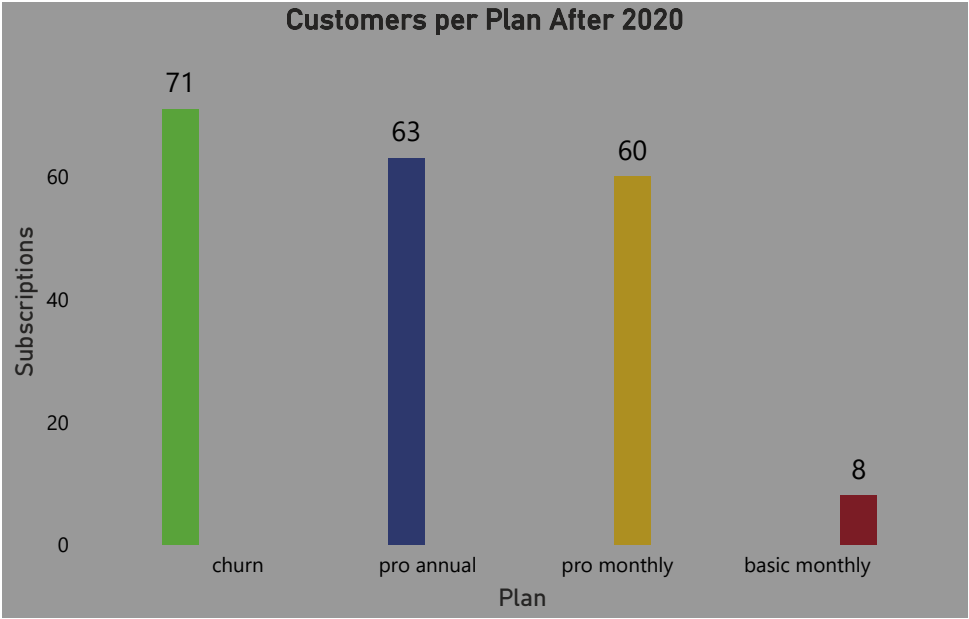
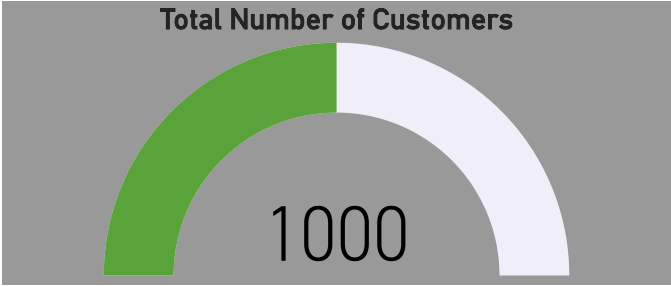
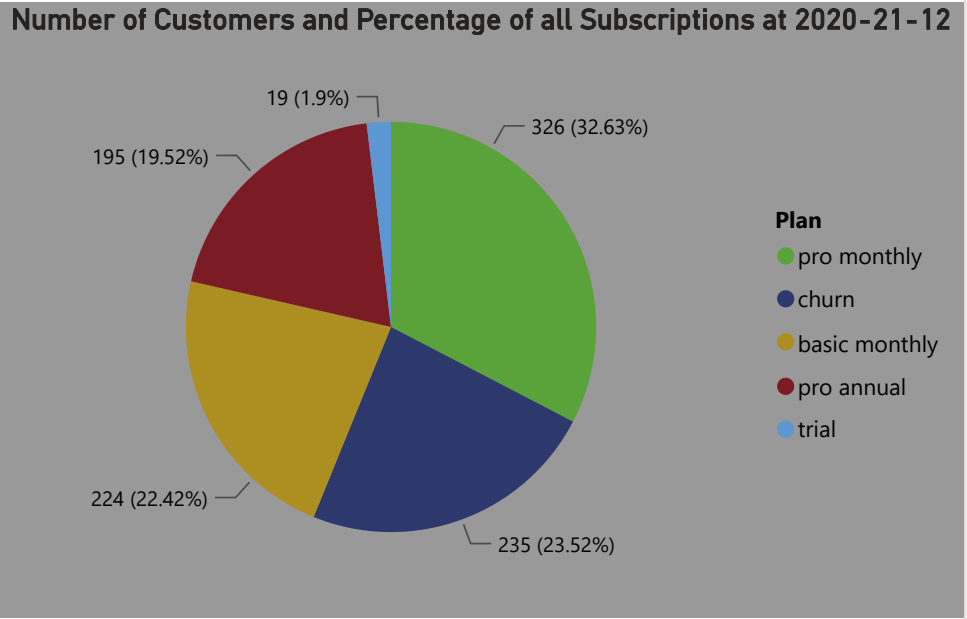


