

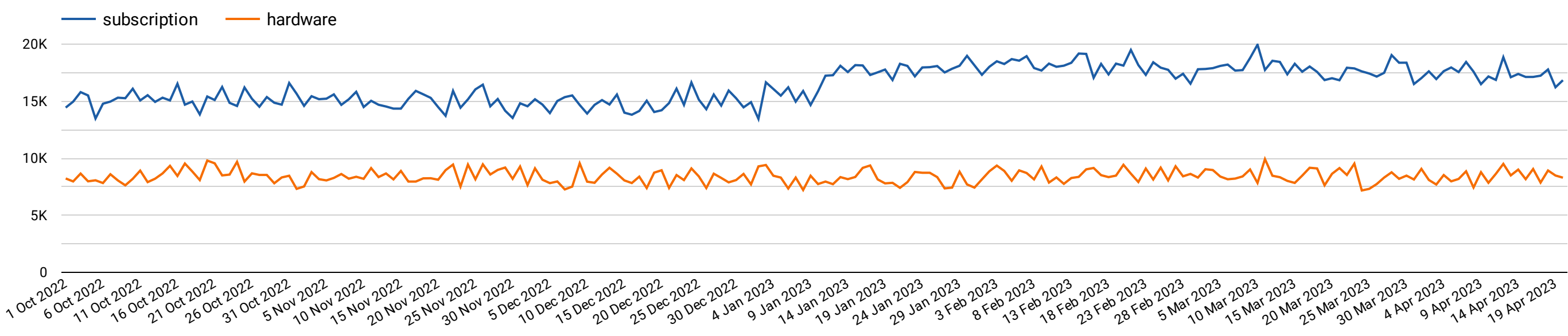
Select date range

Total Revenue
30.8M

Subscription Customers
273,004

Hardware Customers
358,301

Daily Revenue



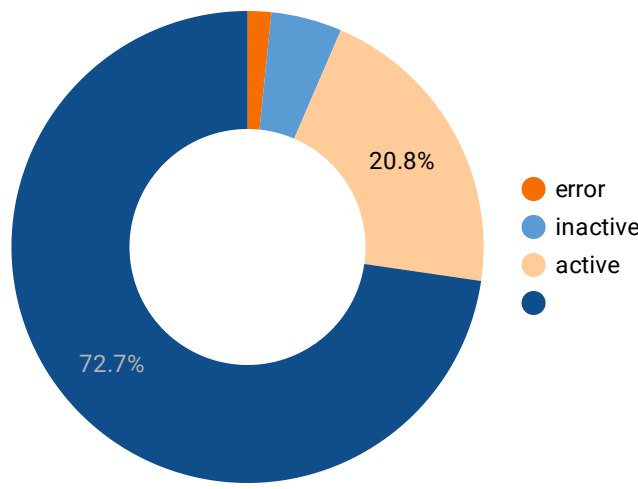
Total Revenue of Each Customer

status

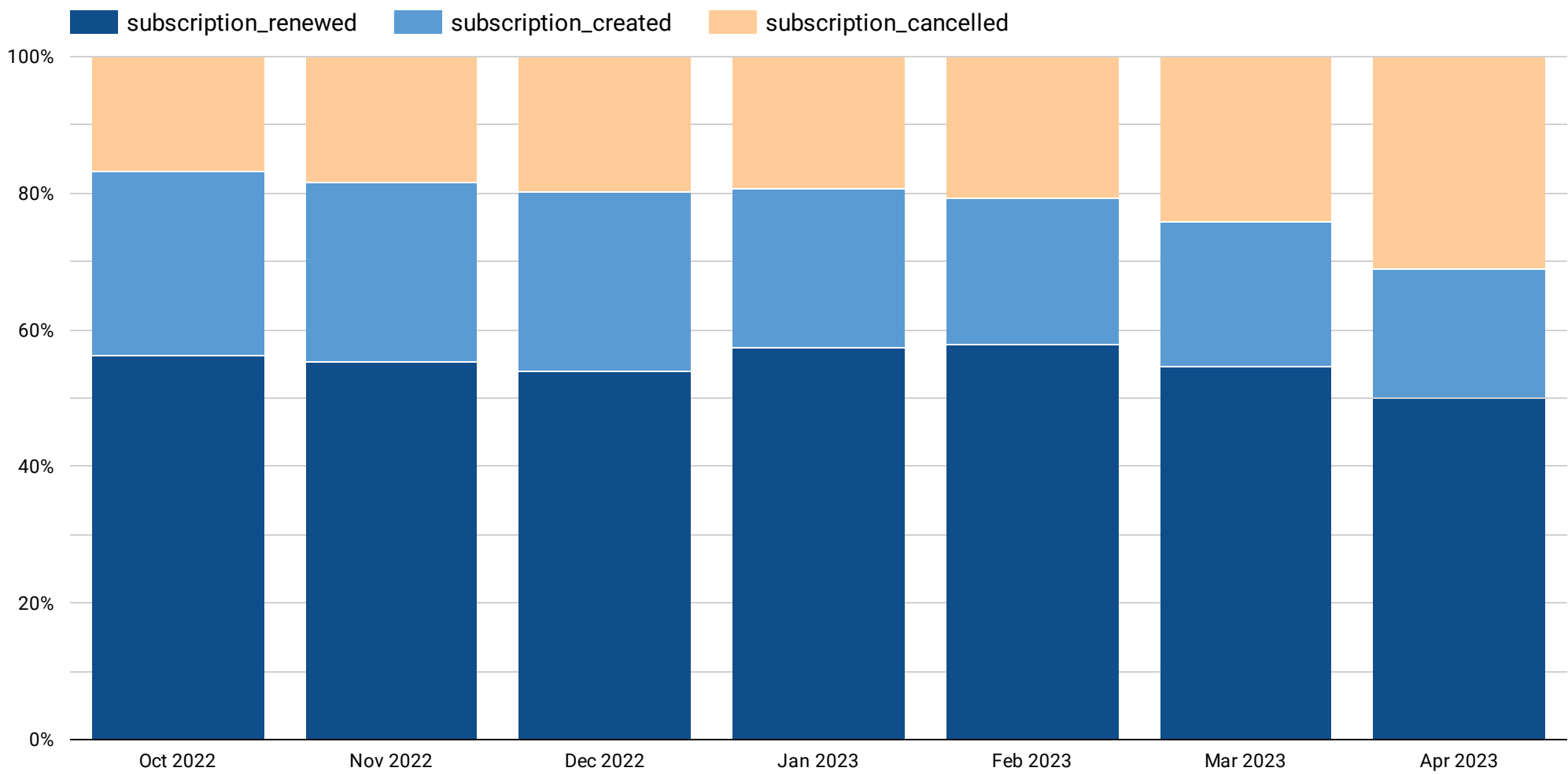
customer_id	status	total_revenue	hardware_revenue	subscription_reve...
baf8c6fc-3a18-4466-9595-535387cd0bca	active	549.89	299.94	249.95
e700a0da-c6da-4850-8812-628779dc9fbe	active	549.89	299.94	249.95
3ed6f791-124b-4d2c-a3ba-336c877b10d8	active	499.9	249.95	249.95
df2be913-f1bd-48e5-8d1f-4369243ef85b	active	499.9	249.95	249.95
69ce5b0b-9b2e-4e85-b93d-ee0dfc1237c4	active	499.9	249.95	249.95
622dd6c0-fa2c-4d19-9db8-c989d8b07a3c	active	499.9	249.95	249.95
9fd797e3-aea0-4002-9185-2c923826d016	active	499.9	249.95	249.95
a279910b-6748-45a6-a611-90951465e94c	active	499.9	249.95	249.95
3a6649cb-b9cb-47fe-a2e3-5ee084e119fa	active	499.9	249.95	249.95
3c23b304-0881-407e-8e5f-d6c3bb40a834	active	499.9	249.95	249.95
1b950129-e597-4195-b97b-413f3ebef1d4	active	499.9	249.95	249.95
4464089b-7cc2-4d80-9c81-64e1885ccece	active	499.9	249.95	249.95

1 - 100 / 1000000

Subscription Validation Rate



Cancellation Rate Over Time (Monthly)



Subscription Error Cases

latest_subscription_date: latest subscription date (subscription_created or subscription_renewed)
end_date_of_period: latest_subscription_date + 1 year (subscription period)
cancellation_date: cancellation date (subscription_cancelled)
diff_day: end_date_of_period - cancellation_date
