

age_group

payment_pl...

is_auto_ren...

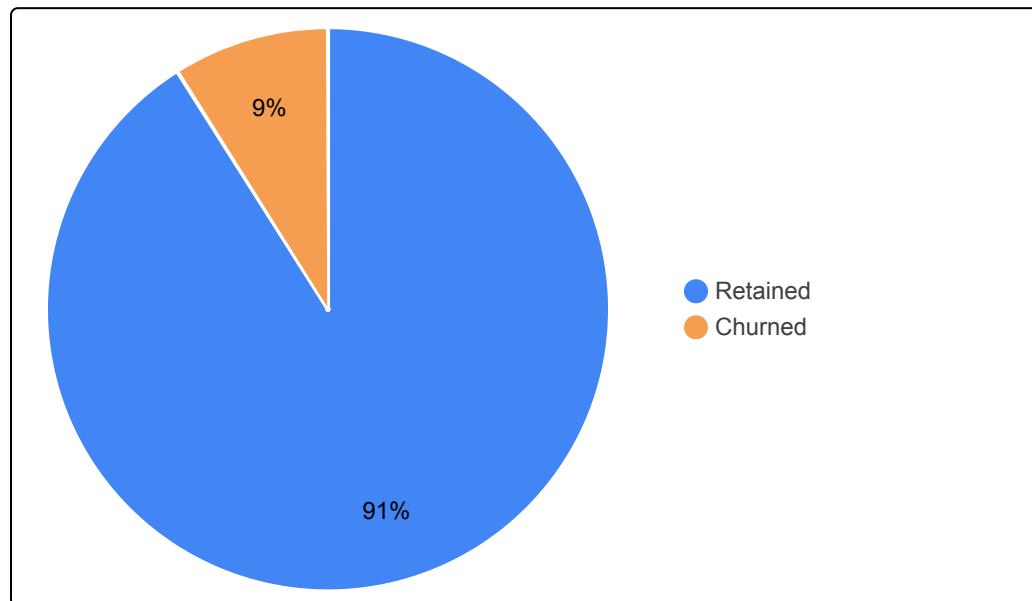
KKBox Retention Analysis

Total Users
970,960

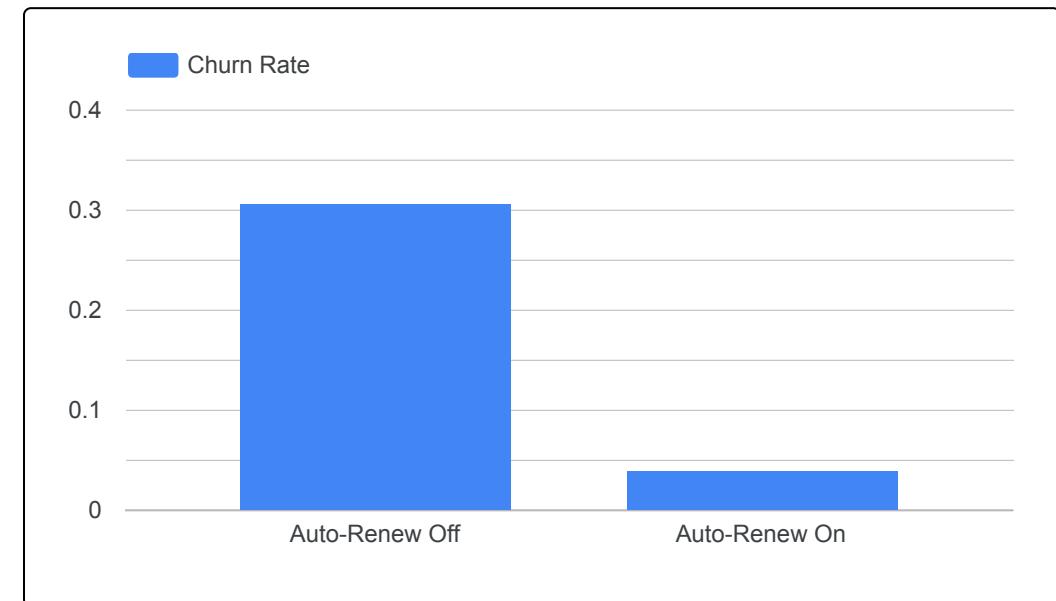
Churn Rate
8.99%

Users Churned
87,330

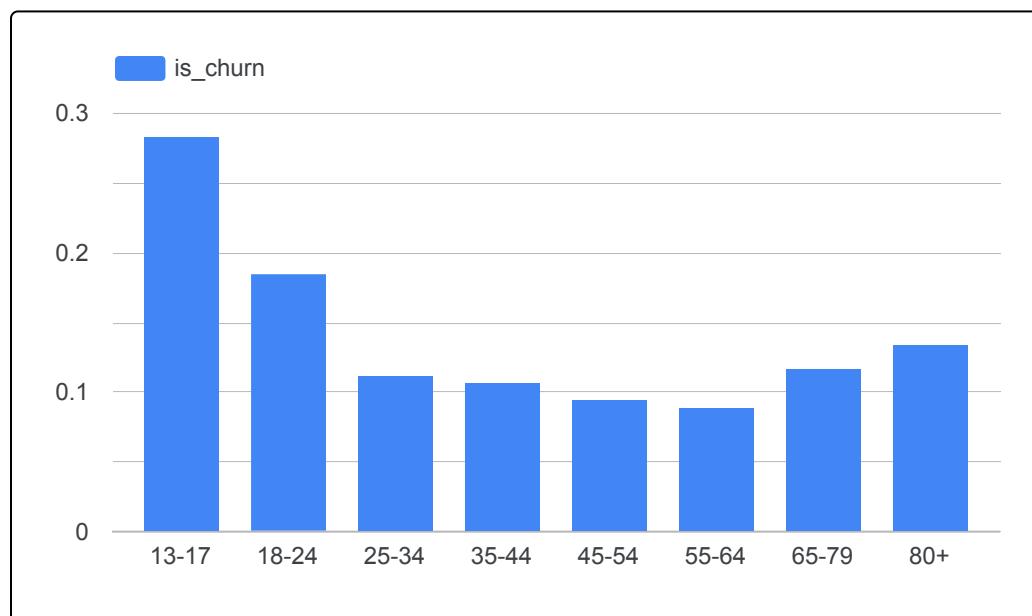
Churn Status



Churn Rate by Auto-Renew Status



Churn Rate by Age Group



Churn Rate by Plan Type

