CUSTOMER CHURN REPORT

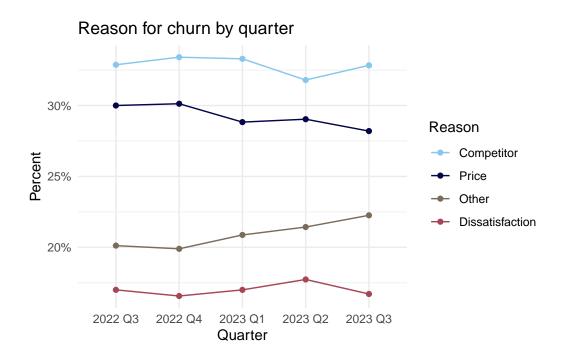


Updated: October 02, 2023

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 |





Churn status by contract type and days since purchase

