

Revenue

344.5M

Churn Rate (%)

32.50%

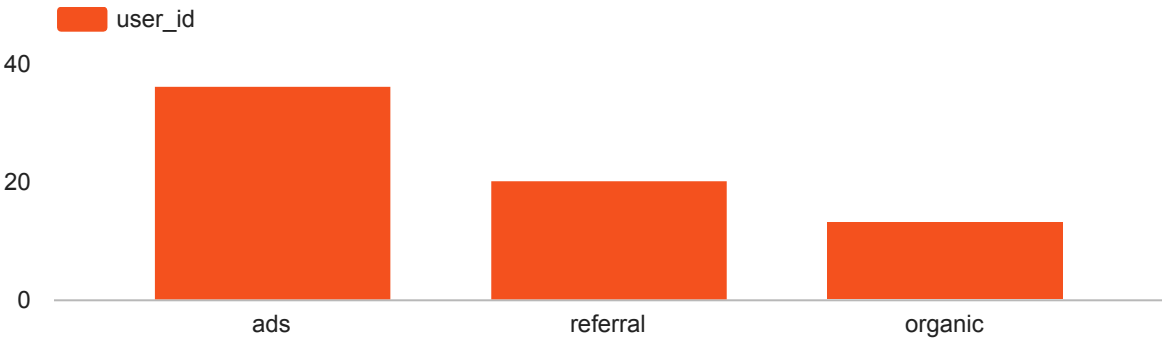
Revenue at Risk

67.2M

Inconsistent Users

69

Inconsistent by Channel



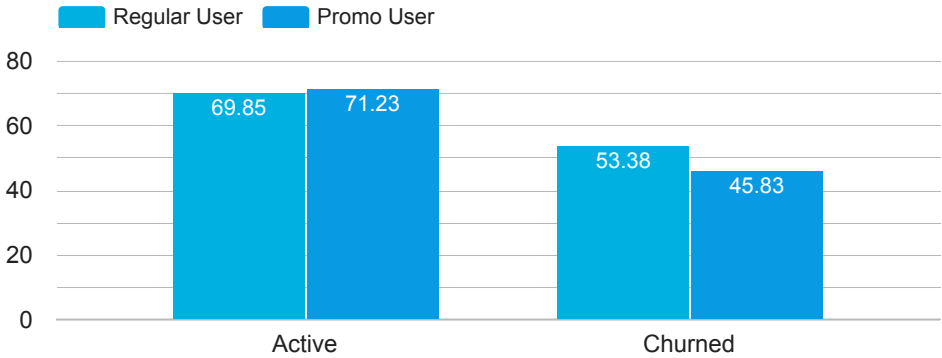
Ghost Revenue

	user_id	Spent	interactions
1.	B2-U004	1,200,000	0

Plan vs Promo

Promo status Label / Churn Rate (%)		
Plan Type	Promo User	Regular User
premium	45%	32.94%
lite	38.6%	25.56%

Avg. Interactions: Active vs Churned



**Critical Audit Alert:** Ditemukan ketidaksinkronan data billing pada 69 user (Total Risiko: Rp67.1M). Selain itu, segmen **Premium + Promo** menunjukkan kegagalan retensi ekstrem dengan Churn Rate **45%**. Diperlukan sinkronisasi sistem CRM-Billing segera.