

# Churn Analysis

1000

User

931

Active User

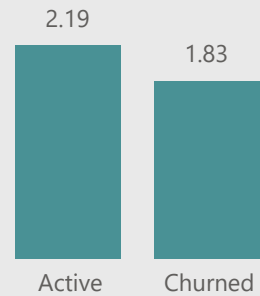
69

Churned User

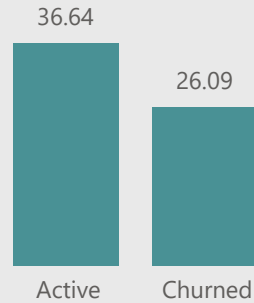
7%

Churn Rate

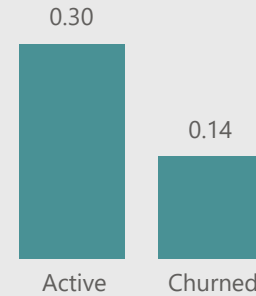
Average of Total Video by churn



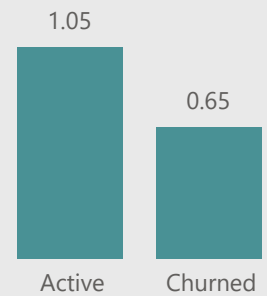
Average of Normal Clips by churn



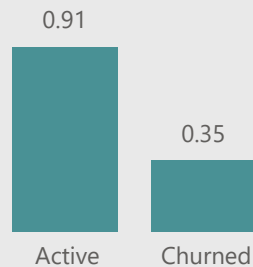
Average of Shared Clips by churn



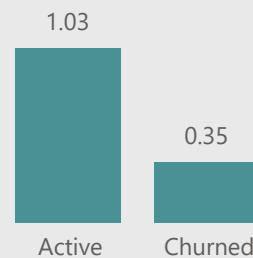
Average of Edited Clips by churn



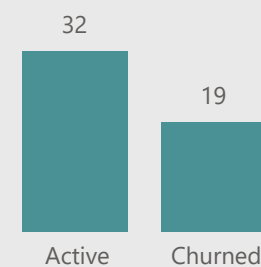
Average of Downloaded Clips by churn



