

	month	retained_custome...	total_customers	retention_rate
1	2023-02	0	1	NULL
2	2023-03	1	2	50
3	2023-04	1	2	50
4	2023-05	1	2	50
5	2023-06	1	2	50
6	2023-07	1	2	50
7	2023-08	1	2	50
8	2023-09	1	2	50
9	2023-10	1	2	50
10	2023-11	1	2	50
11	2023-12	1	1	100