

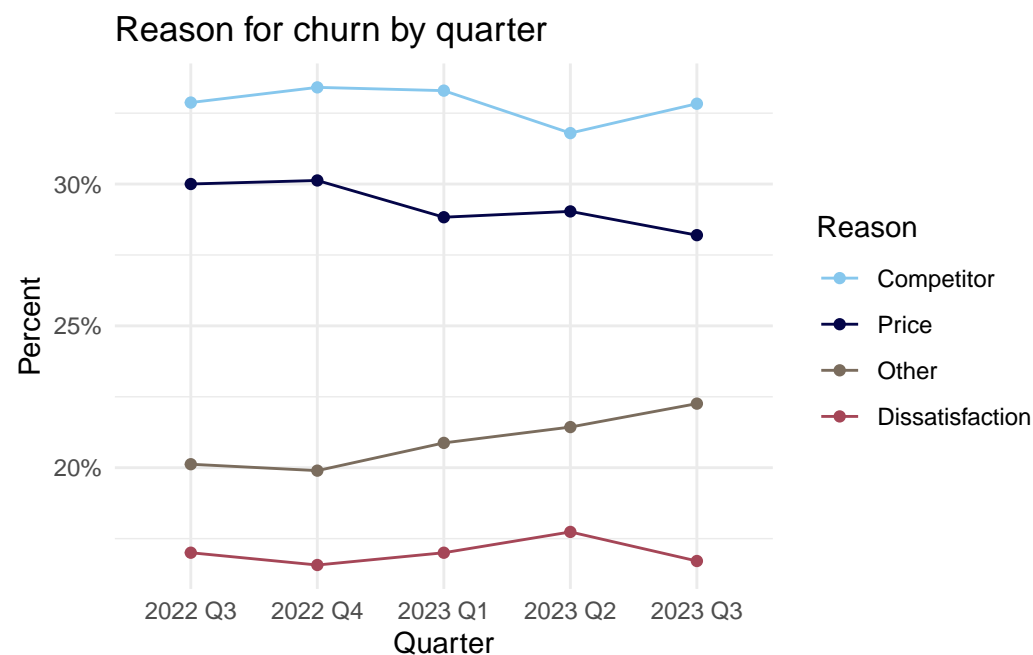
# CUSTOMER CHURN REPORT

Updated: October 02, 2023

## Overview

Understanding our customer churn is essential to DemoCo's success. In 2022, our customer churn was 17.5% - 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	\$50.05	19	137
Churned	\$50.31	16	294
One year			
Did not churn	\$49.90	2	126
Churned	\$50.33	2	282

