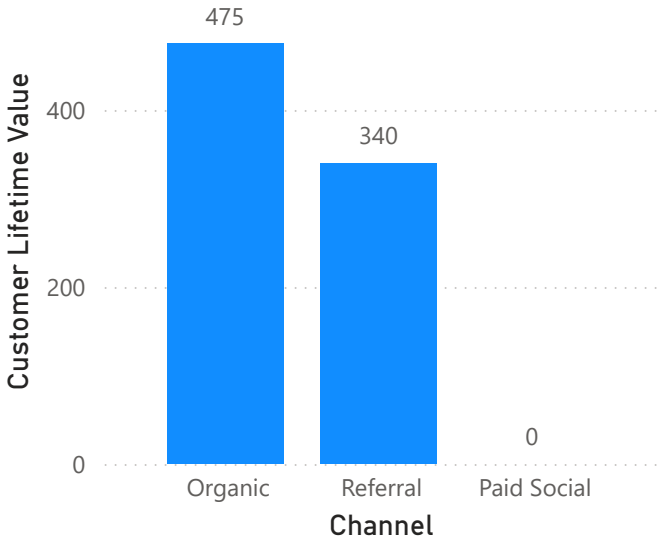
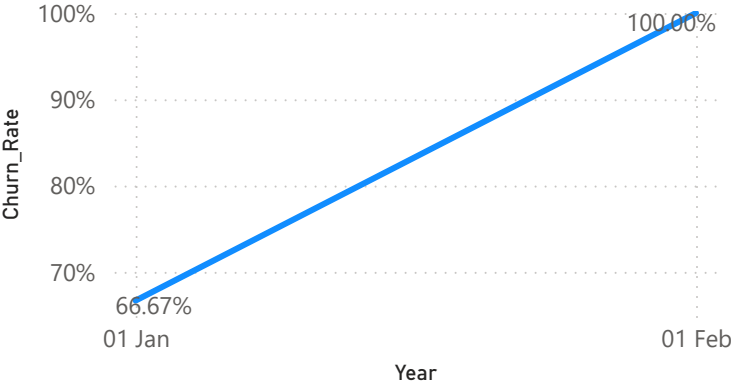


Customer Retention And Churn Prediction Analysis

Avg CLTV by Channel

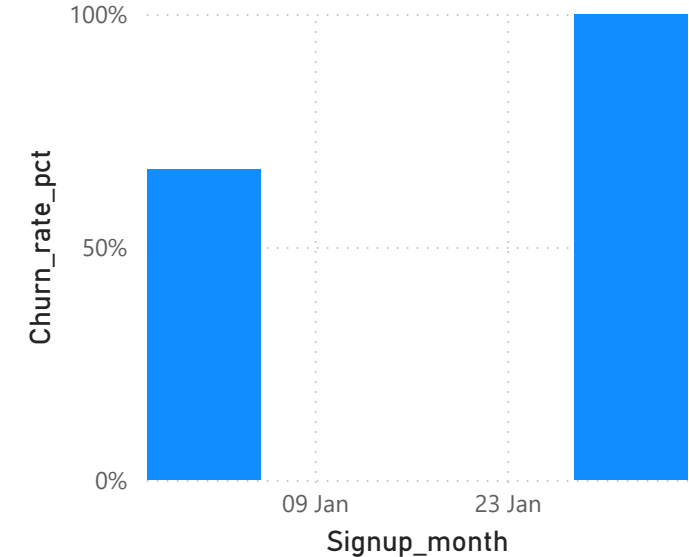


Monthly Churn Rate Trend

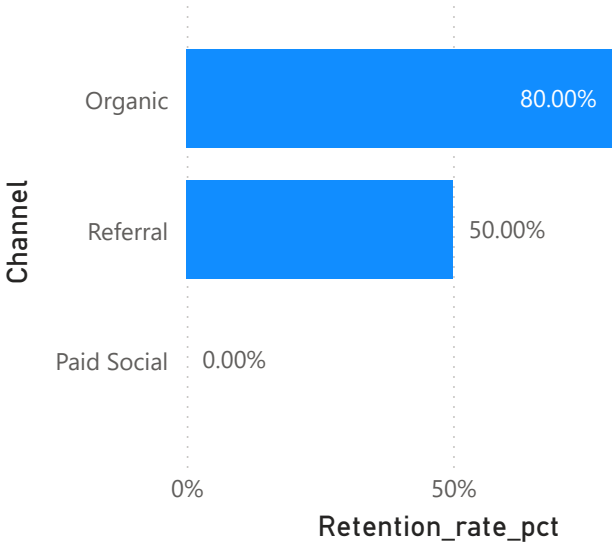


Customer_Id	Signup_date	Channel	Total_Revenue	Total
C001	10 January 2022	Organic	1300	
C002	12 January 2022	Referral	180	
C003	15 January 2022	Paid Social	0	
C004	01 February 2022	Organic	300	
C005	10 February 2022	Referral	500	

Churn Rate by Signup Month



Retention Rate by Channel



- channel, signup_date, chu... ▾
- Organic
 - 10 January 2022
 - 01 February 2022
 - Churned
 - Paid Social
 - Referral

5

Total Customers

80.00%

Overall Churn Rate

\$456

Avg Customer Lifetime Va...

20.00%

Overall Retention Rate