Average of Avg Waiting Time by churn

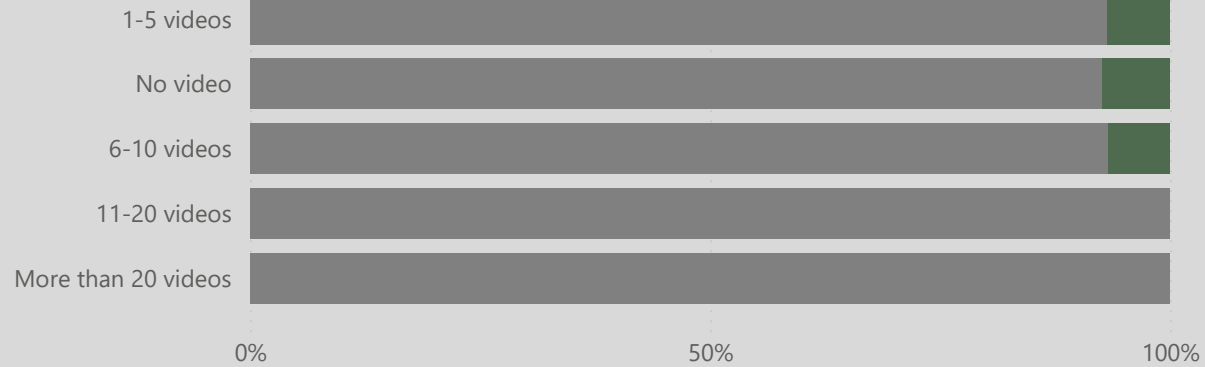


Average of Total Spent Minutes by churn



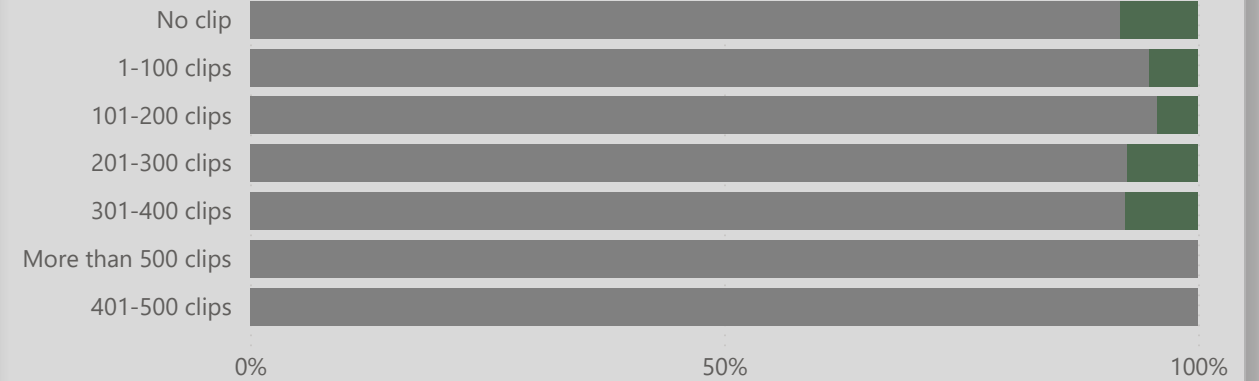
Count User by Class Total Video and Churn

Churn ● Active ● Churned



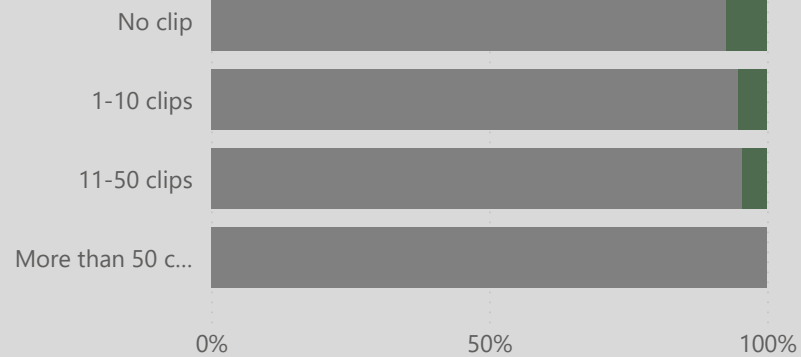
Count User by Class Normal Clips and Churn

Churn ● Active ● Churned



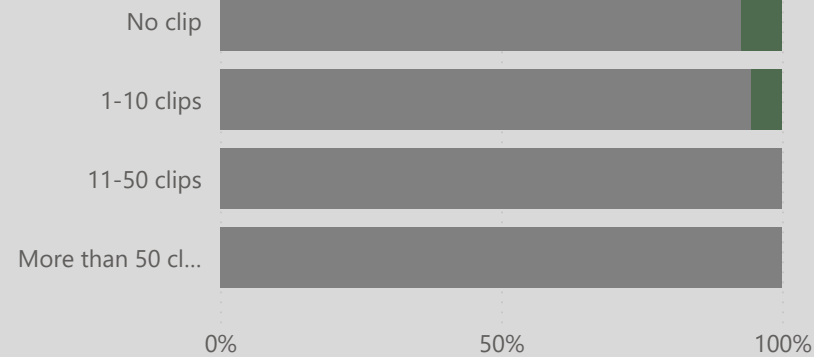
Count User by Class Edited Clip and Churn

Churn ● Active ● Churned



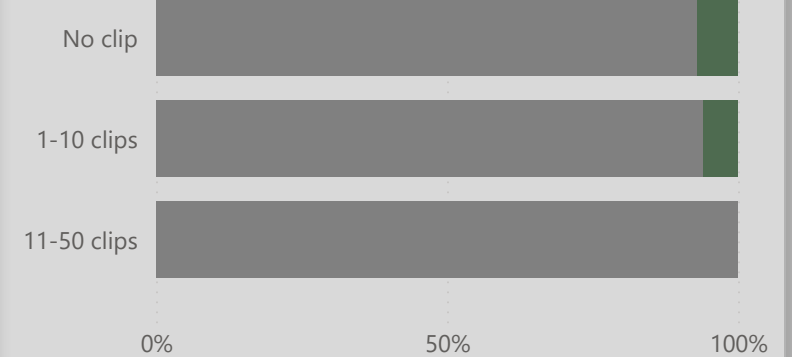
Count User by Class Downloaded Clip and Churn

