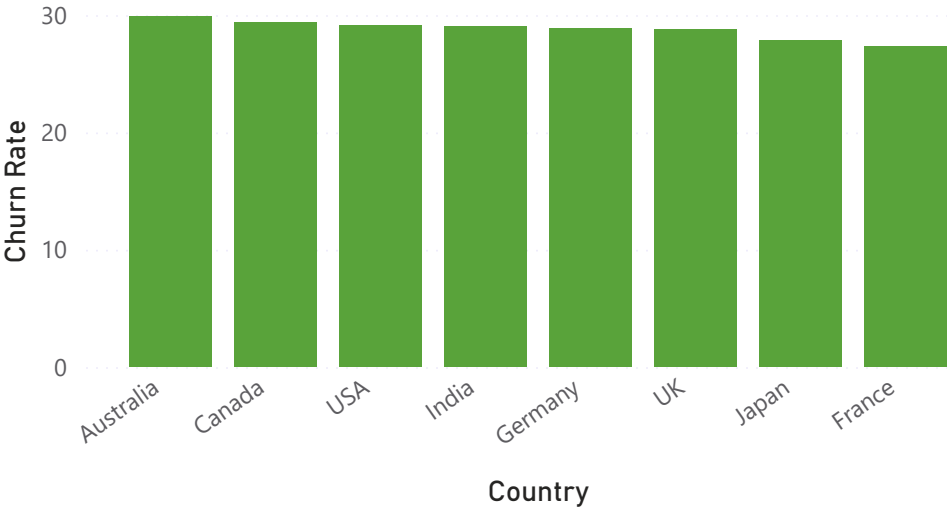
Churned Customers Retained Customers



Average of Lifetime_Value and Sum of Churned by Country and Churned



Churn Rate and Total Customers by Country



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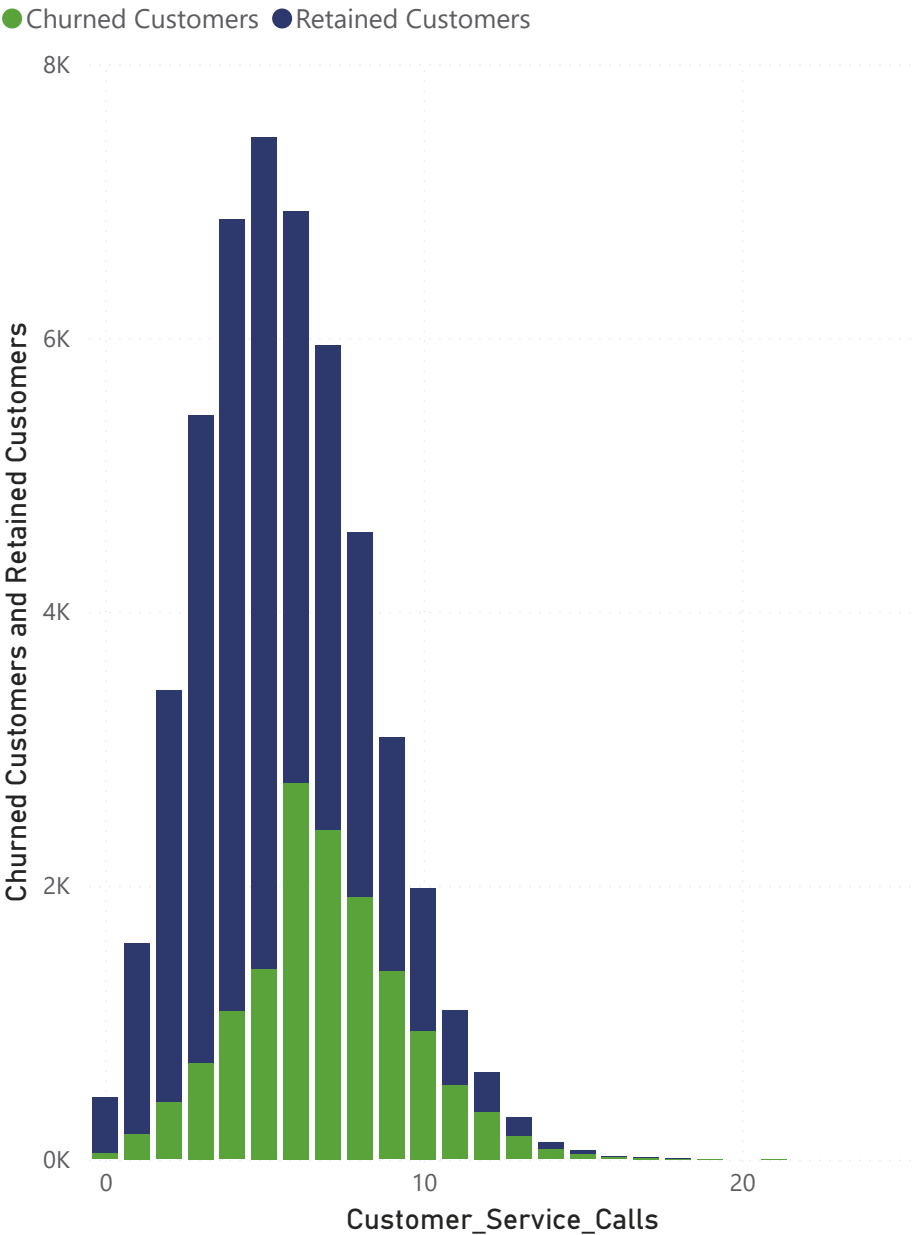
Country

