

Revenue

344.5M

Churn Rate (%)

32.50%

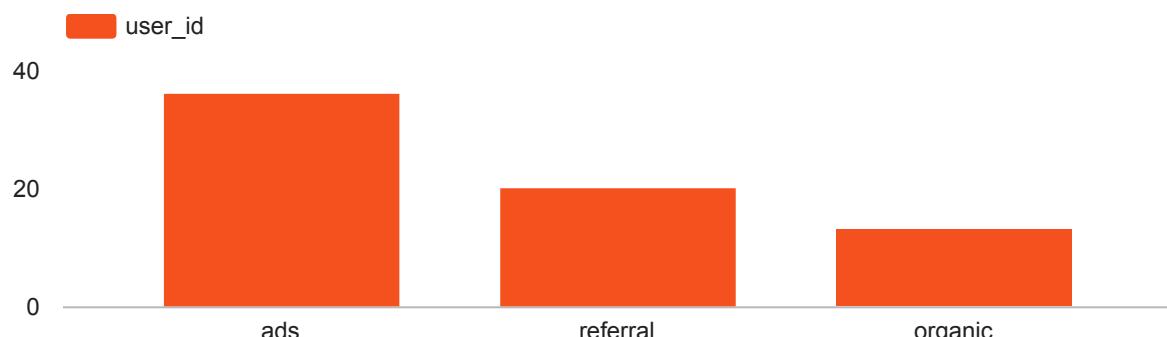
Revenue at Risk

67.2M

Inconsistent Users

69

Inconsistent by Channel

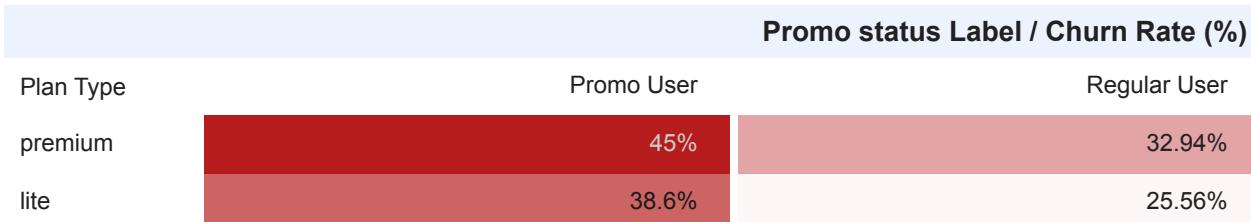


Ghost Revenue

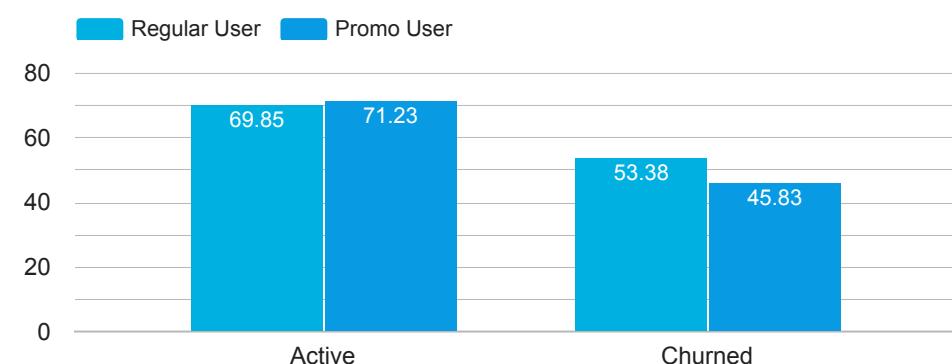
	user_id	Spent ▾	interactions
1.	B2-U004	1,200,000	0

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Plan vs Promo



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.