

Promo Code

Search



Costumer ID

Search



Location

Search



Overview

Details

Model

Total Costumer

100K

Average Transaction

550K

Most Using Device

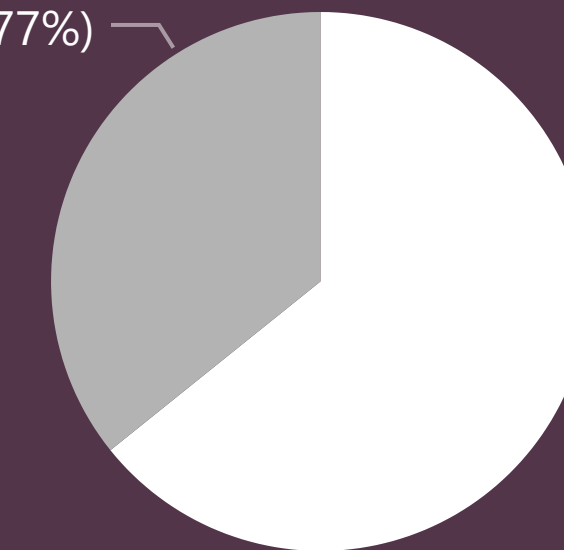
Android

Total Promo Amount

1741M

Total Costumer by Gender

35.77K (35.77%)



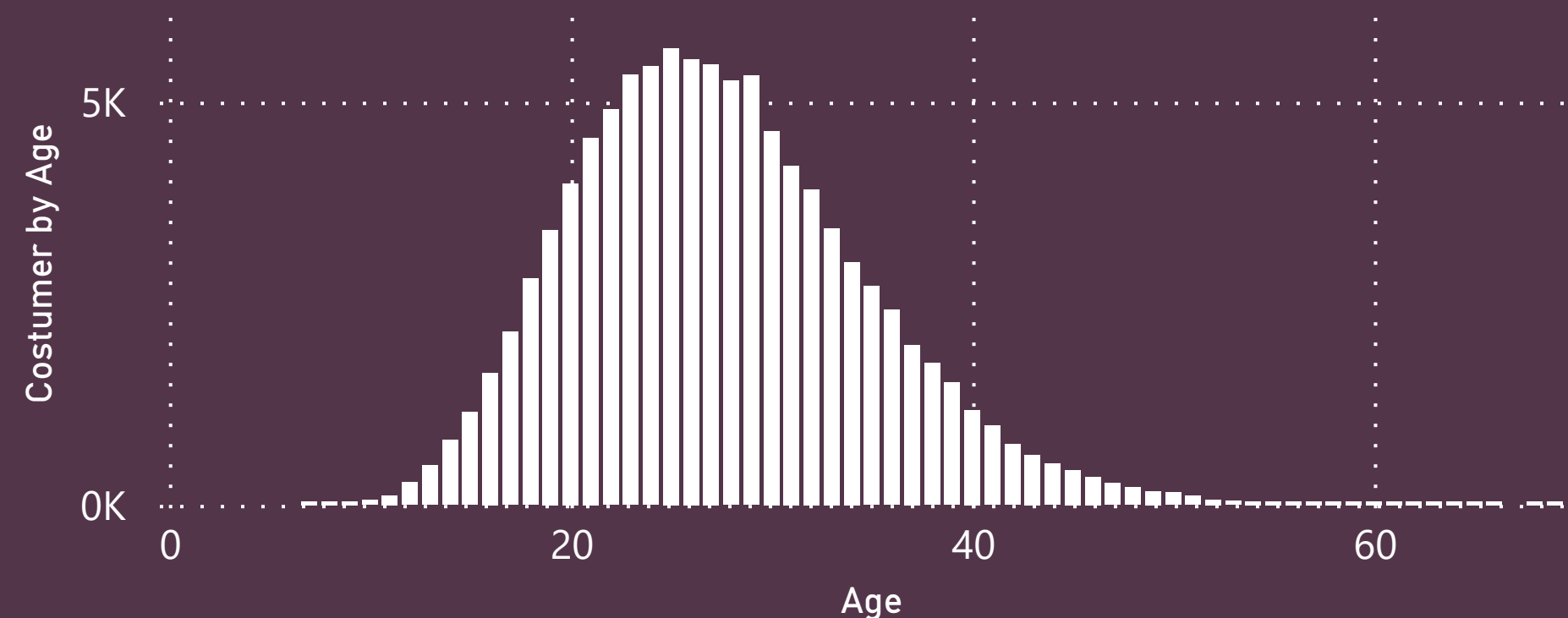
64.23K (64.23%)

