Executive Summary
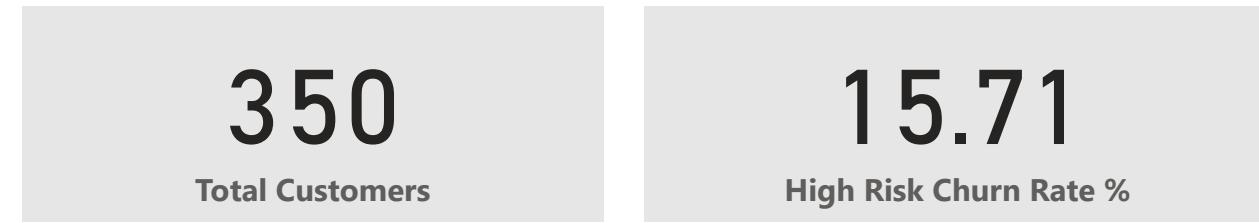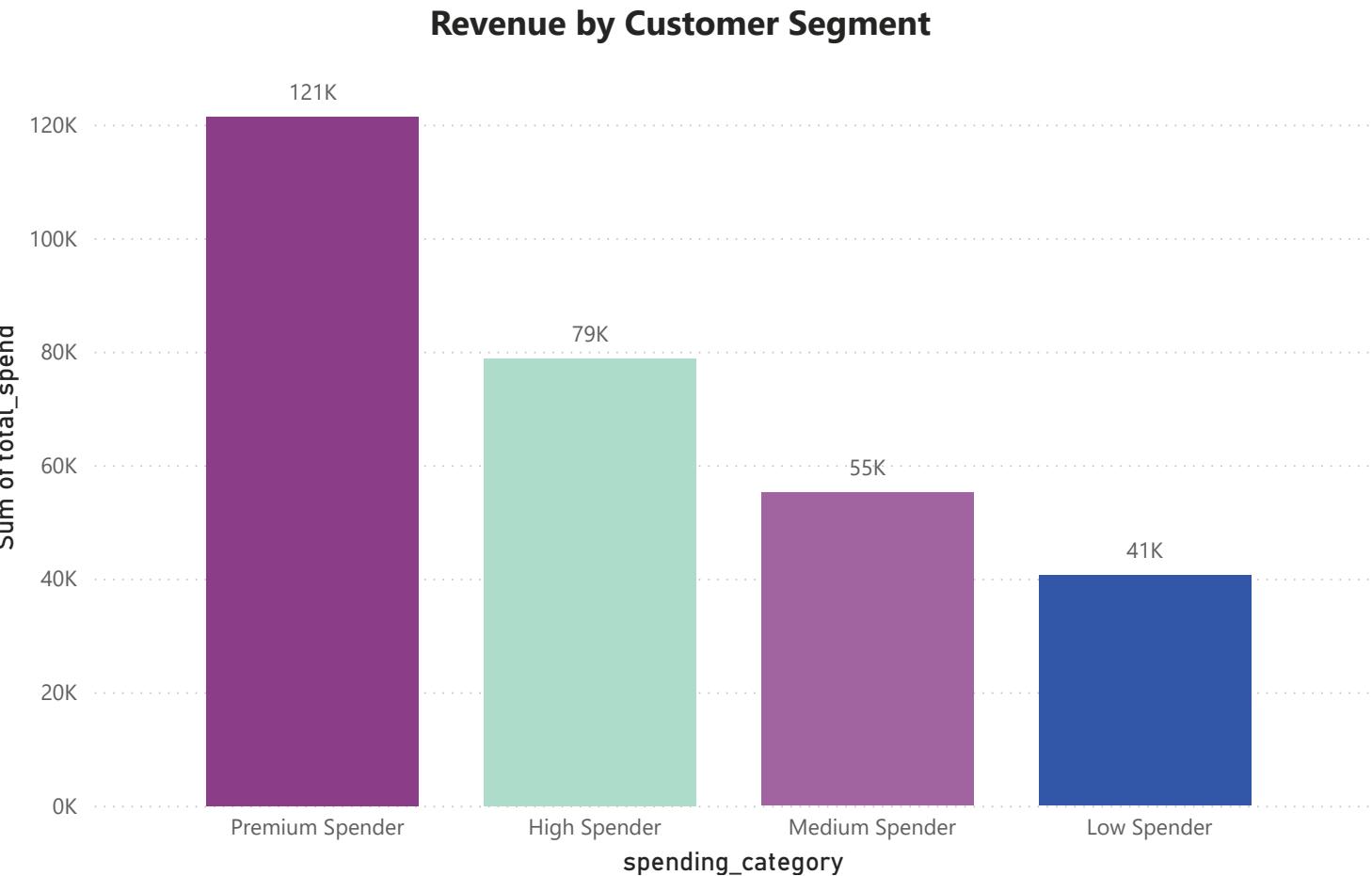
295.88K	295.88K	350	15.71
Total Revenue	**Avg Customer Lifetime Value**	**Total Customers**	**High Risk Churn Rate %**
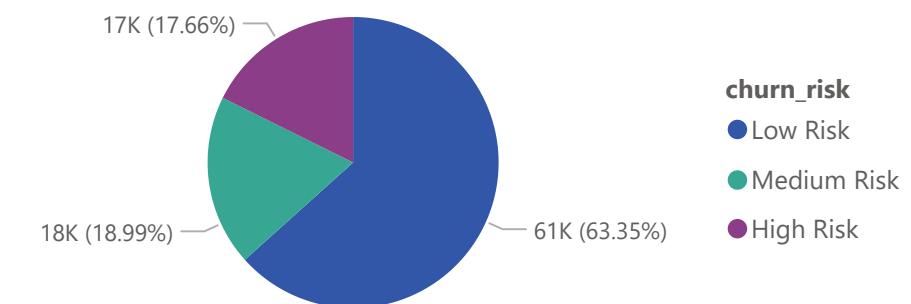
Revenue by Customer Segment

