

# SaaS Churn Metrics Dashboard

## Business Health Baseline

Current MRR

**210,596.39**

Churn Rate (%)

**35.6**

Active Customers

**322**

Healthy Customers %

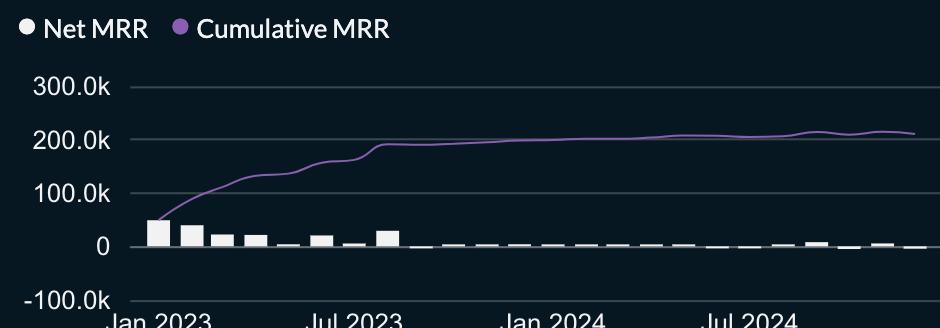
**95.3**

## Growth Trajectory

### Month-over-Month Growth Rate



### MRR Growth Over Time



## Cohort Retention Analysis

### Cohort Retention: Best vs. Worst Performers



### Churn Heatmap: Cohort x Plan Tier

cohort_month	Enterprise	Pro	Starter
2023-01	31.25	37.14	44.64
2023-02	10	44.12	29.55
2023-03	27.27	27.27	45.95

11 rows

## Customer Health Alerts

### At-Risk Customer Distribution



### Top 10 Critical Customers

customer_id	lifetime_value	health_score	health_status
cus_96dfe29277cd312b	1,484.78	2.97	At Risk
cus_6b16f98c1ef6f3d8	1,471.68	2.94	At Risk
cus_74b718353360a413	1,461.95	2.92	At Risk

10 rows