gender

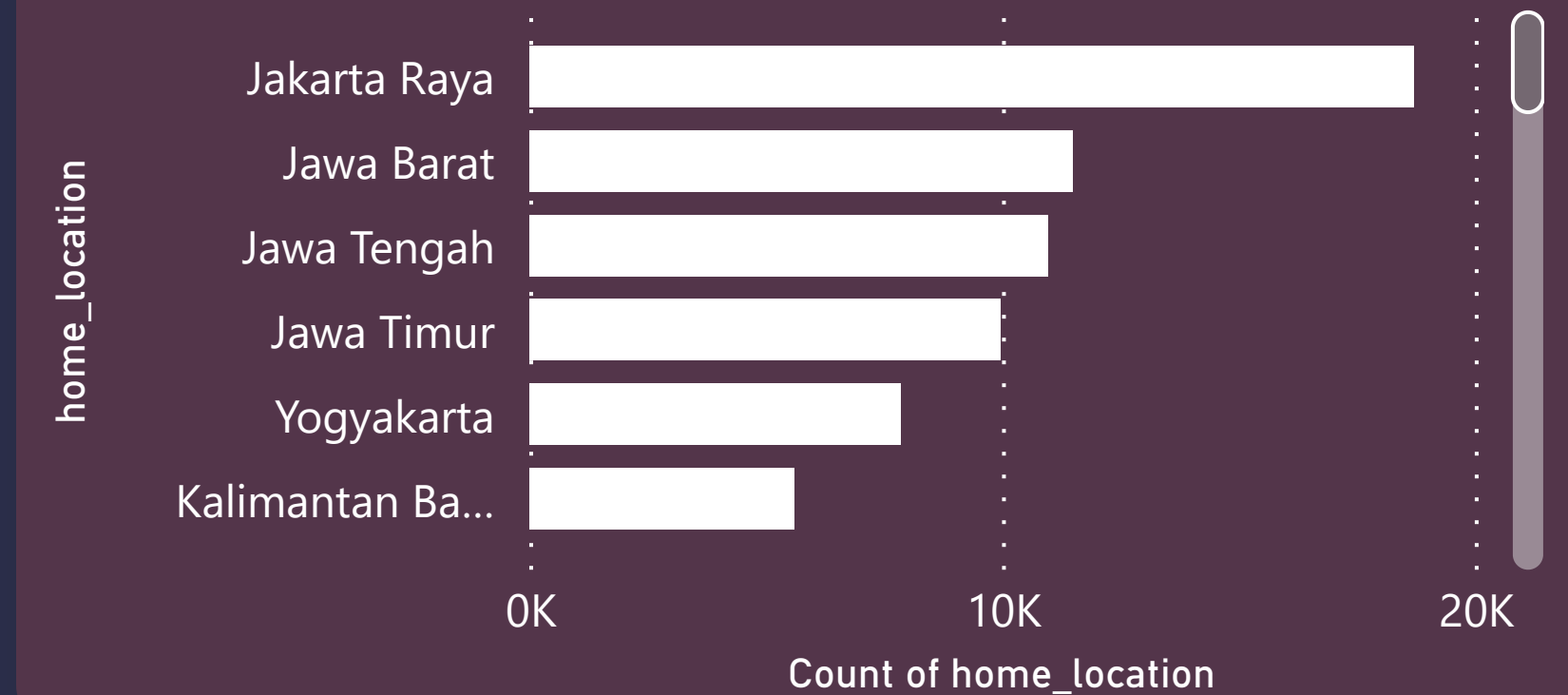
● F

● M

Costumer by Age



Customer by Location



Promo Code

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Promo Code

