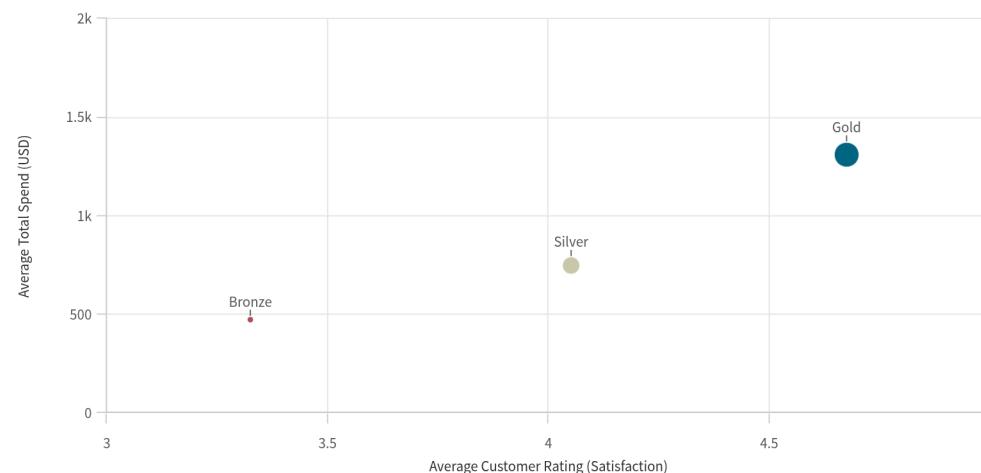
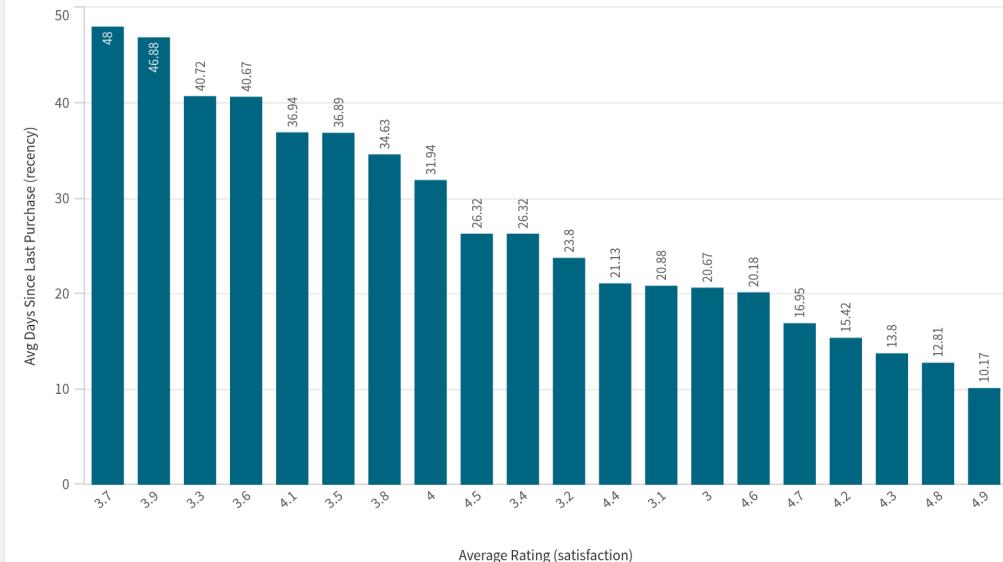


My new sheet

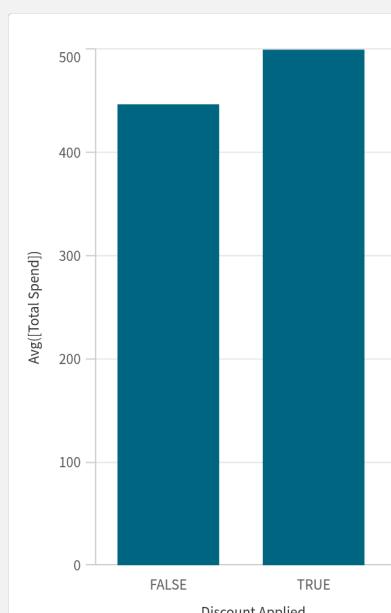
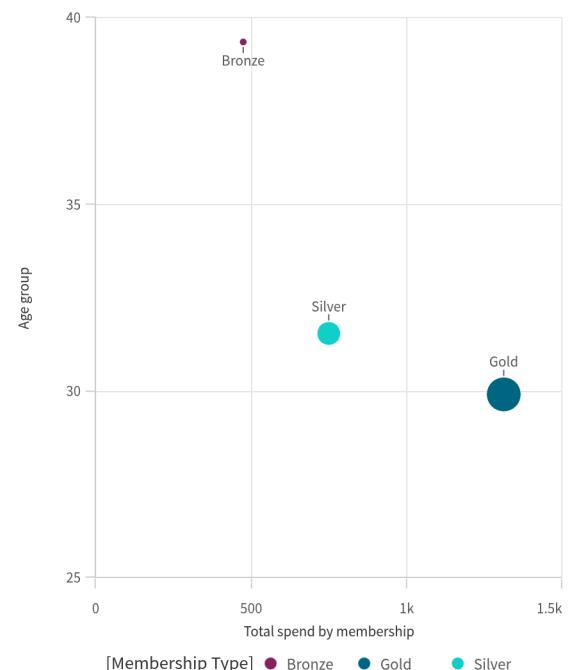
Higher-tier members spend more and report higher satisfaction



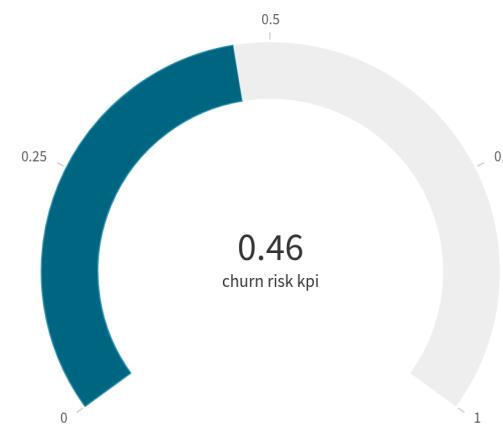
Higher satisfaction drives faster repeat purchases



Membership type based on age group and spending



Churn risk



46% of our customers show churn risk behavior (medium satisfaction → slow repurchase). This is monthly KPI monitor, we need to lower it each month, especially gaining customer retention in Bronze and Silver membership