

Customer Churn Executive Summary

Jan 1, 2025 - Nov 17, 2025

Plan Type

Customer Risk Segment

Churn Rate (30d)

25%

Active Customer Base

1K

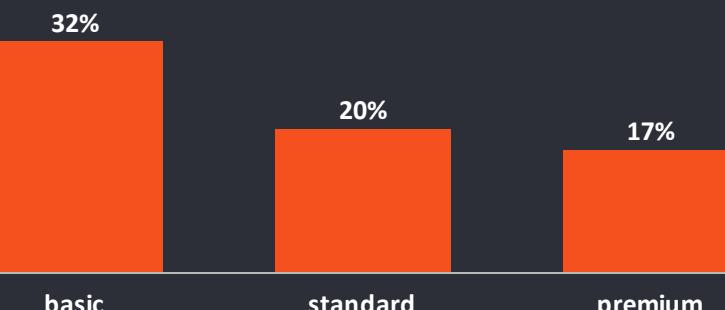
Active MRR Monthly Recurring Revenue

\$36K

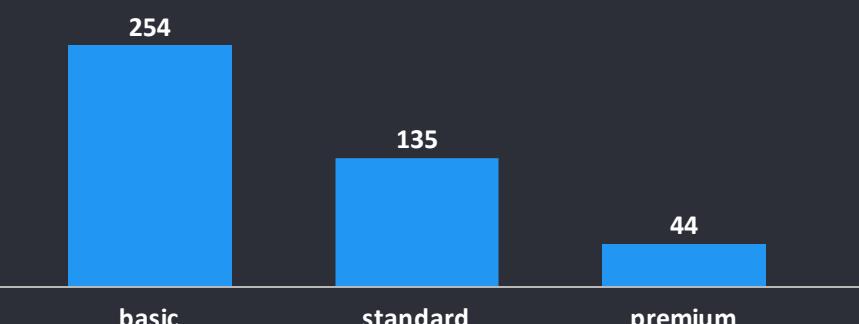
Revenue Lost to Churn (Monthly)

\$10K

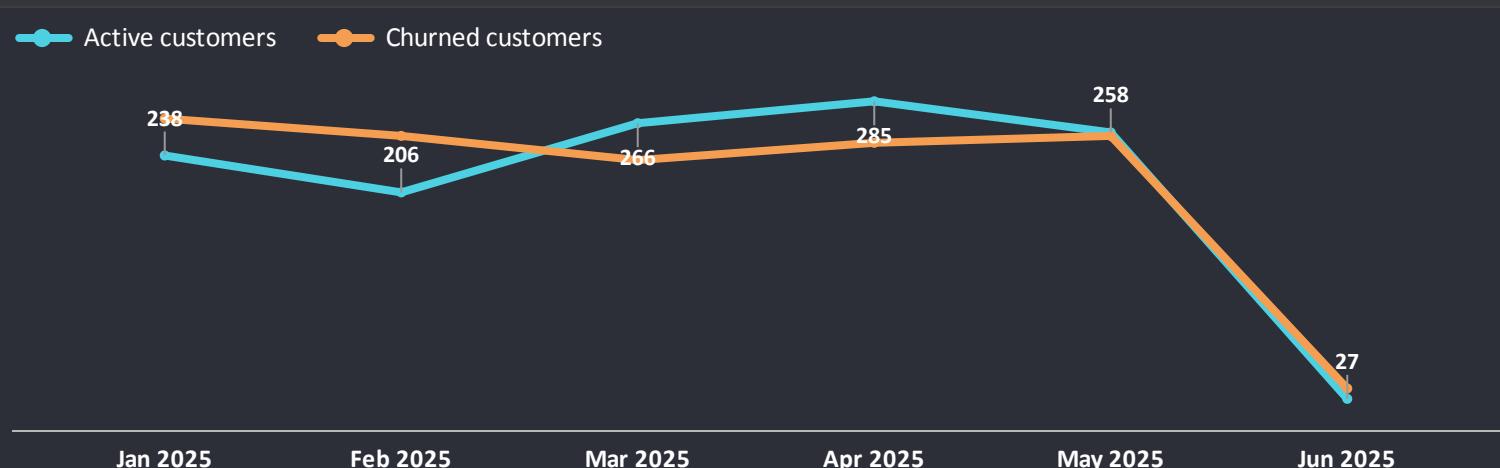
Basic Plan Drives Most Churn



Basic Plan = Largest Retention Opportunity



Active vs Churned Customer Count by Signup Quarter



Key Insights — November 2025

⚠️ Basic plan churn is 2.1x higher than Standard; accounts for 68% of churned volume.

📉 Drop-off visible in Q1 2025 cohorts, indicating post-onboarding disengagement.

💸 \$33K MRR lost this month → At risk of \$400K+ annual leakage.

