



# Churn Dashboard

Churned ?

All

Subscription Type

All

Gender

All

# of customers

441K

# of remaining customers

191K

Churn Rate



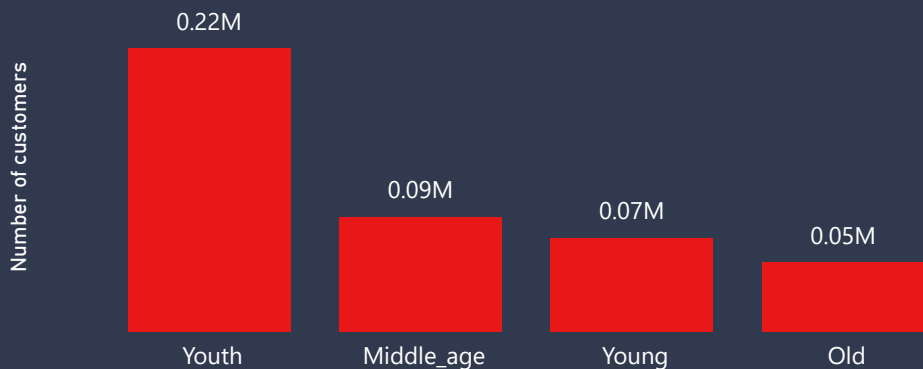
# of Churned Customers

250K

Cstomers' total spend

\$278M

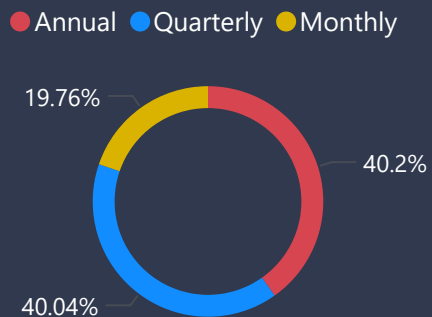
Churned customers by Age segment



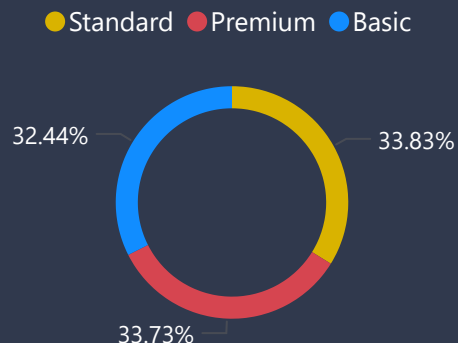
Avg\_usage\_frequency by Age segment



% of customers by Contract Length



% of customers by Subscription Type



Relation between Total spend and churn rate by Subscription Type