Customer Analysis



Number & % of Customers who Churned			
Customers who Churned	%	Customers who Churned after their Trial Concluded	%
307	30.7	92	9



Build a visual ... >>

Visual types



☐ Off Suggest a type

Data

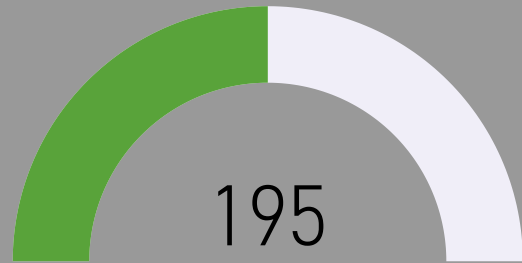
+Add data

Subscription Analysis

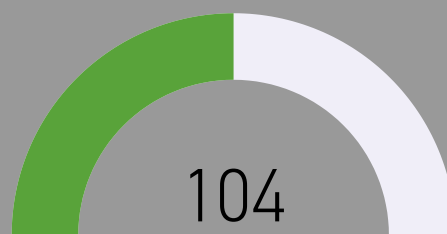
Conversions per Plan after Trial

Plan	Conversions	%
1	546	54
2	539	53
3	258	25
4	307	30

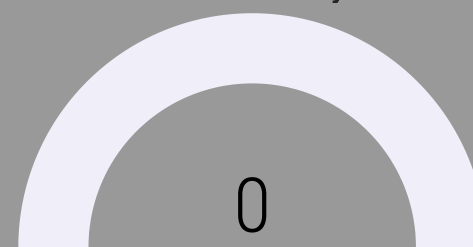
Annual Plan Upgrades 2020



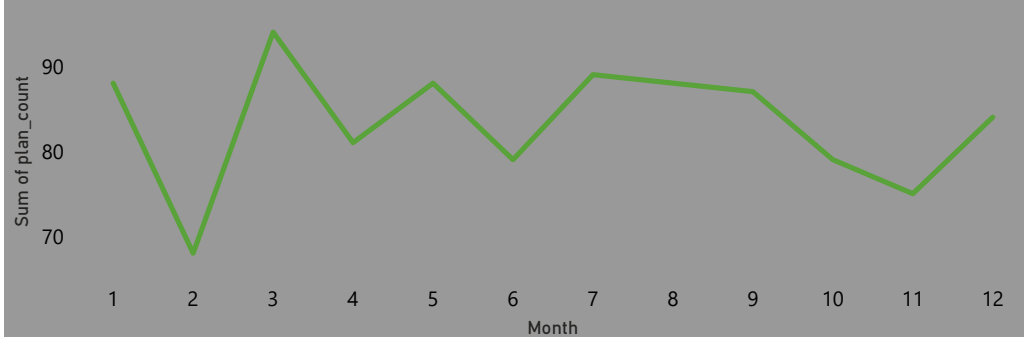
Average Days Until Customer Upgrades to an Annual Plan



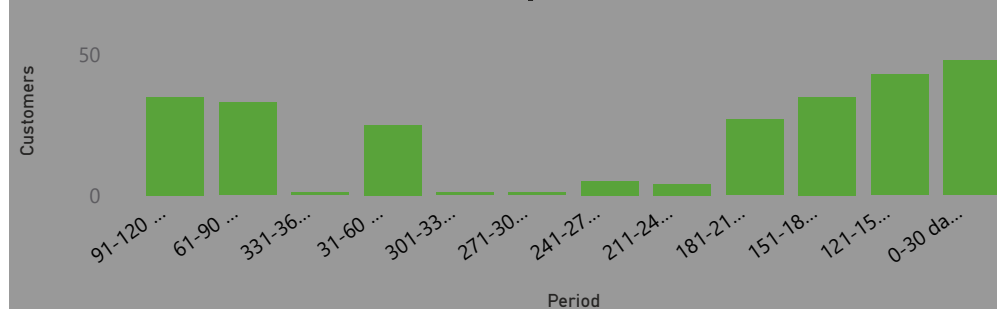
Downgrades from Pro-Monthly to Basic-Monthly



Monthly Distribution of Trial Plans



Average Number of Customers who Upgraded to an Annual Plan within 30 Days



Build a visual



Visual types



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Data

+ Add data