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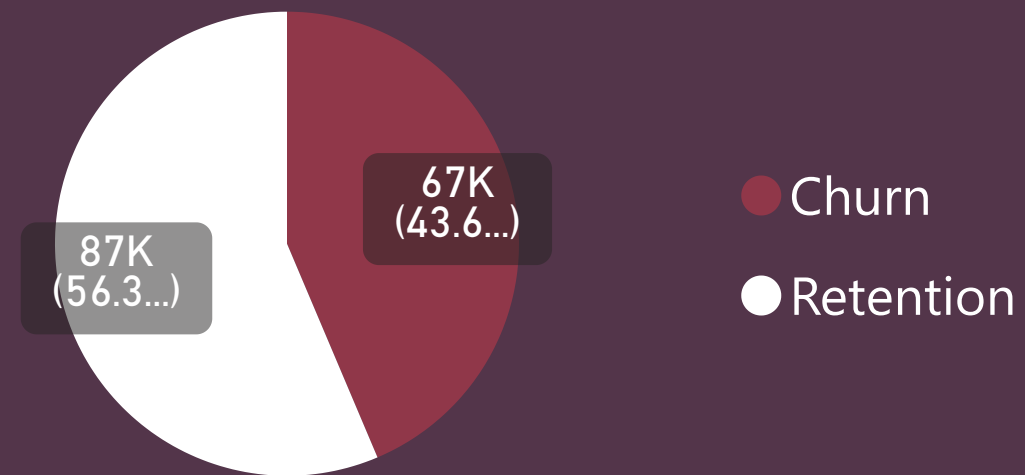


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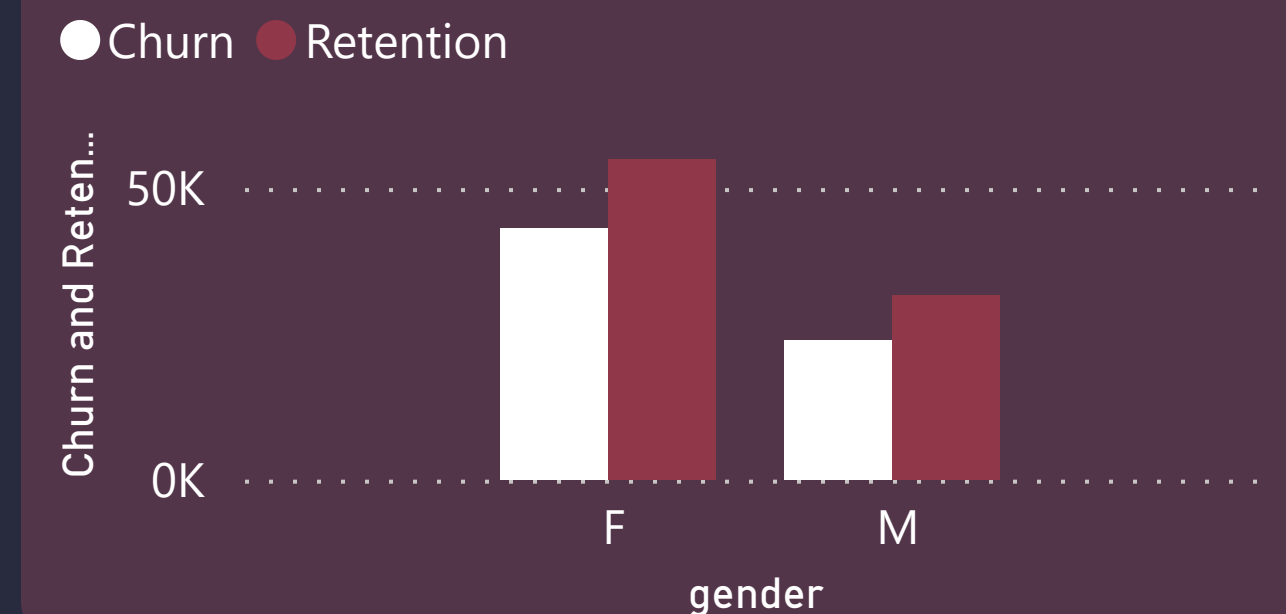
Churn and Retention



