

CUSTOMER CHURN SEGMENTATION ANALYSIS DASHBOARD

Sum of monthly_spend

\$10.4K

Revenue Lost

\$5.325K

Total Paid Users

754

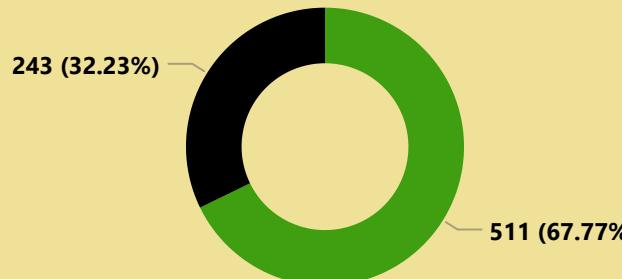
Churned Users

243

Churn Rate

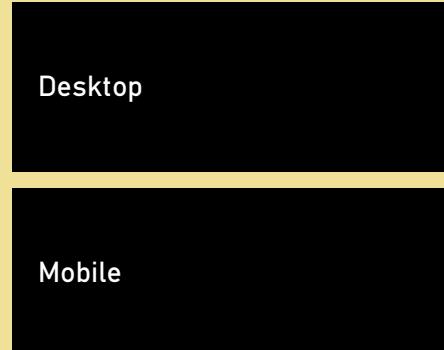
32.23%

Count of user_id by status



status
● active
● cancelled

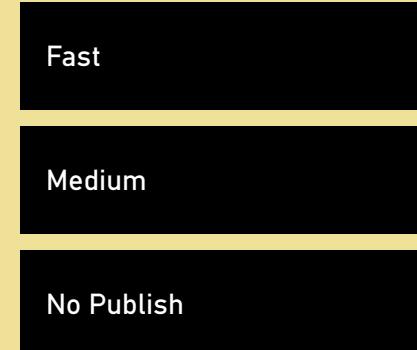
device



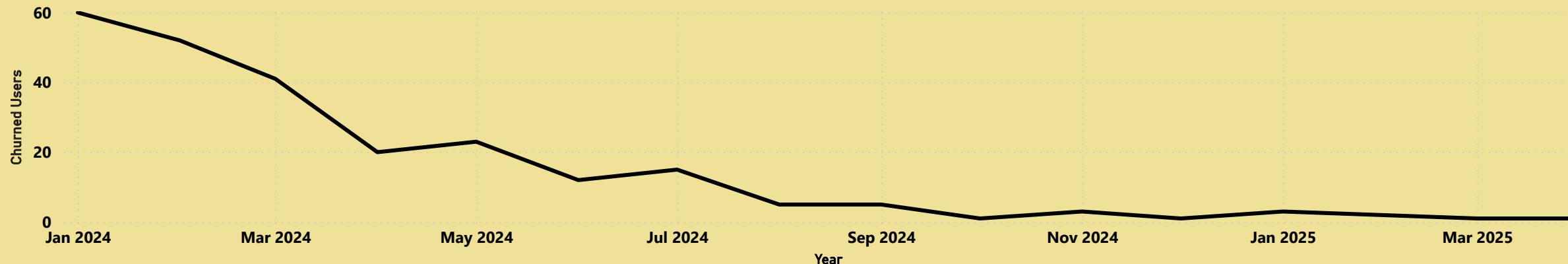
acquisition_channel



Activation Speed



Churned Users by Year and Month



CHURN SEGMENTATION

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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

