

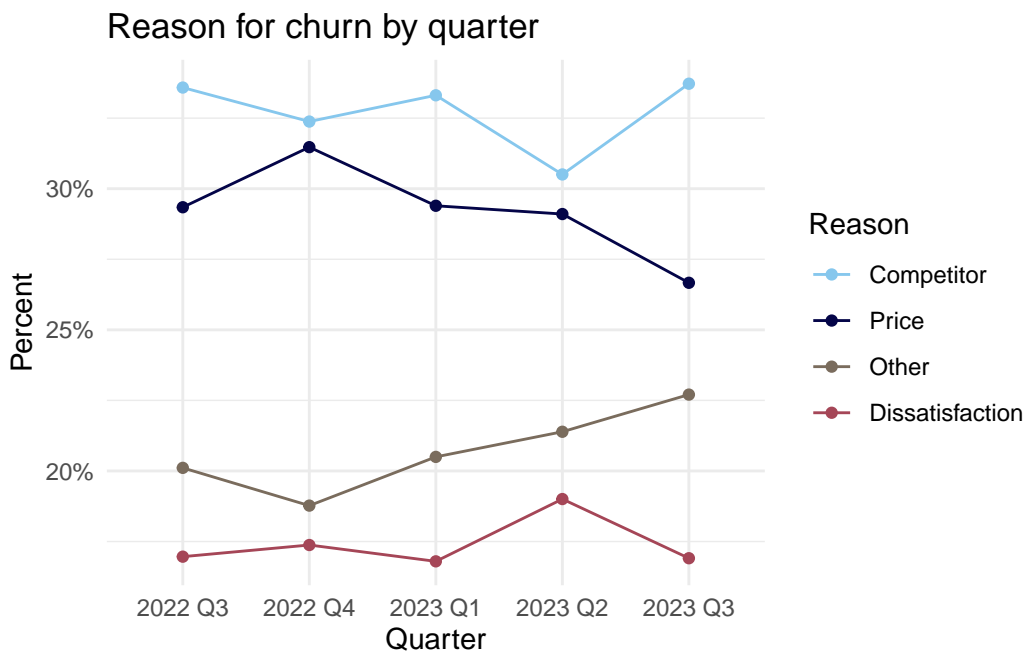
CUSTOMER CHURN REPORT: PROFESSIONAL PRODUCTS

Updated: October 04, 2023

Overview

Understanding our customer churn is essential to DemoCo's success. In 2022, our customer churn was 17.3% - leading to revenue loss of \$2.2 million. **Our 2023 goal is for customer churn to be under 10%.**

Churn by quarter



Purchase characteristics

Purchase characteristics by contract type and churn status

	Average purchase	Total transactions	Days since last purchase
Month-to-month			
Did not churn	\$49.99	19	135
Churned	\$50.52	16	293
One year			
Did not churn	\$50.00	2	126
Churned	\$50.54	2	282

