

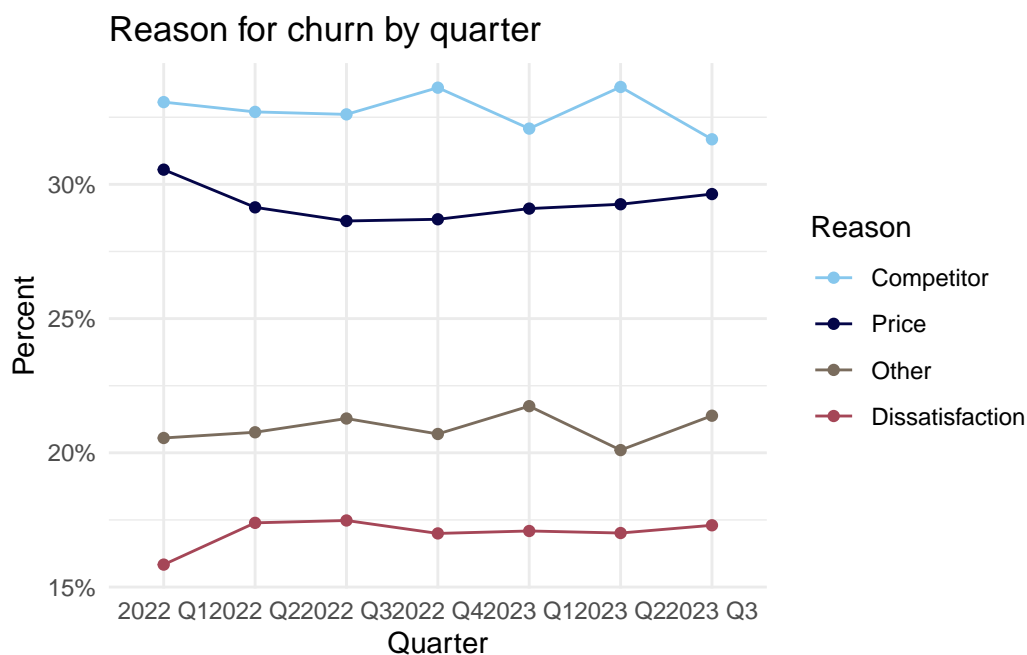
CUSTOMER CHURN REPORT

Updated: August 21, 2023

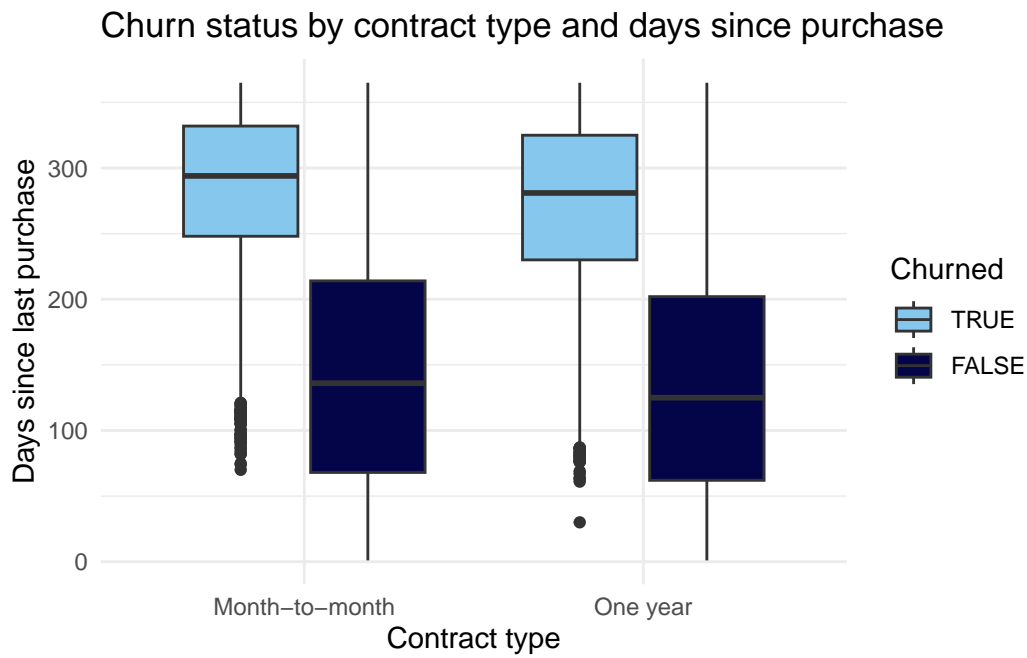
Overview

Understanding our customer churn is essential to DemoCo's success. In 2022, our customer churn was 18.1% - leading to revenue loss of \$2.2 million. **Our 2023 goal is for customer churn to be under 10%.**

Churn by quarter



Contract type



Purchase characteristics

Purchase characteristics by contract type and churn status

	Average purchase	Total transactions	Days since last purchase
Month-to-month			
Did not churn	\$50.08	19	136
Churned	\$50.25	16	294
One year			
Did not churn	\$50.01	2	125
Churned	\$50.07	2	281