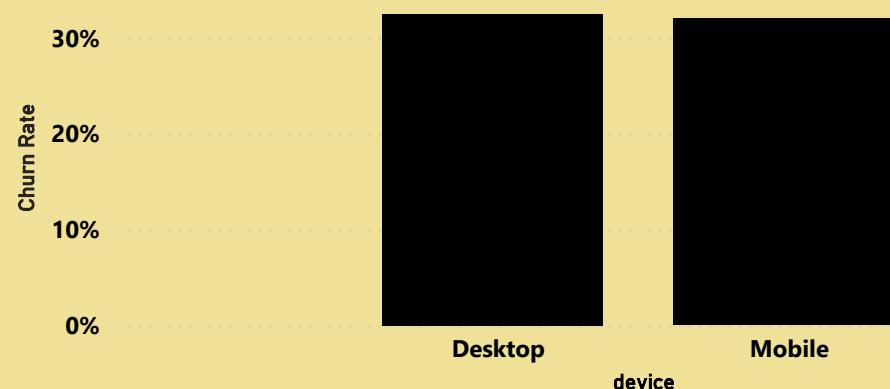
Activation Speed

Fast

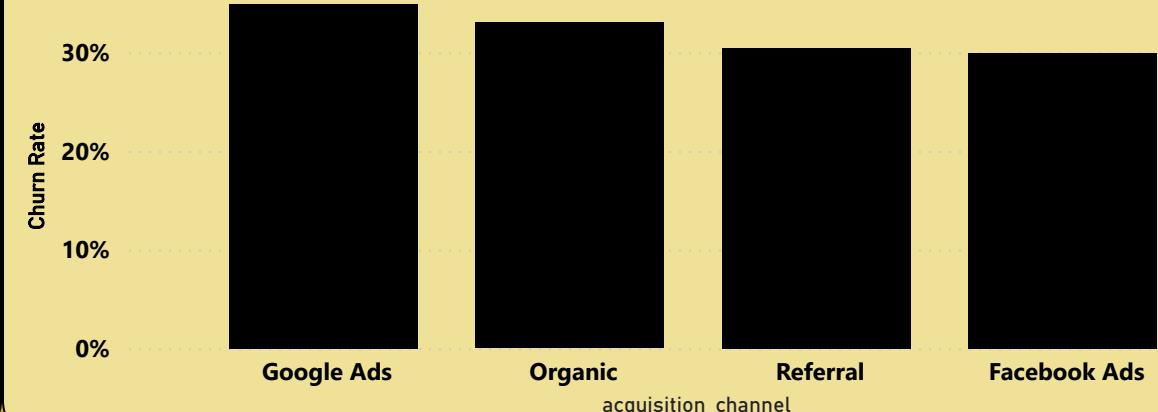
Medium

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

Churn Rate by Activation Speed

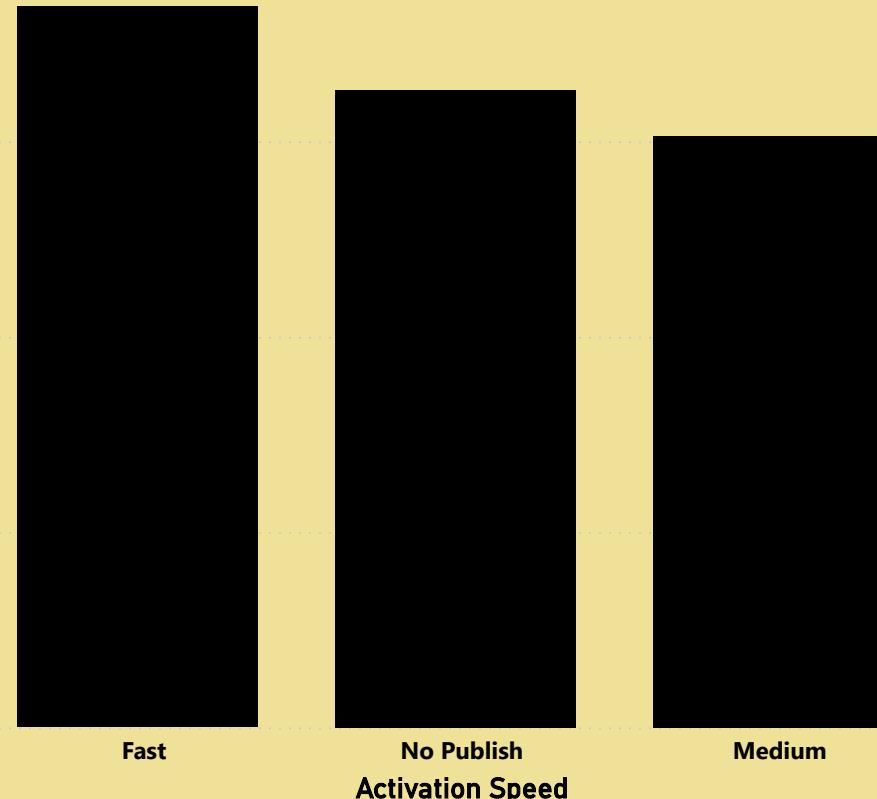
40%

30%

20%

10%

0%



device

Desktop

Mobile

Year

2024

2025

2026

acquisition_channel

Facebook...

Google...

Organic

Referral

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.