

Customer Retention and Churn Analysis

Total Customers

64K

Churned
Customers

30K

Retention Rate(%)

53

Avg Tenure

32

Avg Support Calls

5

Total Male

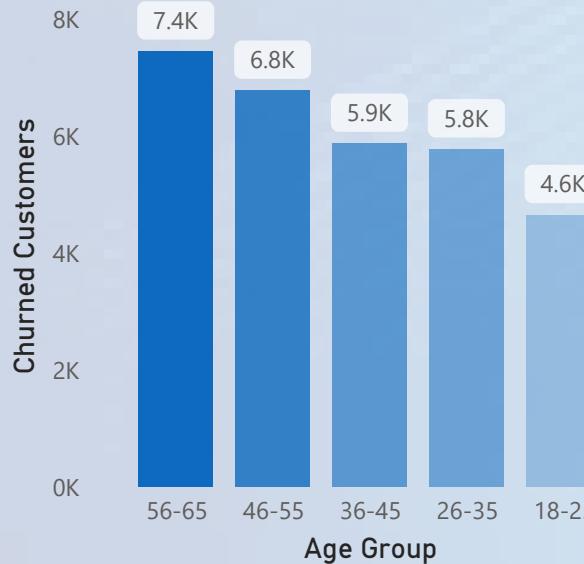
30K



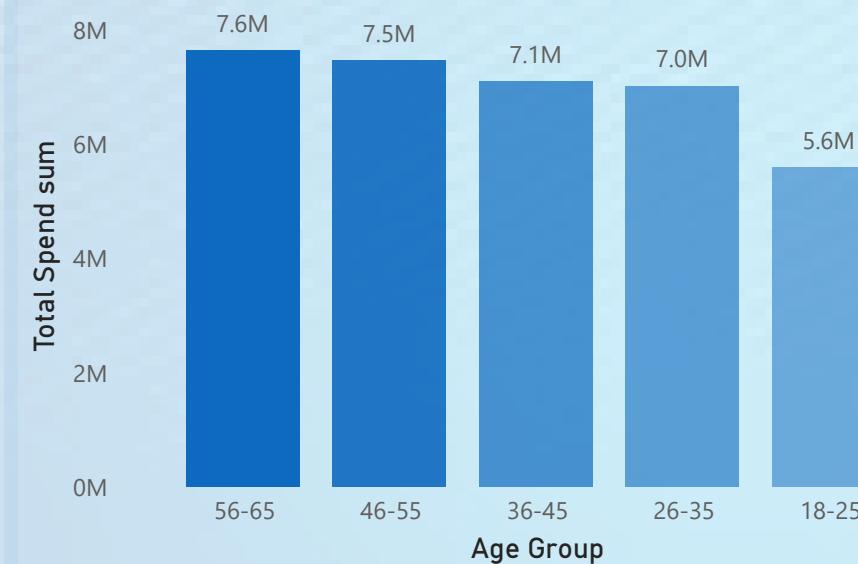
Total Female

34K

Churned Customers by Age Group

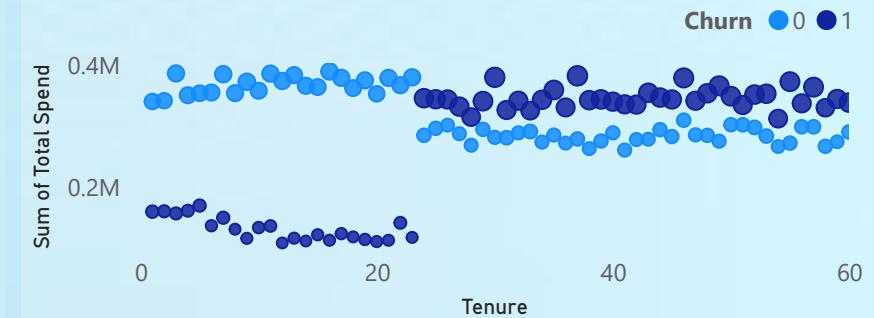


Total Spend sum by Age Group

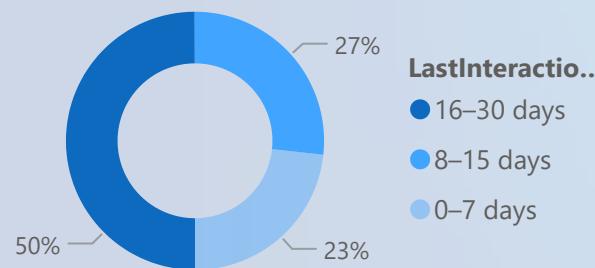


LastInteractionBucket	0–2 (Low)	3–5 (Medium)	6–10 (High)	Total
16–30 days	1684	3441	10068	15193
8–15 days	940	1812	5375	8127
0–7 days	821	1584	4768	7173
Total	3445	6837	20211	30493

Total spend vs Tenure



Customer Engagement Status



Churned Customers by Payment Delay Bucket



Churned Customers by Tenure Bucket