All

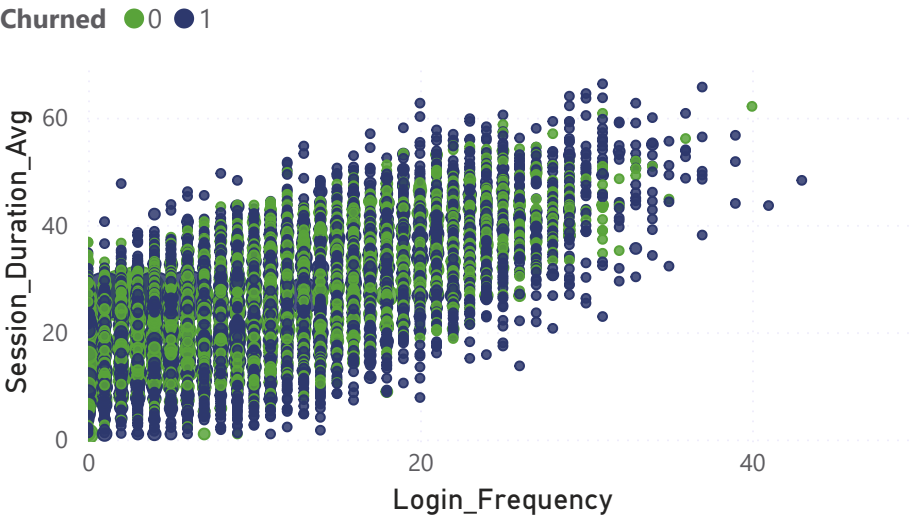
Signup_Quarter

All

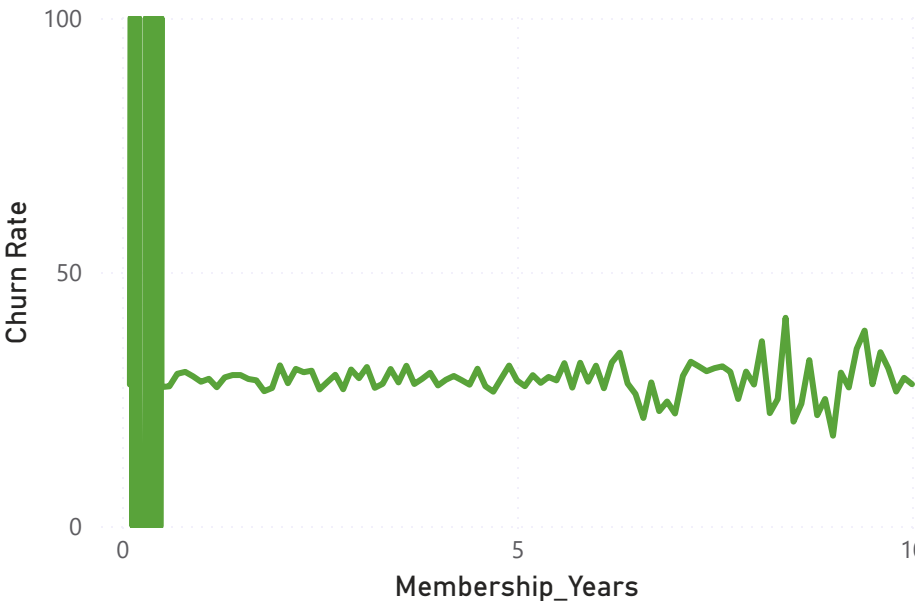
Churned Customers and Retained Customers by Customer_Service_Calls



Churned Customers by Churned, Login_Frequency and Session_Duration_Avg



Churn Rate by Membership_Years



Predictive Insights