Churn Risk Distribution

- 17K (17.66%)
- 18K (18.99%)
- 61K (63.35%)

churn_risk
- Low Risk
- Medium Risk
- High Risk

Customer by Gender

- 48K (49.95%)
- 48K (50.05%)
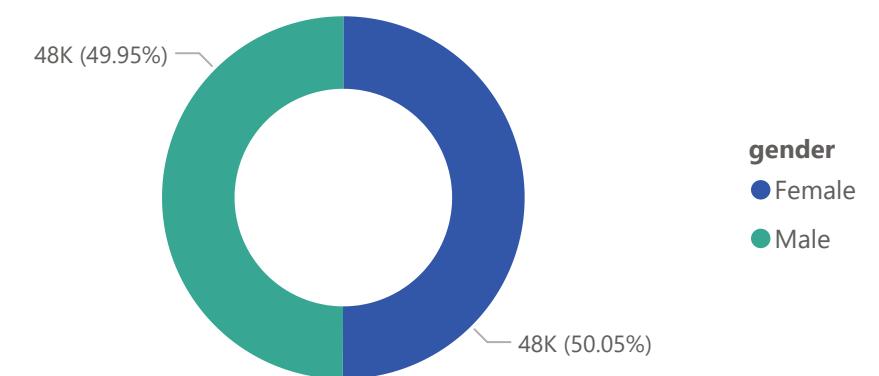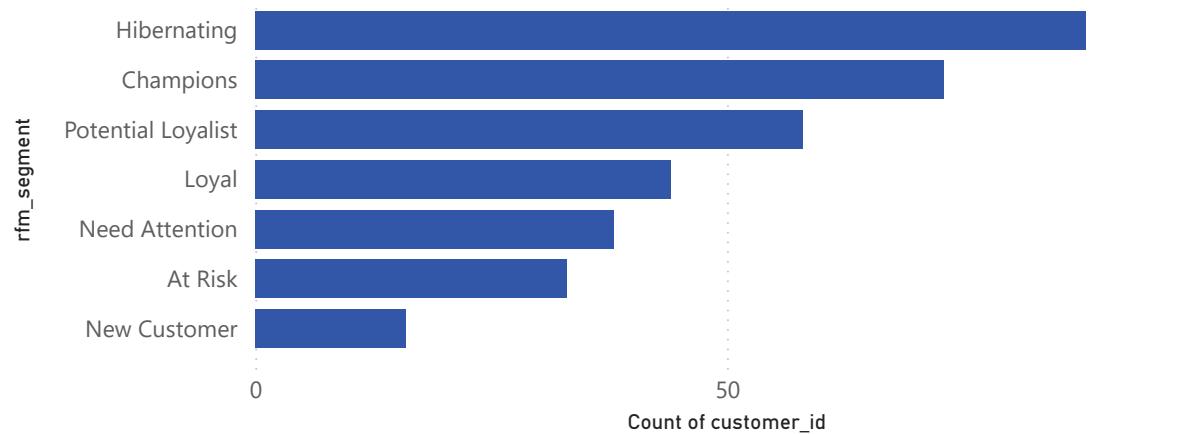
gender
- Female
- Male
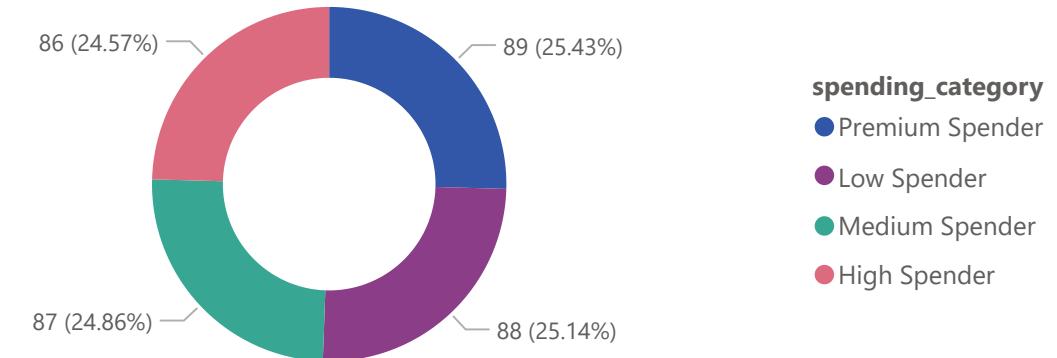
Purchase Behavior Analysis Dashboard

