

# CUSTOMER CHURN SEGMENTATION ANALYSIS

## DASHBOARD

Sum of monthly\_spend

\$10.4K

Revenue Lost

\$5.325K

Total Paid Users

754

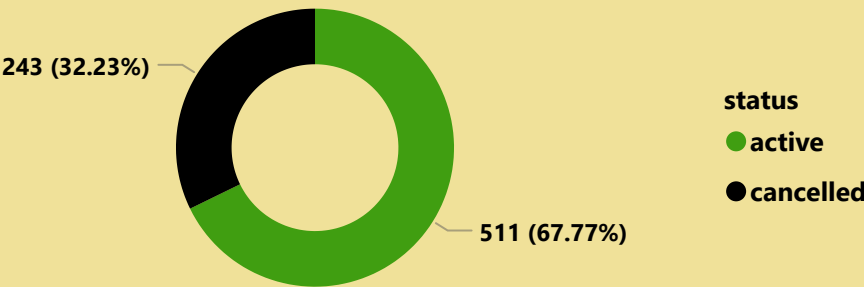
Churned Users

243

Churn Rate

32.23%

Count of user\_id by status



device

Desktop

Mobile

acquisition\_channel

Facebook...

Google Ads

Organic

Referral

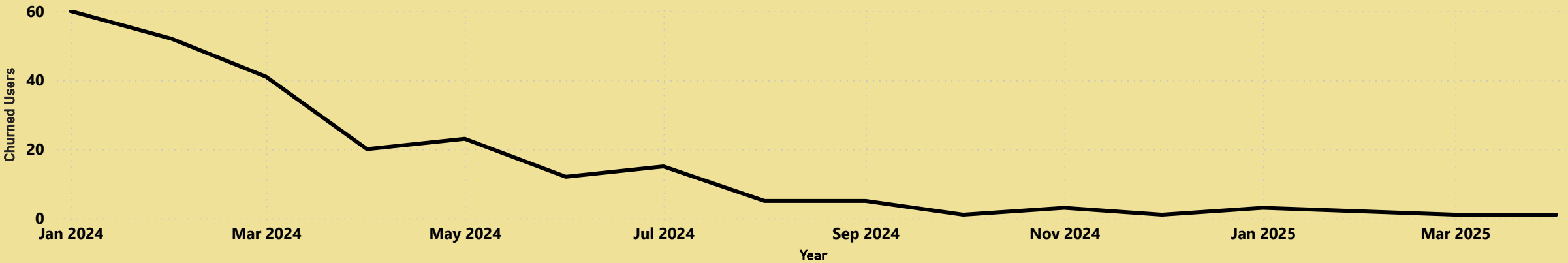
Activation Speed

Fast

Medium

No Publish

Churned Users by Year and Month



# CHURN SEGMENTATION

Sum of monthly\_spend

\$10.4K

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Total Paid Users

754

Churned Users

243

Churn Rate

32.23%

channel	Churn Rate	Churned Users	Total Paid Users
Facebook Ads	32.23%	243	754
Google Ads	32.23%	243	754
Organic	32.23%	243	754
Referral	32.23%	243	754
Total	32.23%	243	754

device

Desktop

Mobile

acquisition\_channel

Facebook...