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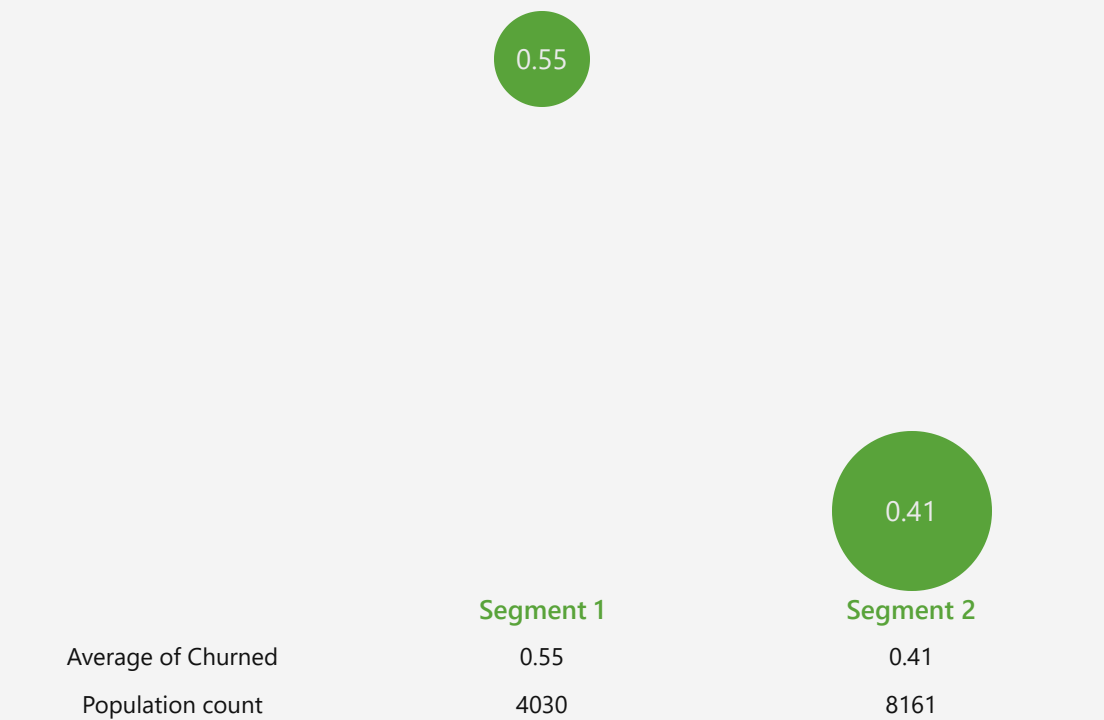
Customer_Service_Calls

021

Key influencersTop segments

When is Churned more likely to beHigh?

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



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