



## E-Commerce Churn Dashboard : Detailed Insights

### Detailed Insights

Select Age Group

20-30

51-60

31-40

Above 60

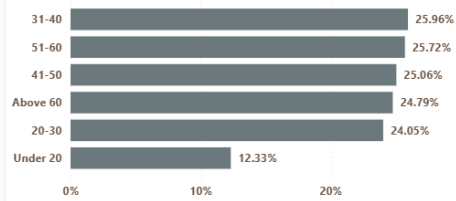
41-50

Under 20

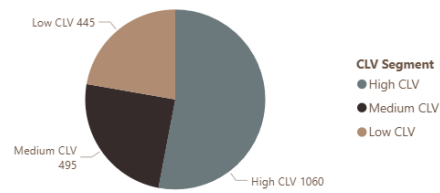
Product Category

All

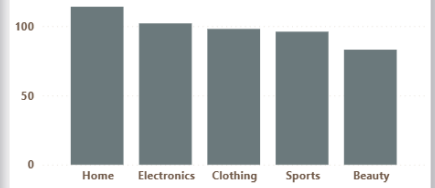
Churn Rate % by Age Group



Customer Count by CLV Segment



"Which Categories See the Most Churn?"



Top 10 Customers by Lifetime Value (CLV)

Customers	Customer Lifetime Value CLV	Category	Subscription Status
CUST2995	212.38	Beauty	active
CUST2997	1,830.30	Beauty	active
CUST2998	229.14	Beauty	active
CUST2999	30.87	Beauty	cancelled
CUST2991	781.11	Clothing	active
CUST2993	486.45	Clothing	active
CUST2990	358.10	Clothing	paused
CUST2992	844.26	Electronics	active
CUST2996	1,144.14	Electronics	paused
CUST2994	311.68	Home	active