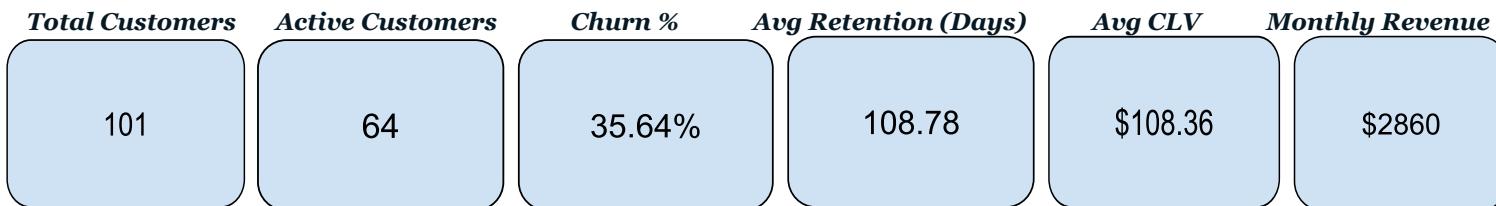
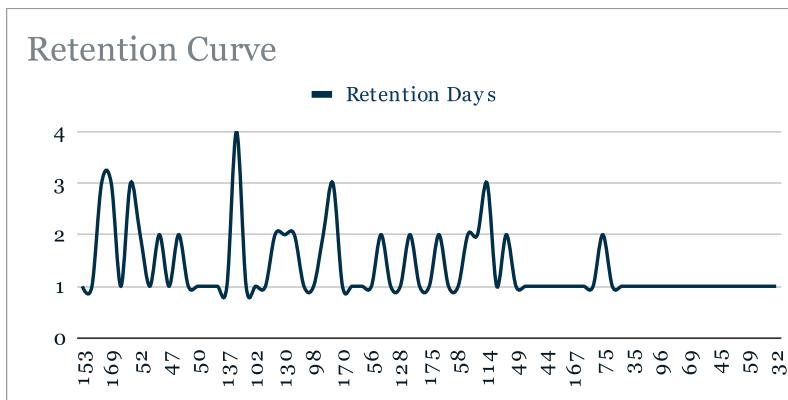


KPI Cards



Customer Retention Curve

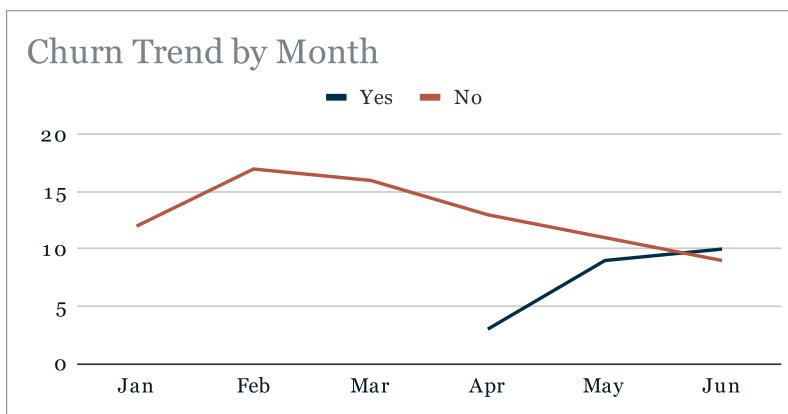


≡ Subscription Plan All

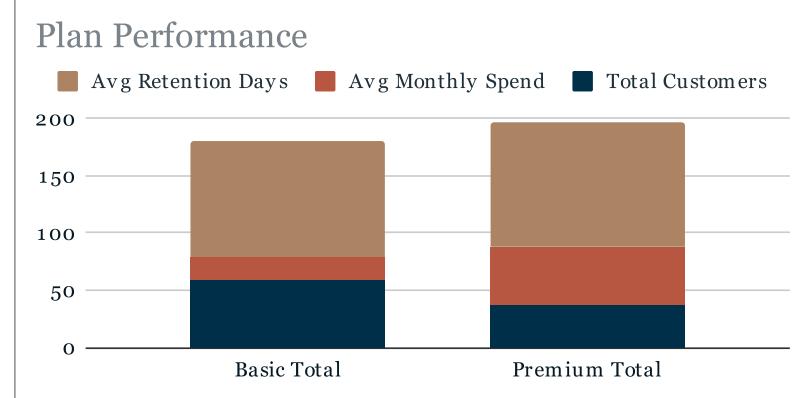
≡ Region All

≡ Churn Status All

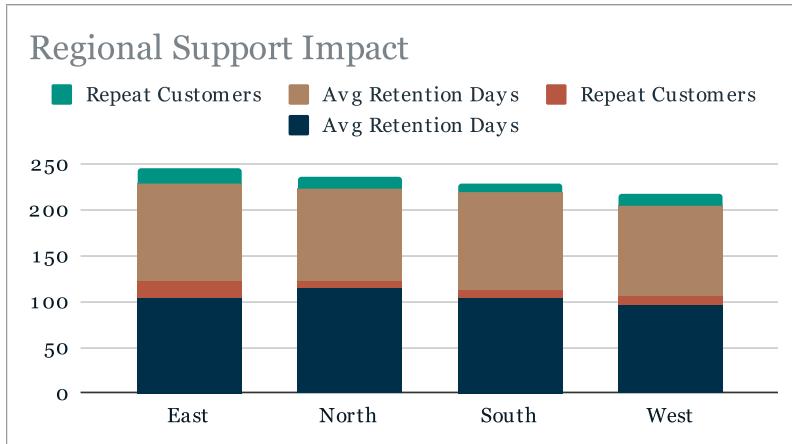
Churn Trend Over Time



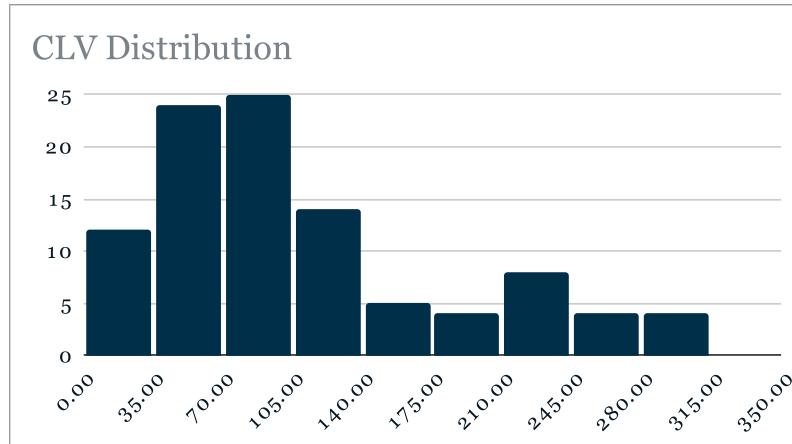
Subscription Plan Breakdown



Support Load



CLV Distribution



Churn Alert: 35.64% churn; fix onboarding to cut losses.

Retention Avg: 109 days—extend to 180+ via loyalty perks.

Premium Wins: 2x retention/spend vs. Basic; upsell Basics for 20% revenue bump.

Signup Drop: New custs from 25/Jan to 5/Jun; boost Q2 marketing.

Curve Dip: Steep drop at 50-80 days; add early interventions.

Region Gaps: North/South stronger; support East/West more.

CLV Skew: Peaks \$30-90; nurture mids to \$150+.

Revenue Risk: \$2860/mo vulnerable; diversify plans.

Support Key: High support = better repeats; VIP at-risk users.