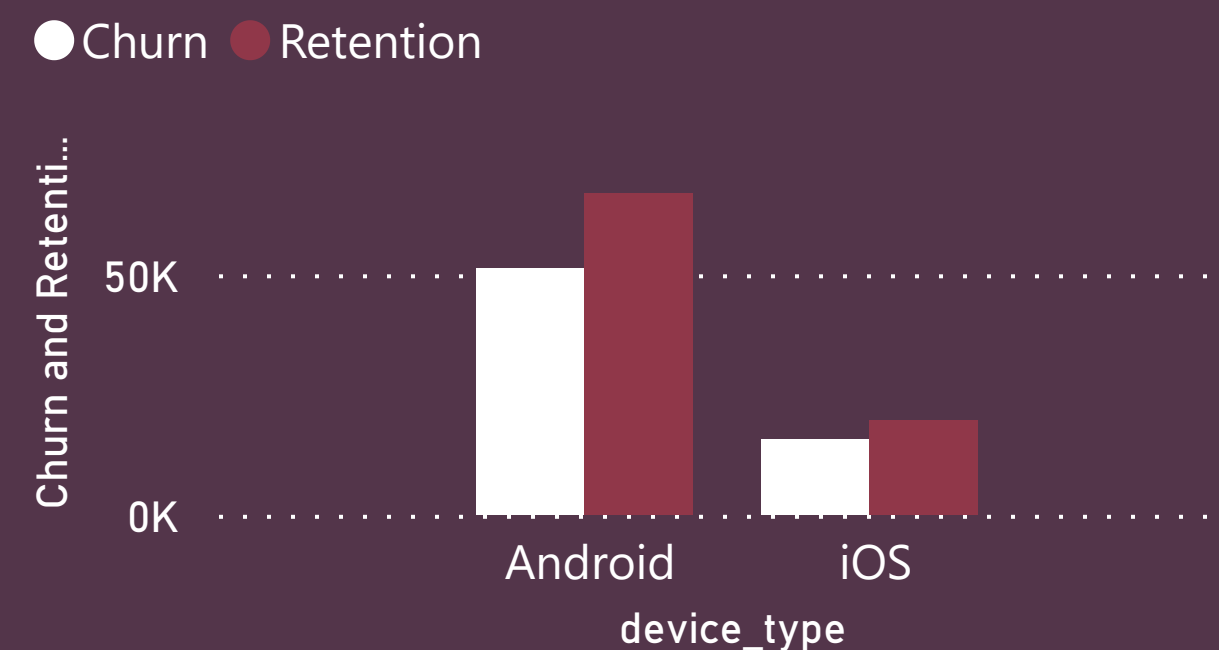
Public Holiday Churn

0	44	51
xmas	cny	easter
36	148	33
eid adha	eid fitri	independence
51	28	40
islamic ny	maulid	new year
40	38	40
nyepi	good friday	waisak