Total Revenue by RFM Segment
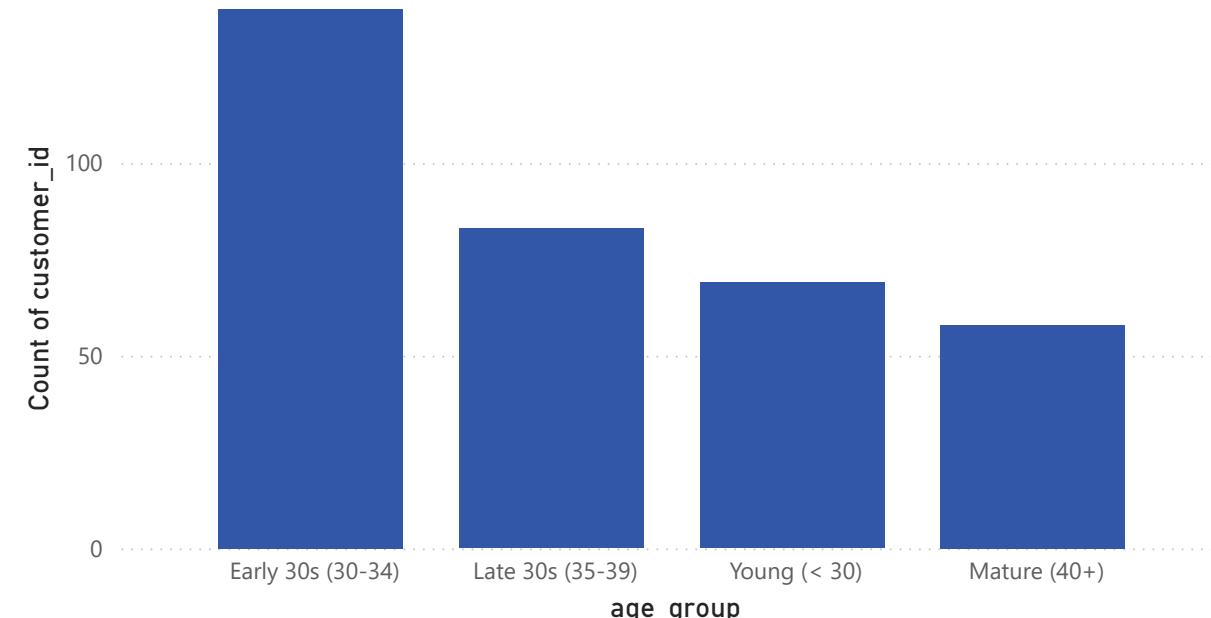
Customer Distribution by Spending Category

