

Customer Retention KPI Dashboard

Total Customers

96096

Churn Rate (%)

96.88

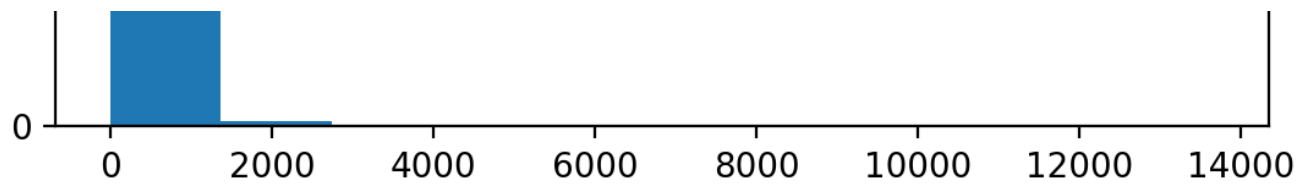
Repeat Customers (%)

3.12

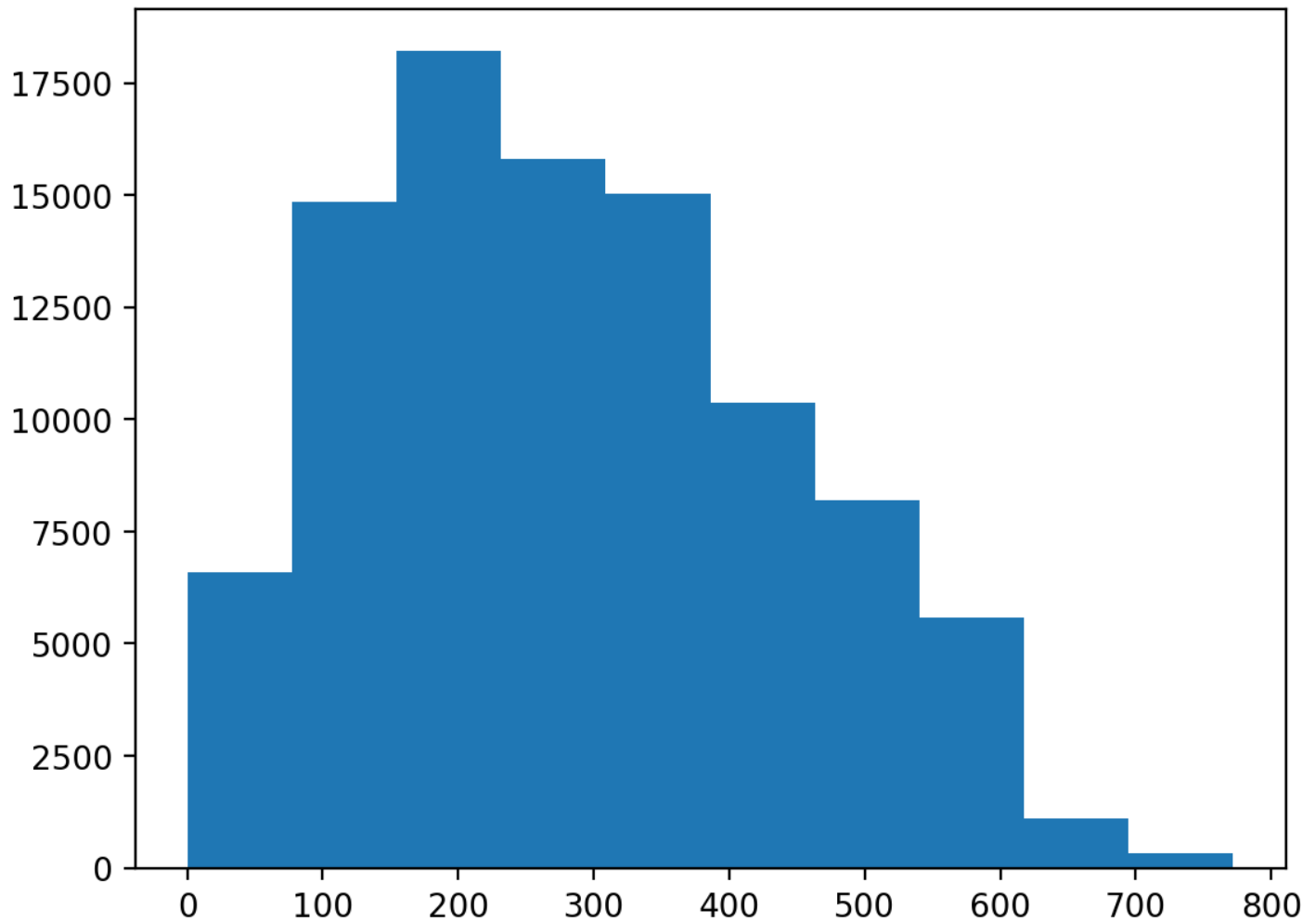
	monetary	avg_review_score	last_purchase_date	recency_days	is_repeat_customer	is_high_value
0	141.9	5	2018-05-10 10:56:27	160	0	0
1	27.19	4	2018-05-07 11:11:27	163	0	0
2	86.22	3	2017-03-10 21:05:03	585	0	0
3	43.62	4	2017-10-12 20:29:41	369	0	0
4	196.89	5	2017-11-14 19:45:42	336	0	1

Monetary Distribution





Recency Days



Average Review Score Range



	monetary	avg_review_score	last_purchase_date	recency_days	is_repeat_customer	is_high_value
1	27.19	4	2018-05-07 11:11:27	163	0	0
2	86.22	3	2017-03-10 21:05:03	585	0	0
3	43.62	4	2017-10-12 20:29:41	369	0	0
5	166.98	4	2018-04-05 19:33:16	194	0	0

6	35.38	4	2018-04-20 12:57:23	180	0	0
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Select Churn Status

All

	monetary	avg_review_score	last_purchase_date	recency_days	is_repeat_customer	is_high_value
0	141.9	5	2018-05-10 10:56:27	160	0	0
1	27.19	4	2018-05-07 11:11:27	163	0	0
2	86.22	3	2017-03-10 21:05:03	585	0	0
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