status:
case when end_date_of_period > '2023-04-20' then 'active'
when end_date_of_period <= '2023-04-20' and diff_day >= 0 then 'inactive'
else 'error'

customer_id	status	latest_subscription_date	end_date	cancellation_date	end_cancell_diff_day
fffb9c06-751c-4f16-813d-bd41519aa77d	error	2 Jan 2021	2 Jan 2022	22 Apr 2022	-110
fffb7a05-9891-4a15-843c-b281cd272772	error	21 Dec 2021	21 Dec 2022	null	null
fff9fe29-ba2f-4c6d-be1d-8b2dc1f95ff8	error	20 Nov 2021	20 Nov 2022	null	null
ffec3b8f-9911-4522-ad05-f143e36ad1c5	error	9 Jun 2021	9 Jun 2022	9 Sept 2022	-92
ffecfb84-05ce-4cbe-bf1f-e668838a81ce	error	19 Apr 2022	19 Apr 2023	null	null
ffea2078-3c23-4408-b3a8-776cc55dcea3	error	5 Jun 2021	5 Jun 2022	null	null
ffe90289-f20d-4e4c-b22b-2e9966bdf6ea	error	25 Feb 2021	25 Feb 2022	20 Jul 2022	-145
ffdaabf65-0c6a-41bb-8dfb-dccf19996d4c	error	1 Apr 2021	1 Apr 2022	29 Mar 2023	-362
ffd8f435-57ca-42bb-ad41-1deac17a2c65	error	21 Jun 2021	21 Jun 2022	null	null
ffd63d91-43f2-4f59-b713-953e2269c361	error	6 Oct 2021	6 Oct 2022	null	null
ffd569cb-fd0f-4c2c-8136-996f8f80faf	error	11 Jan 2022	11 Jan 2023	null	null
ffc82c3d-522b-459e-a83a-dcc85d831084	error	10 Mar 2021	10 Mar 2022	23 Nov 2022	-258
ffc2368d-9643-478b-80ab-b18363706ce3	error	25 Jul 2021	25 Jul 2022	null	null
ffbc47df-1264-469e-adb0-6e593ebe75e6	error	21 Nov 2021	21 Nov 2022	null	null
ffb8b6c6-7f56-4815-b7d8-41e0300043a8	error	15 Feb 2022	15 Feb 2023	null	null

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