86 (24.57%) 89 (25.43%)

87 (24.86%) 88 (25.14%)

spending_category
- Premium Spender
- Low Spender
- Medium Spender
- High Spender

Top 10 High-Value Customers
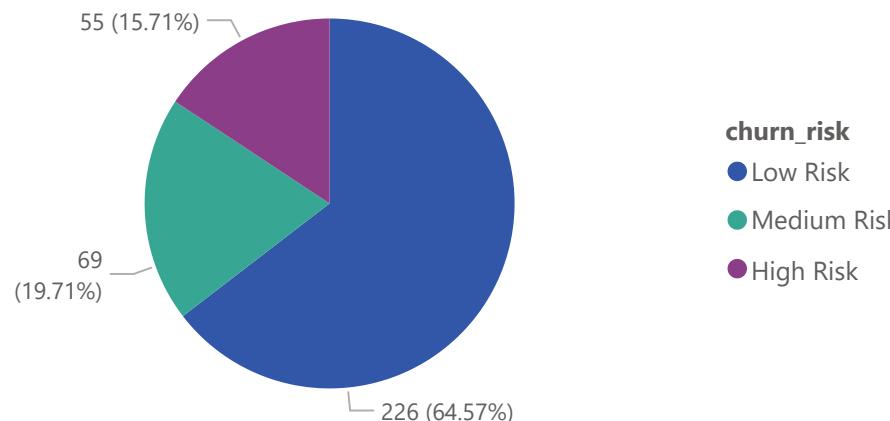
churn_risk	customer_id	clv	total_spend
Low Risk	110	1,520.10	1,520.10
Low Risk	128	1,500.10	1,500.10
Low Risk	146	1,490.10	1,490.10
Low Risk	158	1,500.10	1,500.10
Low Risk	176	1,490.10	1,490.10
Low Risk	188	1,500.10	1,500.10
Low Risk	206	1,490.10	1,490.10
Low Risk	218	1,500.10	1,500.10
Low Risk	236	1,490.10	1,490.10
Low Risk	248	1,490.10	1,490.10
Low Risk	260	1,500.10	1,500.10
Low Risk	278	1,490.10	1,490.10
Low Risk	290	1,500.10	1,500.10
Low Risk	319	1,490.10	1,490.10

Customers by Age Group

Quick measure
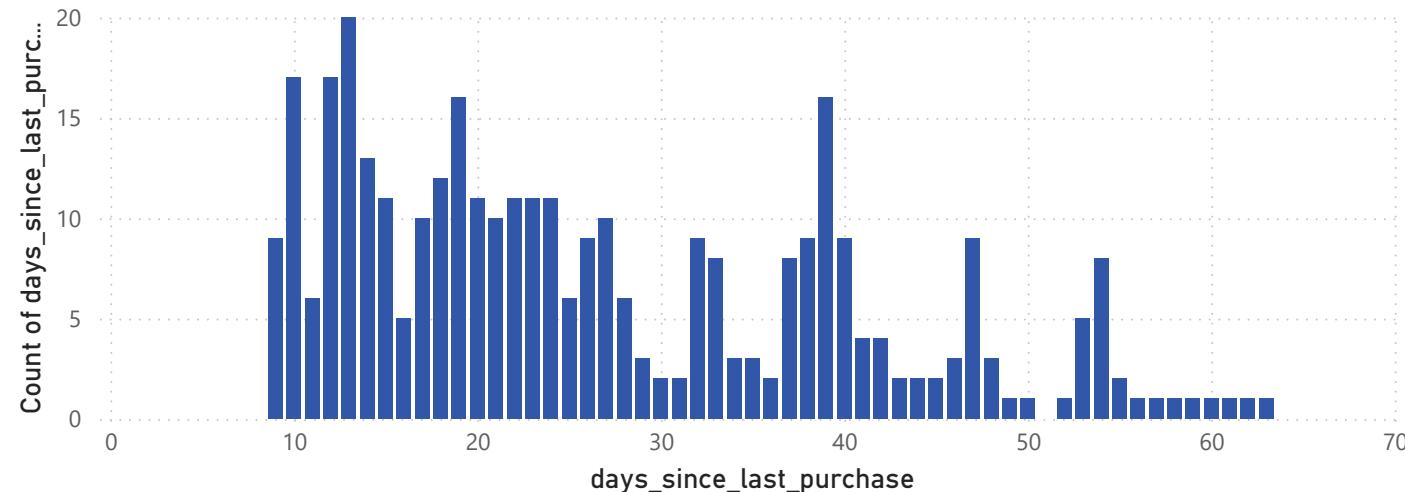
Churn Risk Analysis

Churn Risk Distribution

55 (15.71%)