Churn ● Active ● Churned

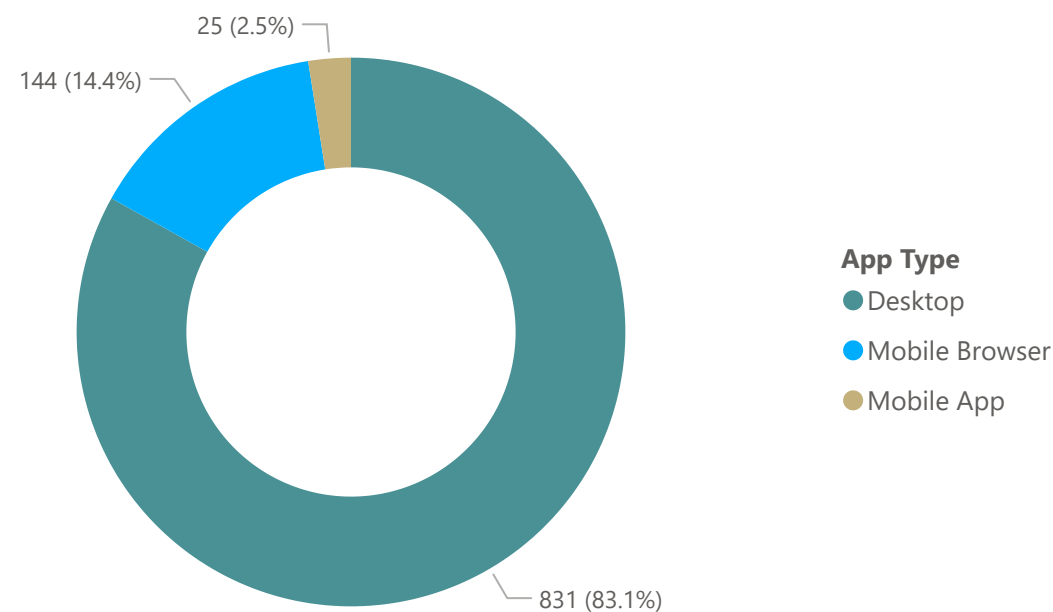


Count User by Class Shared Clip and Churn

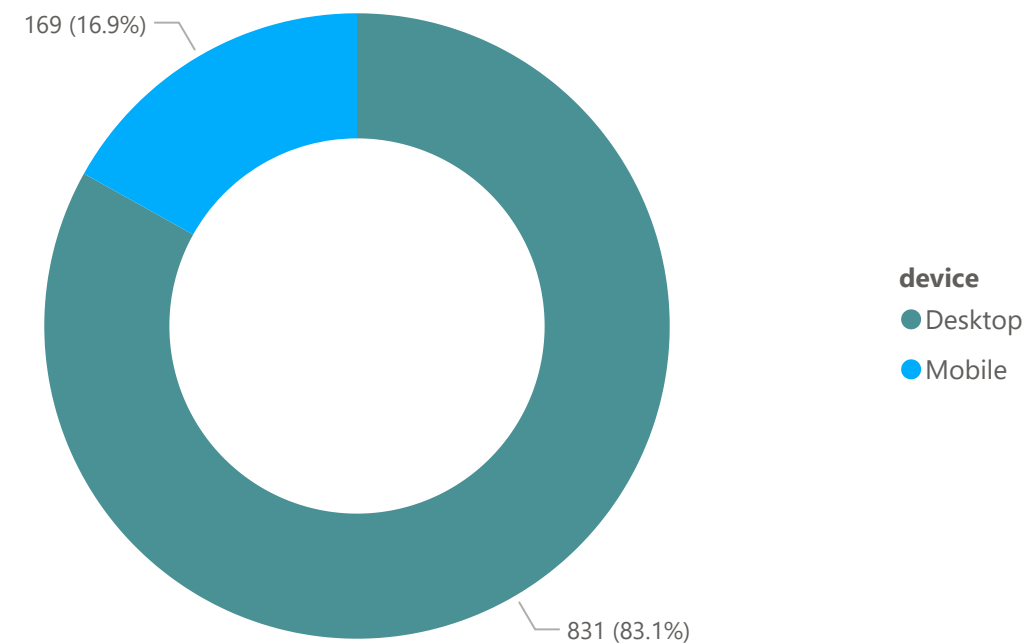
Churn ● Active ● Churned



Count User by App Type

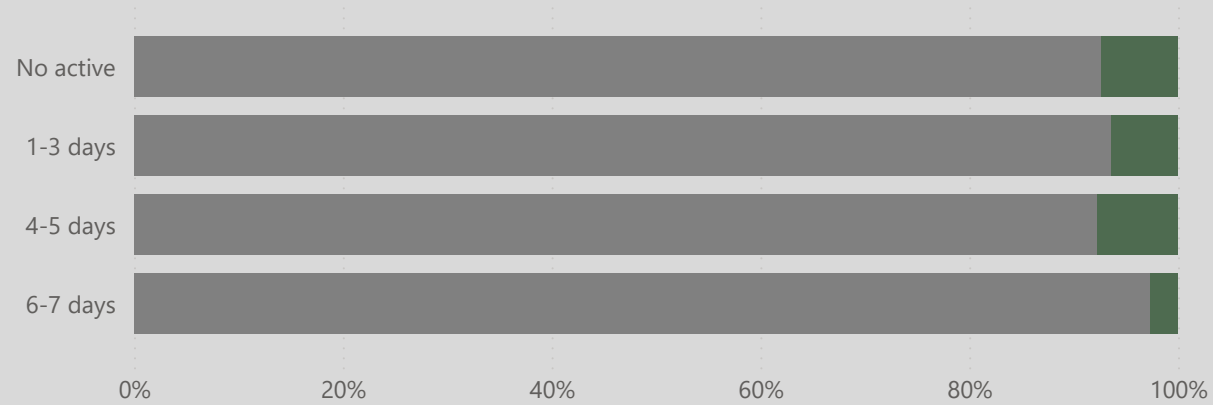


Count User by device



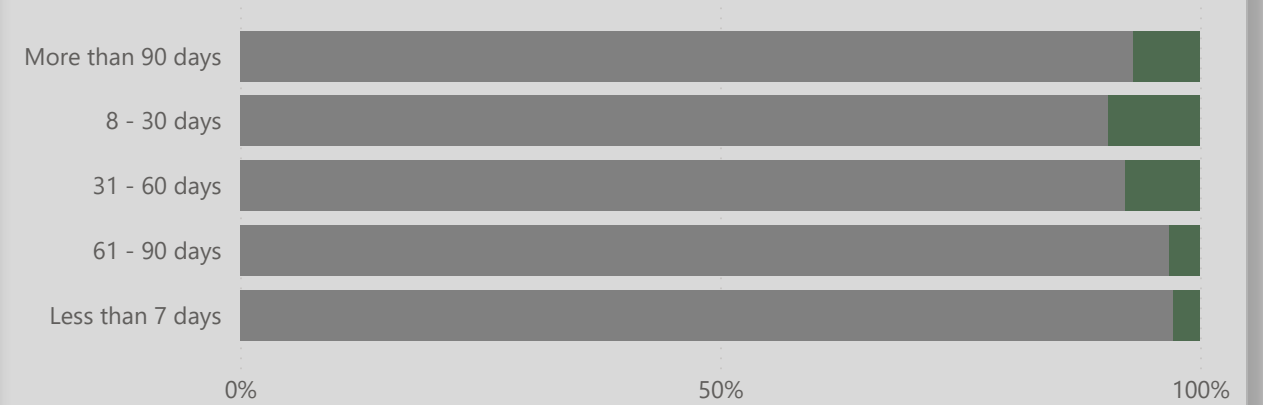