Google Ads

Organic

Referral

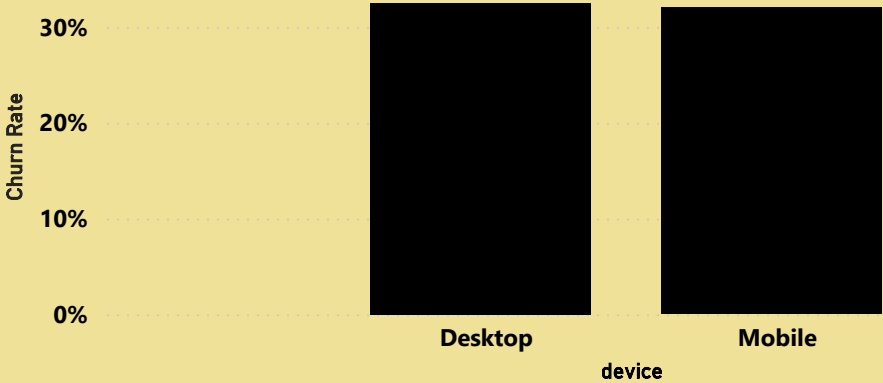
Activation Speed

Fast

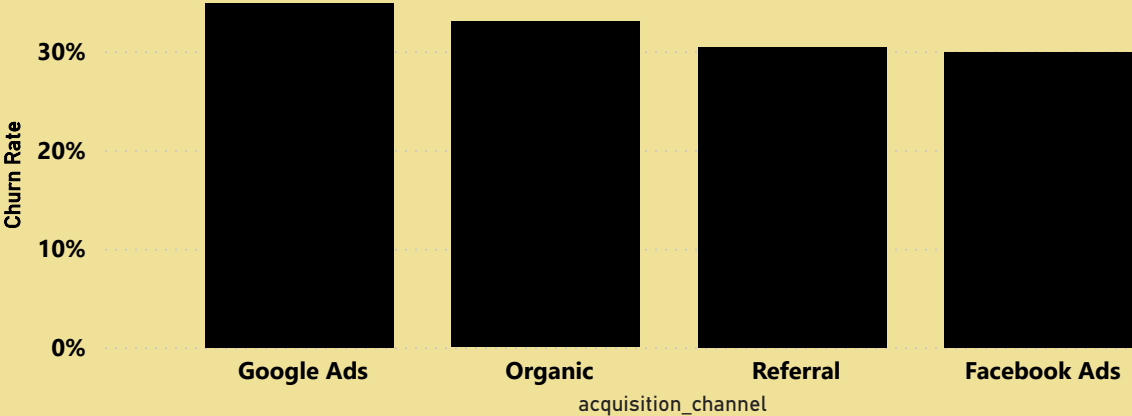
Medium

No Publish

Churn Rate by device



Churn Rate by acquisition\_channel



# CHURN RATE - BEHAVIOR RISK

No Publish Rate

51.13%

Churn Rate

32.23%

Avg Days to First Publish

2.98

acquisition\_channel

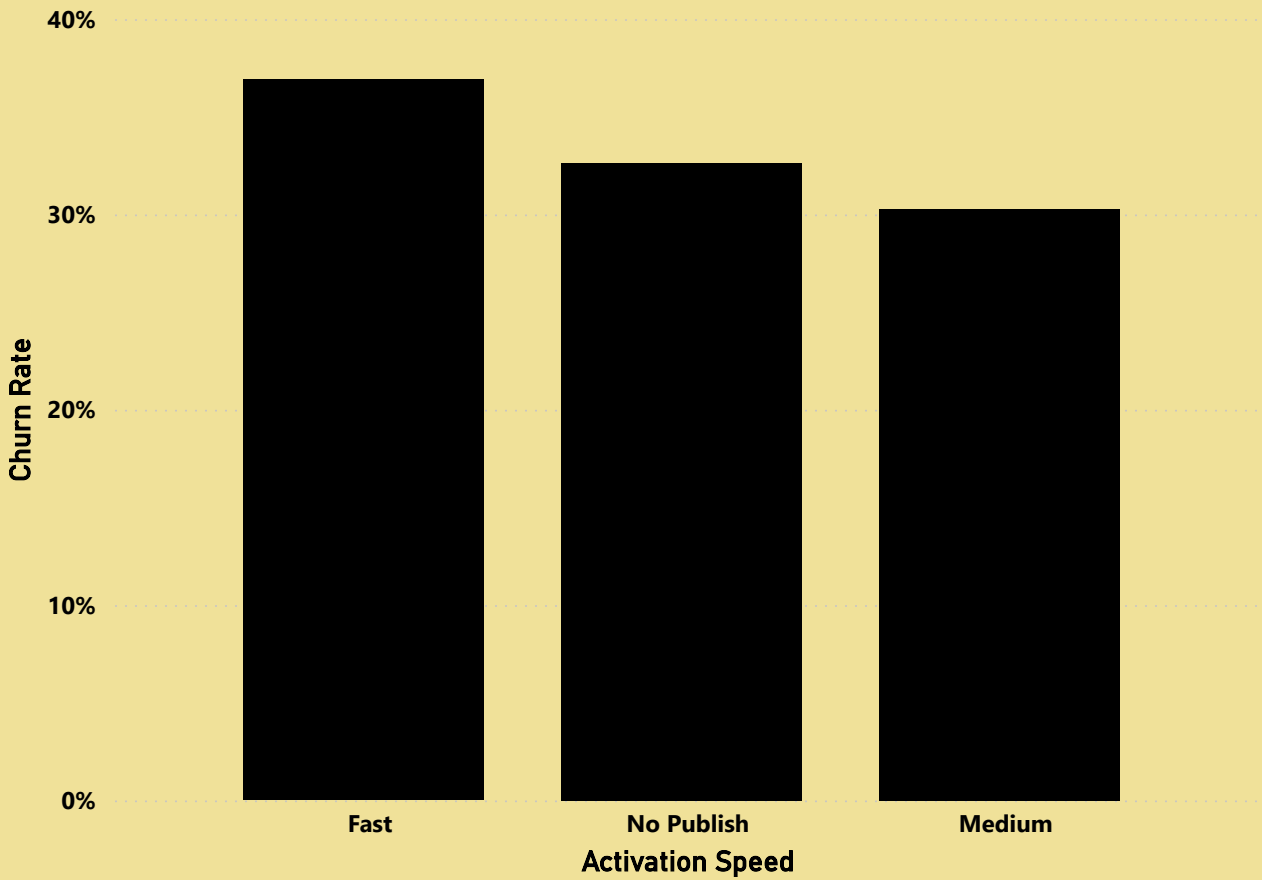
Facebook...

Google...

Organic

Referral

Churn Rate by Activation Speed



device

Desktop

Mobile

Year

2024

2025

2026

Activation Speed

Fast

Medium

No Publish

Users who publish within the first day have significantly lower churn.

Slow or inactive users represent the highest churn risk group.