69 (19.71%)

226 (64.57%)
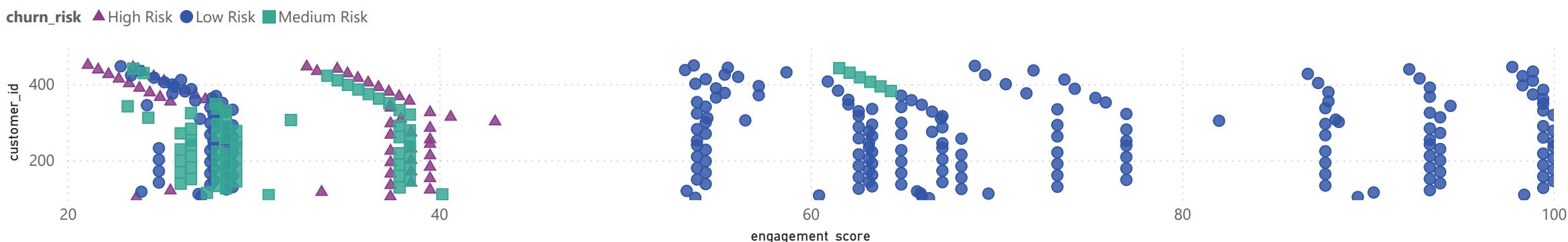
churn_risk
- Low Risk
- Medium Risk
- High Risk

Distribution of Days Since Last Purchas

Engagement Score vs Churn Risk

churn_risk ▲ High Risk ● Low Risk ■ Medium Risk

High-Risk Customers

| churn_risk	Sum of customer_id	Sum of total_spend	Sum of clv	Sum of days_since_last_purchase	Sum of engagement_score	spending_category
High Risk	13816	30,859.25	30,859.25	2379	1,617.17	Medium Spender
High Risk	3216	3,882.00	3,882.00	356	203.73	Low Spender
Total	**17032**	**34,741.25**	**34,741.25**	**2735**	**1,820.89**	

Quick measure

Geographic & Demographic
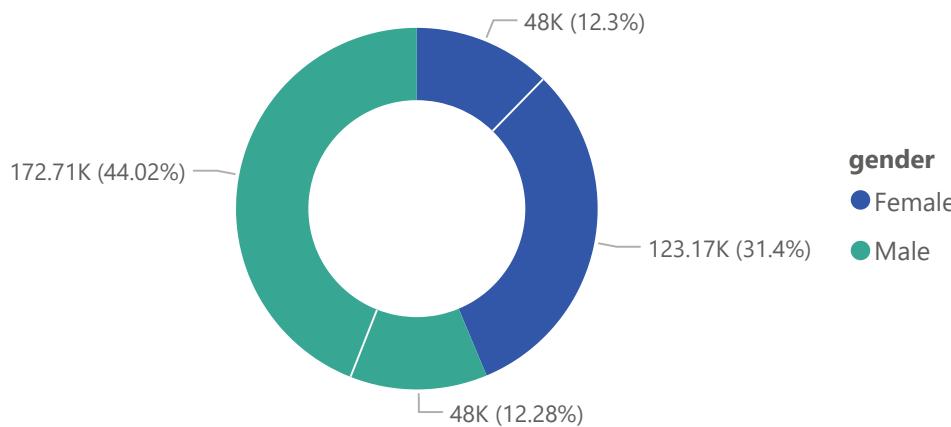
Customer Distribution by City

Revenue & Customer Count by City

city	Count of customer_id	Sum of total_spend	Average of clv
San Francisco	58	84,666.80	1,459.77
New York	59	68,737.10	1,165.04
Los Angeles	59	47,524.00	805.49
Miami	58	40,042.60	690.39
Chicago	58	28,993.20	499.88
Houston	58	25,919.90	446.89
Total	**350**	**2,95,883.60**	**845.38**

Gender Analysis by Spending

48K (12.3%)
172.71K (44.02%)
123.17K (31.4%)
48K (12.28%)

gender
● Female
● Male

Customers by Age Group