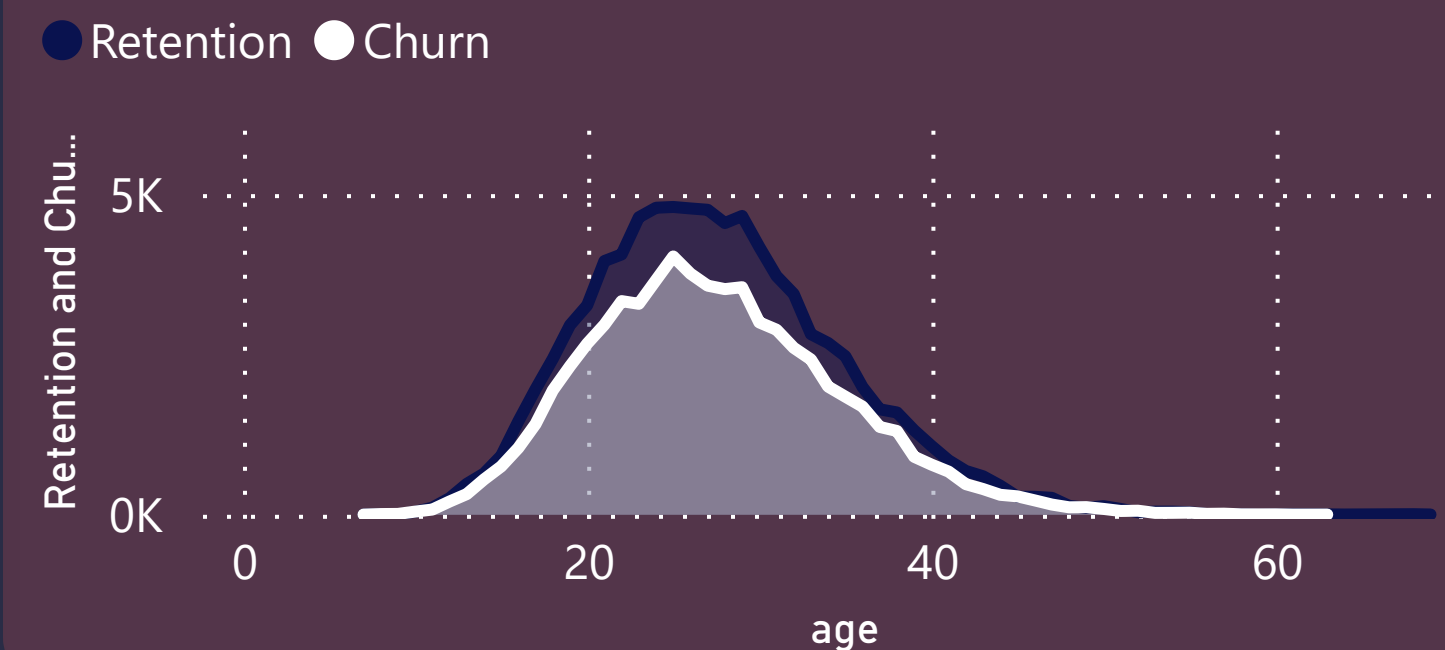
Churn and Retention by Gender



Churn & Retention by Device



Churn & Retention by Age



Total Churn

67K

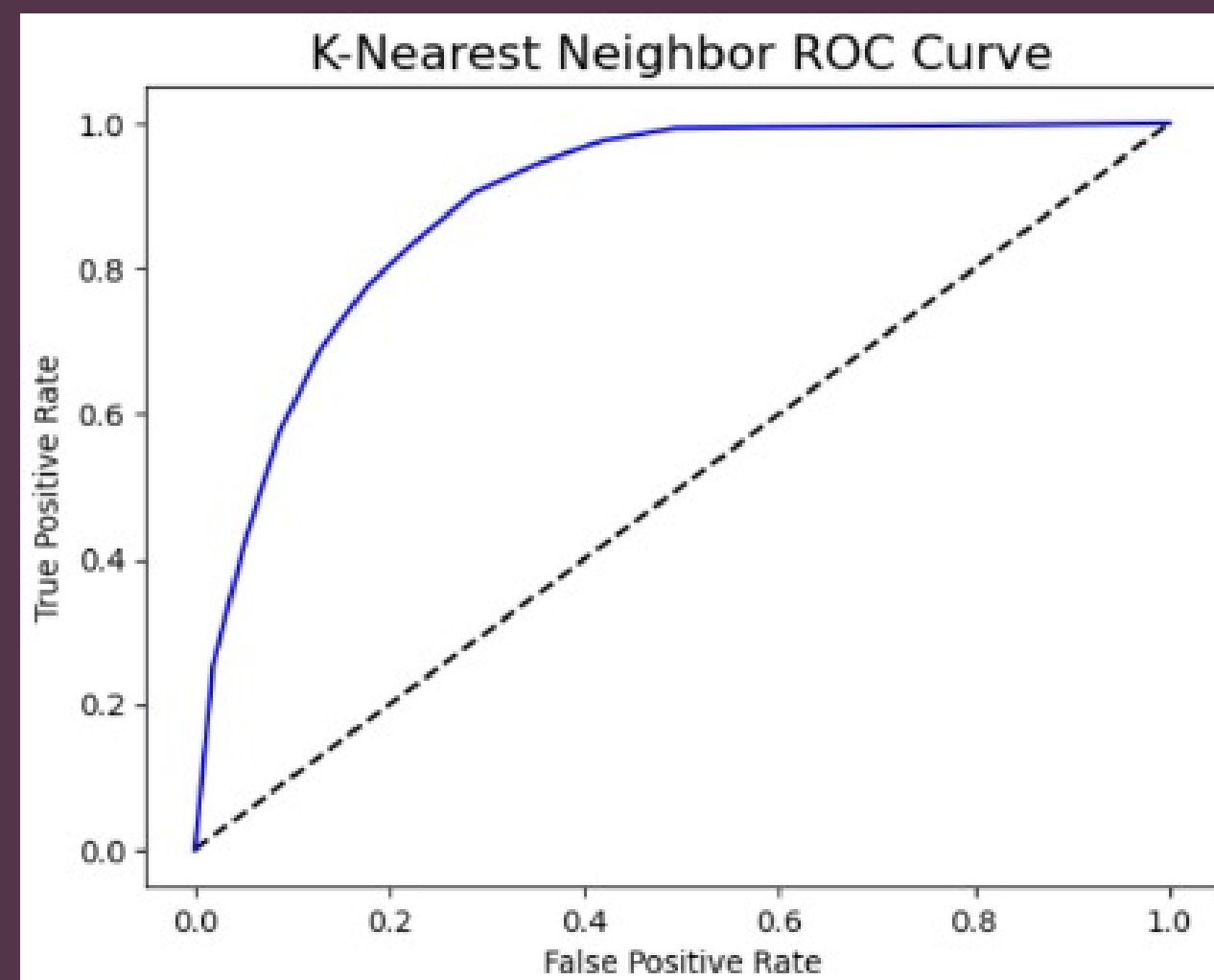
Total Retention

87K

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Persentase Prediksi Retensi

