

age_group ▾

payment_pl... ▾

KKBox Churn Analysis

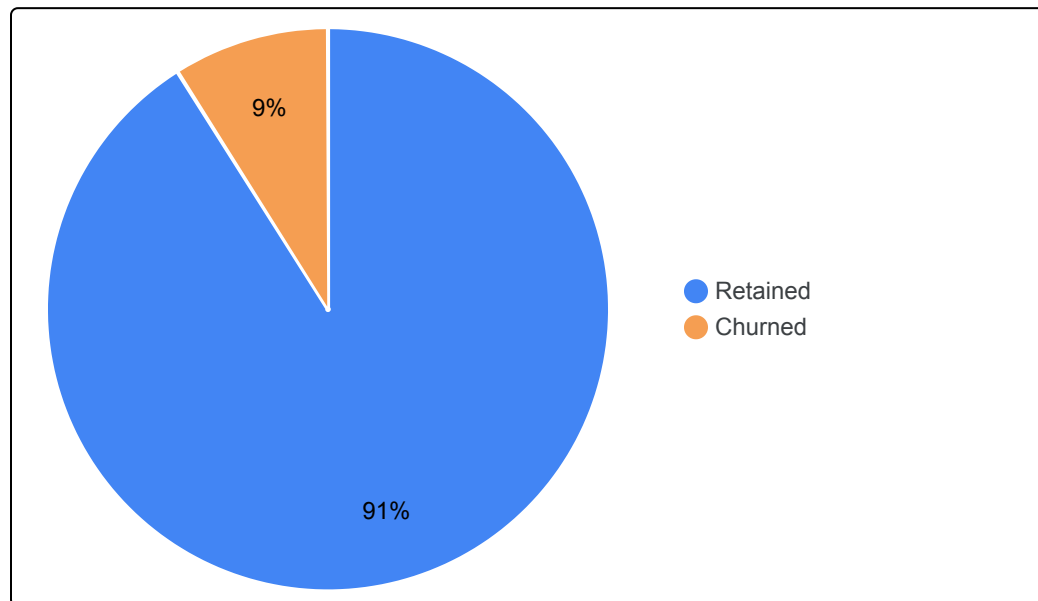
is_auto_ren... ▾

Total Users
970,960

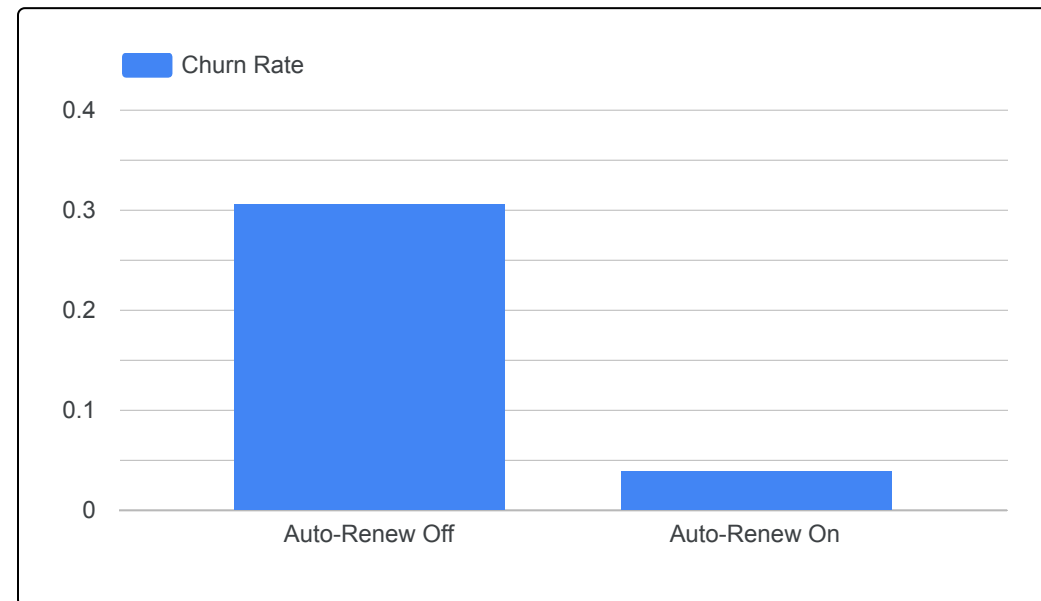
Churn Rate
8.99%

Users Churned
87,330

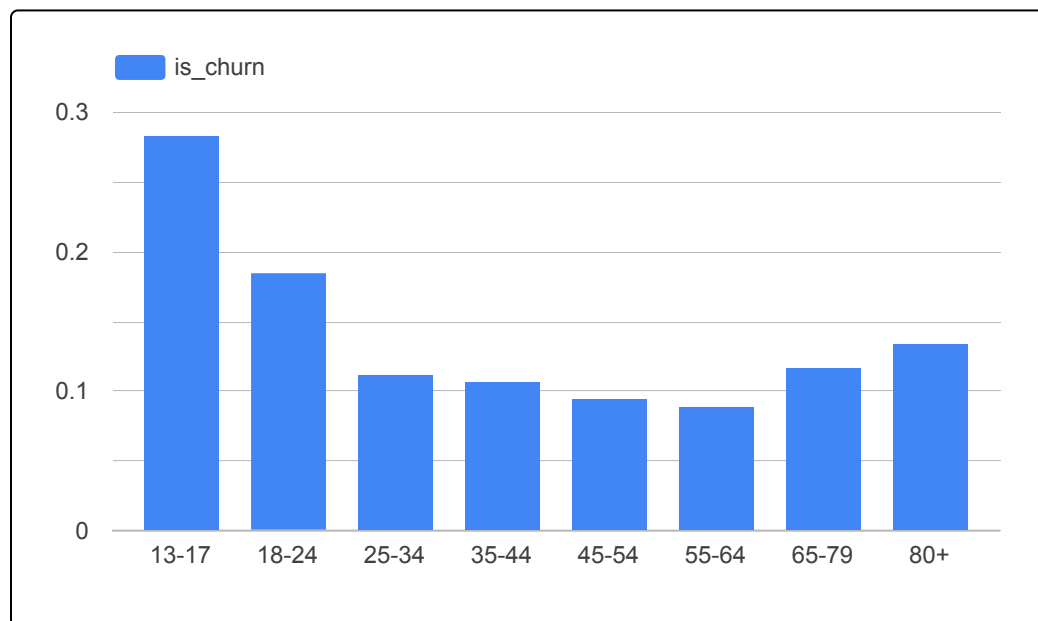
Churn Status



Churn Rate by Auto-Renew Status



Churn Rate by Age Group



Churn Rate by Plan Type

