

Customer Segmentation Subscription Analysis

Total Revenue

67,540,175

ARPU

1999

Churn Rate

44

Total_revenue by Region

16,958,763

16,899,064

16,864,376

16,817,972

East

South

West

North

Most Popular Subscription type By Number

16,921

Basic

subscriptiontype

Top 3 Regions By Subscription Cancellation

5,044 (33.24%)

5,067 (33.39%)

5,064 (33.37%)

Region

- North
- South
- West

Total number of active and canceled Subscriptions

15,175
(44.91%)

18,612 (55.09%)

canceled

- False
- True

Subscription Trends By Region

8,420 (24.92%)

8,488 (25.12%)

8,446 (25%)

8,433 (24.96%)

region

- East
- North
- South
- West

Average Subscription Duration

subscription type Sum of Average of subscription duration

Standard

365

Premium

365

Basic

365

Total Revenue By subscription type

33,776,735

16,899,064

16,864,376

Basic

Premium

Standard

subscriptiontype

SubscriptionType

Search

Basic

Standard

Premium

REGION

Region

East

South

North

West