

CX Analytics Dashboard

Customer Success Analytics

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Executive Overview

Health & Risk Monitor

Adoption & Engagement

User Flow & Timeline


Retention Analysis

Revenue Analytics

CSM Workload


Raw Data Tables

Retention Analysis




Overall Churn Rate

29.6%




High Churn Risk

0



Avg Account Age

356 days



Retained Users

7,041

Cohort Retention Heatmap (Last 12 Cohorts)

The heatmap displays retention percentages for 12 cohorts (Sep 2024 to Jul 2025) across 36 months. The color scale ranges from red (low retention) to green (high retention). The y-axis is labeled 'Signup Cohort' and the x-axis is labeled 'Months Since Signup'.

Signup Cohort	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
Jul 2025	99.2%	100%	99.1%	7.8%	8%	4.7%	2.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
May 2025	97%	99.3%	99.8%	11%	8.9%	6.6%	3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Mar 2025	95.6%	99.1%	98.4%	8.6%	9.5%	7.6%	3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Jan 2025	96.9%	99.3%	98.1%	8.3%	8.8%	8.8%	2.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Nov 2024	96.2%	97.3%	98.6%	8.2%	7.3%	5.2%	1.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Sep 2024	96.3%	98.5%	98.1%	9.1%	6.8%	94%	89%	80.4%	69.6%	13.4%	29.7%	55%	24.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

Churn Rate by Plan Type

The bar chart shows the churn rate for three plan types: premium (blue), pro (red), and starter (green). The y-axis is labeled 'e (%)'.

Plan Type	Churn Rate (%)
premium	~22
pro	~25
starter	~35

Churn Risk by Health Tier

The bar chart shows the churn risk for three health tiers: premium (blue), pro (red), and starter (green). The y-axis is labeled 'health\_tier'.

Health Tier	Churn Risk
premium	~5000
pro	~7000
starter	~7000

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