

Customer Churn in Main U.S. Regions



"Reducing the Rate of customer churn is a key business goal of every retailer."

Who are the shoppers?

Customers' Age Range

How many repeat customers keep staying?

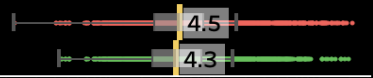
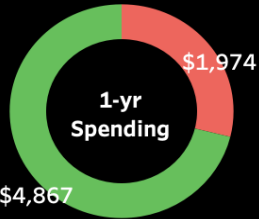
The West
*42534 accounts



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👉 Not Churn 🛑 Churn



Home → Store (miles)

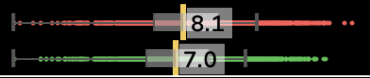
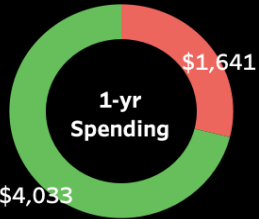
The Midwest
*22807 accounts



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Home → Store (miles)

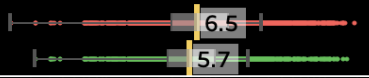
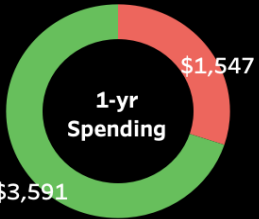
The South
*37446 accounts



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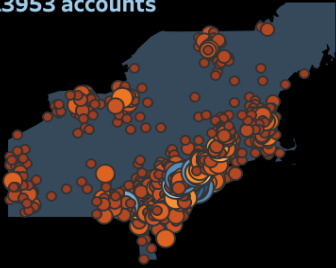


👉 Not Churn 🛑 Churn



Home → Store (miles)

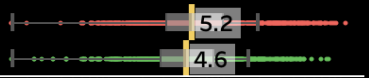
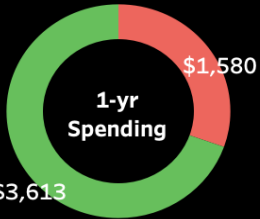
The Northeast
*13953 accounts



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👉 Not Churn 🛑 Churn



Home → Store (miles)