Customer Journey & Retention

Jan 1, 2024 - Nov 17, 2025

Plan Type

Customer Risk Segment

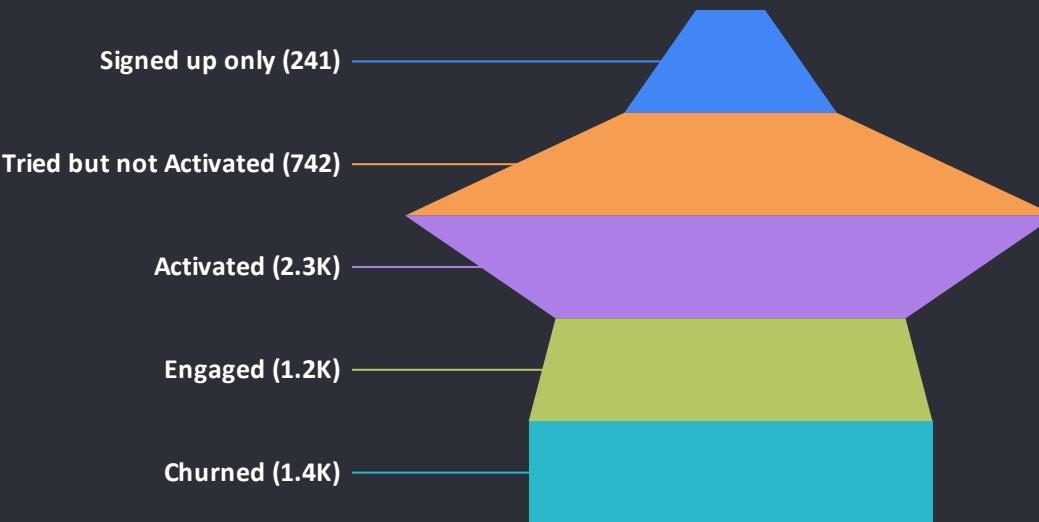
Cohort Month

Retention by Signup Cohort (Months After Signup)

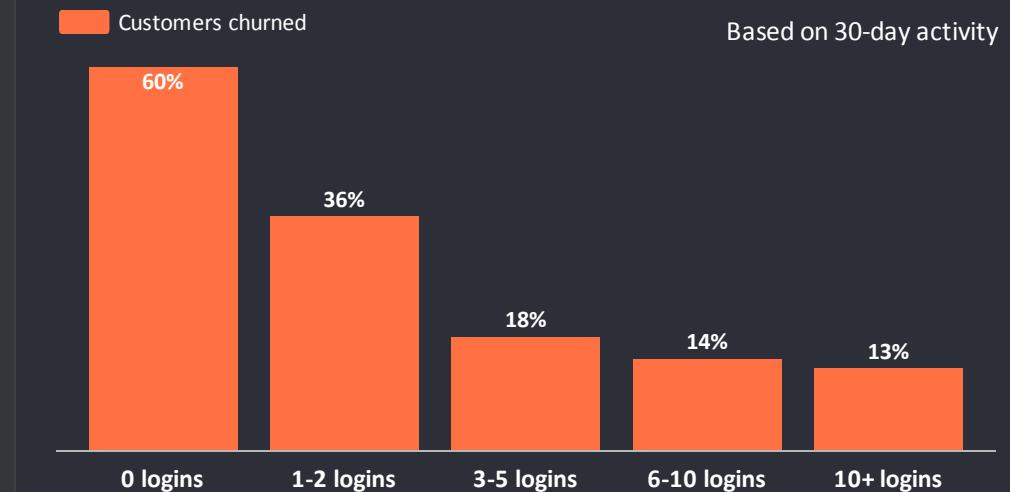
Top 10 - month_num / retention_rate

Signup Cohort	0	1	2	3	4	5	6	7	8	9
2025-06	100%	84.62%	79.49%	74.36%	71.79%	28.21%	-	-	-	-
2025-05	100%	98.83%	93.29%	89.21%	83.97%	77.55%	31.2%	-	-	-
2025-04	100%	100%	97.28%	93.75%	89.13%	84.24%	79.62%	31.25%	-	-
2025-03	100%	100%	100%	97.67%	92.15%	88.37%	82.27%	78.49%	32.56%	-
2025-02	100%	100%	100%	100%	96.91%	91.41%	85.57%	79.04%	71.82%	29.55%
2025-01	100%	100%	100%	100%	100%	96.65%	92.38%	85.67%	79.88%	73.17%
2024-12	100%	100%	100%	100%	100%	100%	96.88%	88.75%	83.75%	78.44%

User Journey – Where We Lose Customers



Churn Rate by Login Frequency



Key Insights — November 2025

⚠ Activation failure is the #1 churn driver — ~40% of signups never become active users (≤ 2 logins).

📈 Engagement drops rapidly after Month 1, especially in newer cohorts — confirming a product onboarding issue.

📉 Low-NPS users churn over 3x more often than Promoters — dissatisfaction compounds usage issues.

💸 ~\$400K annual revenue at risk if onboarding not improved.