

age\_group ▾

payment\_pl... ▾

# KKBox Retention Analysis

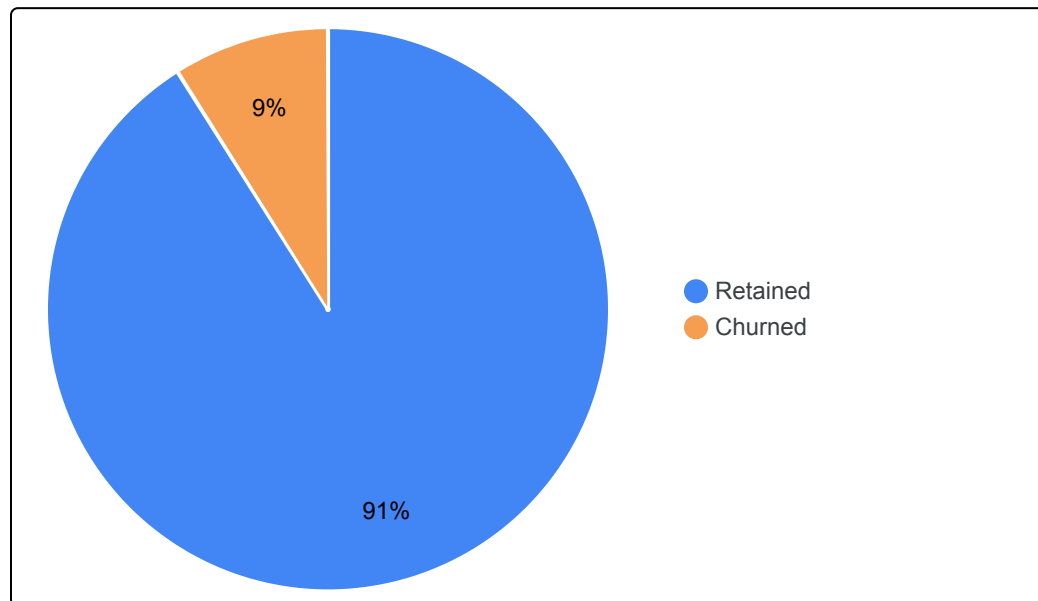
is\_auto\_ren... ▾

Total Users  
**970,960**

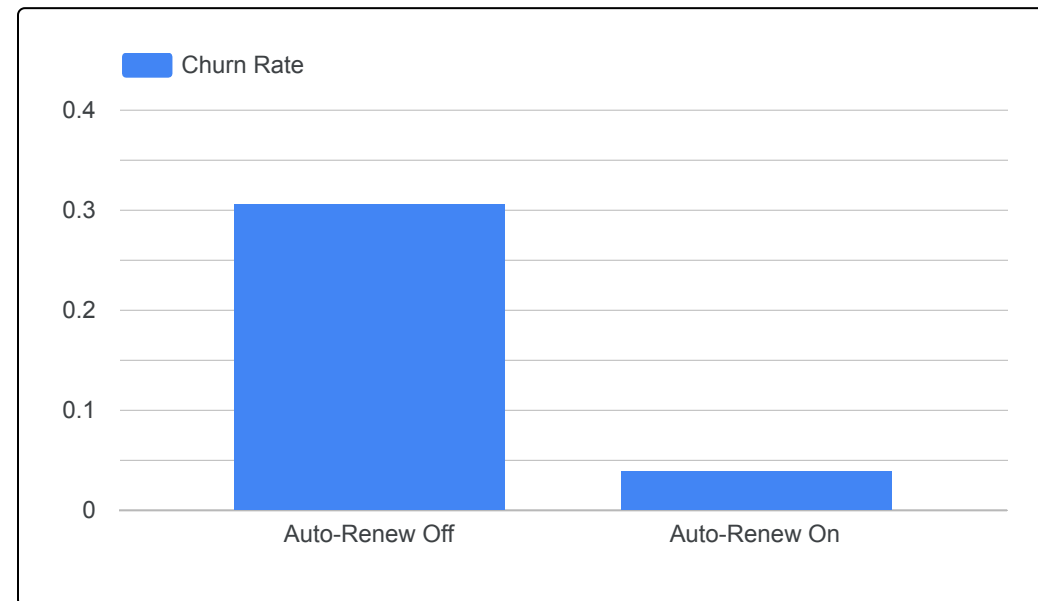
Churn Rate  
**8.99%**

Users Churned  
**87,330**

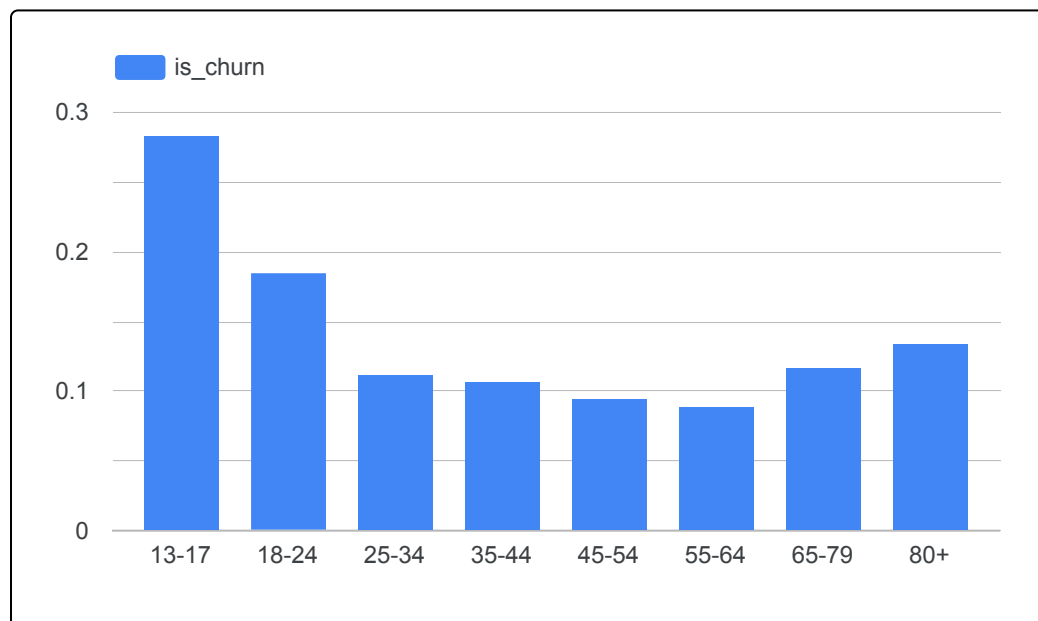
Churn Status



Churn Rate by Auto-Renew Status



Churn Rate by Age Group



Churn Rate by Plan Type

