# **Customer Churn Analytics**

**Customer Behavior Analysis** 



Total Customers

6935

Churn Rate

26.86%

Churn Rate

\$4.37K

Average Satisfaction Score

3.24

Churn Rate

406K

#### Risk Alert

Critical Risk
Immediate Action Needed

High Risk
Take Action Soon

2464

Medium Risk
Monitor Closely

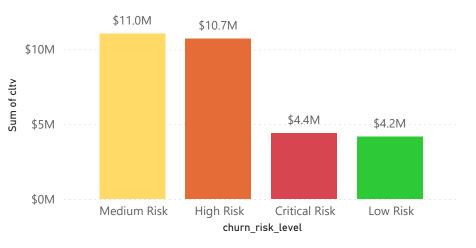
2476

Low Risk Stable 934

### Revenue Impact Analysis



#### **CLTV** by Risk Segment



## **Customer Churn Analytics**

**Customer Behavior Analysis** 

Count of customer\_id

0K

2.6K

Low

### **CLTV** Range:

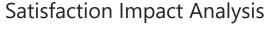


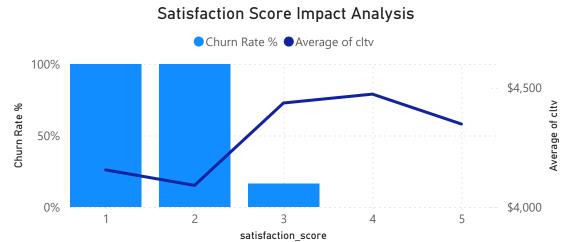
#### Satisfaction Level



### **Customer Status**







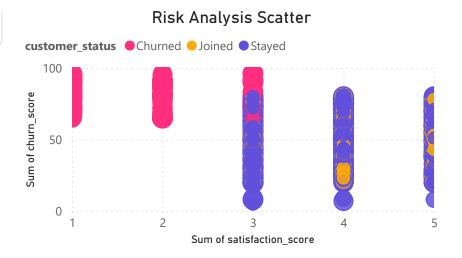
# **Customer Analysis**

0.45K (6.55%) —

1.86K

(26....)

#### **Customer Status Distribution CLTV** Distribution 歐 Count of customer\_id by cltv 112.0 89.0 Count of customer\_id **Customer Status** 0.08 Stayed Churned Joined 22.0 20 6.0 (66.59%)2 269.0 3 011.2 5 237.8 5 9800 3 753.4 4 495.6



1.1K

High

Satisfaction Distribution

1.8K

Medium

satisfaction level

Very Low