Customer Retention & Churn Analysis Dashboard

Total Subscriber Base

15K

Monthly Churn Rate (%)

0.10

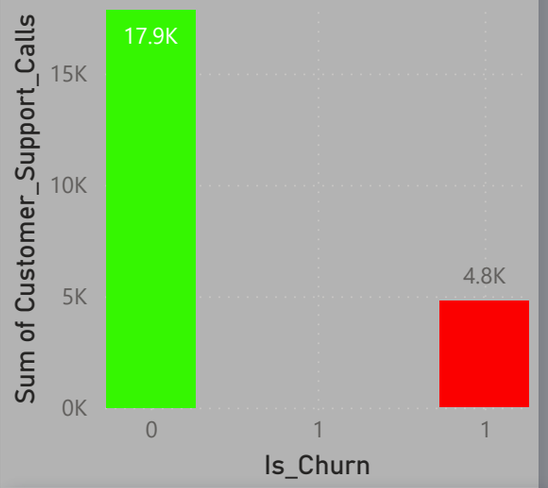
Avg. Customer Satisfaction

4.35

Average Revenue Per User

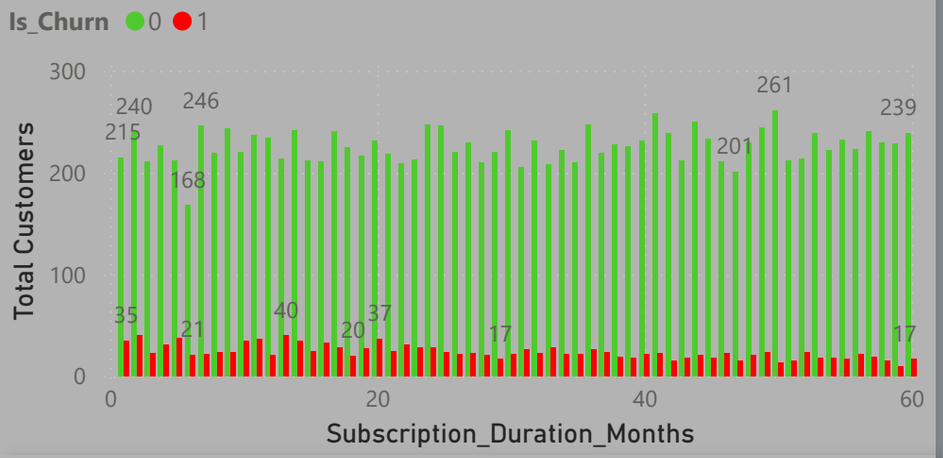
126.12

Support Calls



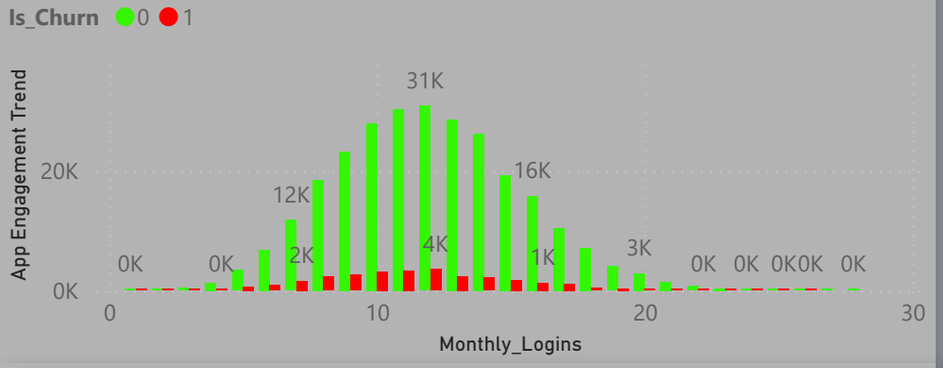
Higher support engagement leads to better retention; proactively contacting customers can prevent churn.

Subscription Months



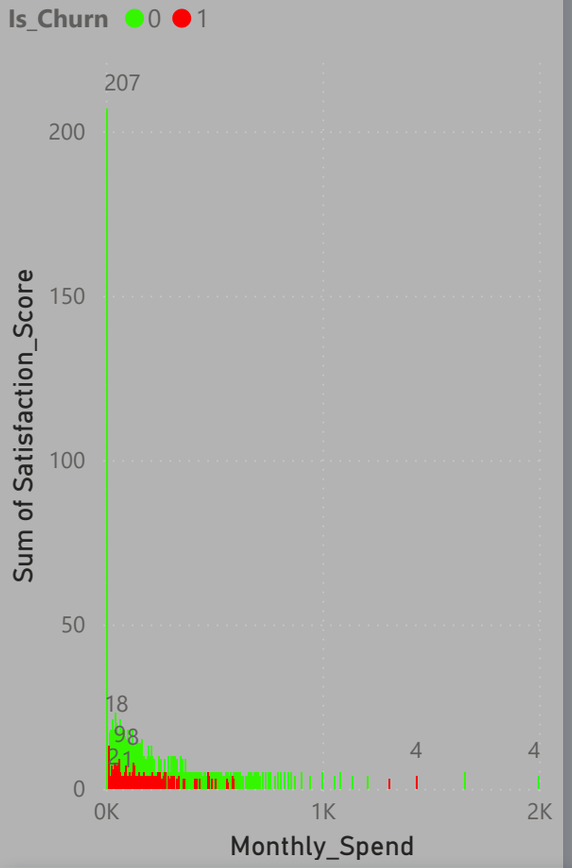
Churn risk is highest in early months; offering loyalty rewards during the first quarter can secure long-term stays.

App Engagement & Login Frequency Trends



Users with 10–15 monthly logins are most loyal; target low-frequency users with re-engagement campaigns

Spend & Satisfaction



High-spending customers are more satisfied (4.35 average); a VIP tier can protect this high-revenue segment.