### Count User by Class Days Active and Churn

Churn ● Active ● Churned



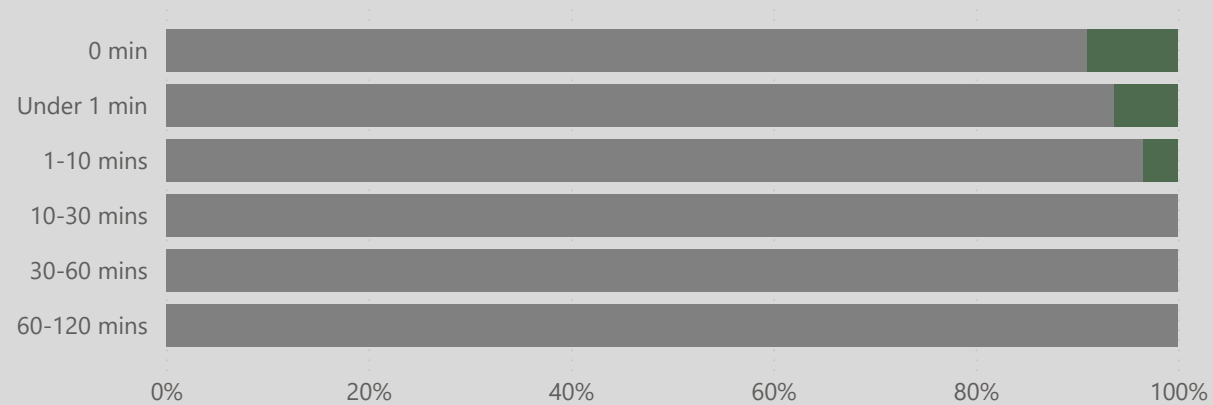
### Count User by Class Days in Vip and Churn

Churn ● Active ● Churned



### Count User by Class Waiting Time and Churn

Churn ● Active ● Churned



### Count User by Class Total Spent Minutes and Churn

Churn ● Active ● Churned

