

Hi the engagement partner ,

I hope this email finds you well. I have prepared a detailed customer retention dashboard, highlighting key performance indicators (KPIs) to help you monitor customer churn and improve retention strategies.

### **Key Highlights:**

- **Current Churn Rate:** 2653.77% (up/down from last month)
- **Retention Rate:** 64.76%
- **Average Monthly Revenue per Customer:** \$64.76
- **Customer Lifetime Value:** \$2.10K
- **High Churn Risk:** Customers with month-to-month contracts and electronic payment methods show the highest churn rates.
- **Support Issues:** Customers with more than 3 support tickets have a significantly higher churn rate.

Please review the attached dashboard and let me know if you would like to explore any specific areas in detail.

Best regards,  
**Deepa Ponnusamy**  
Data Analyst