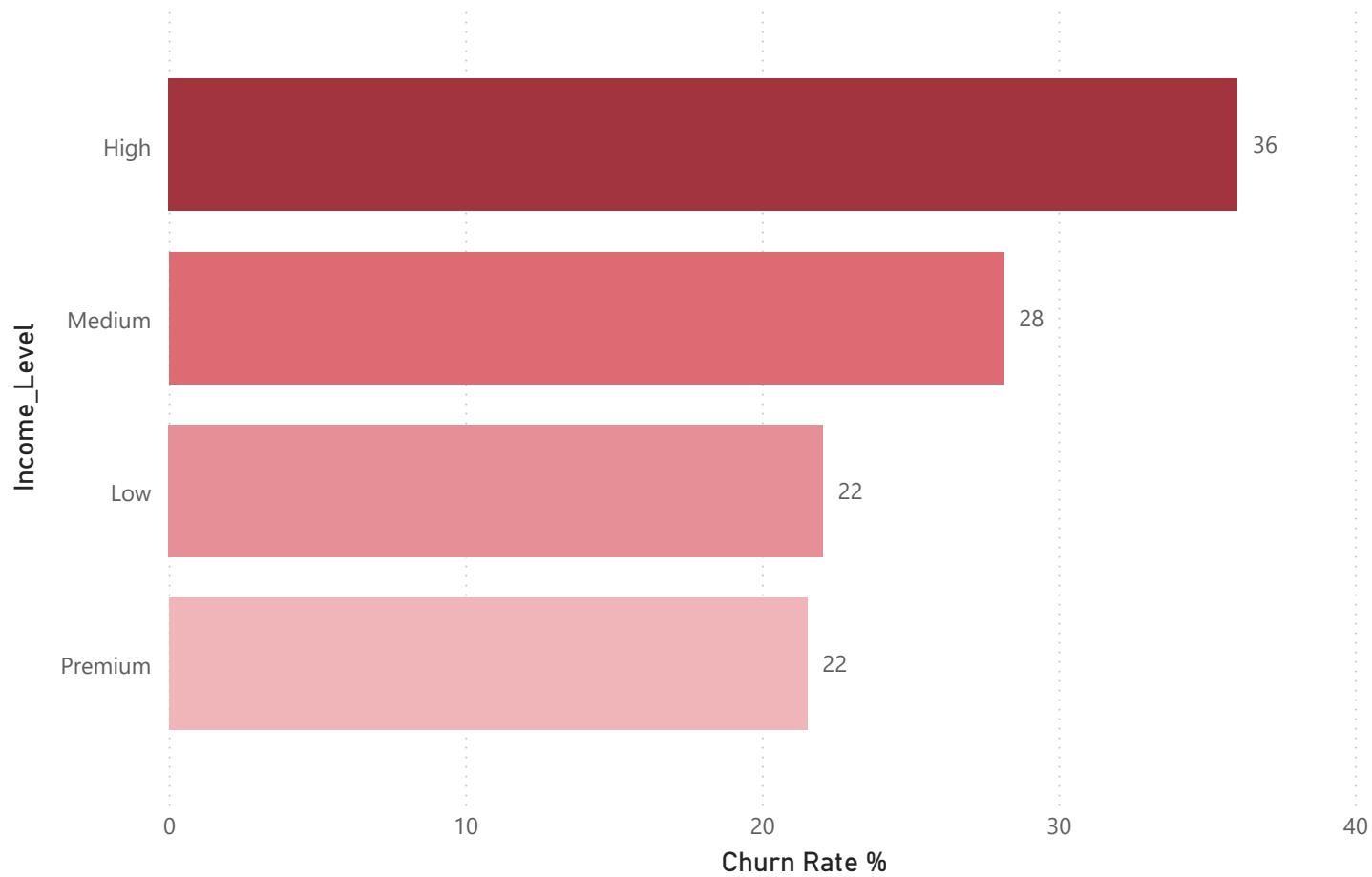


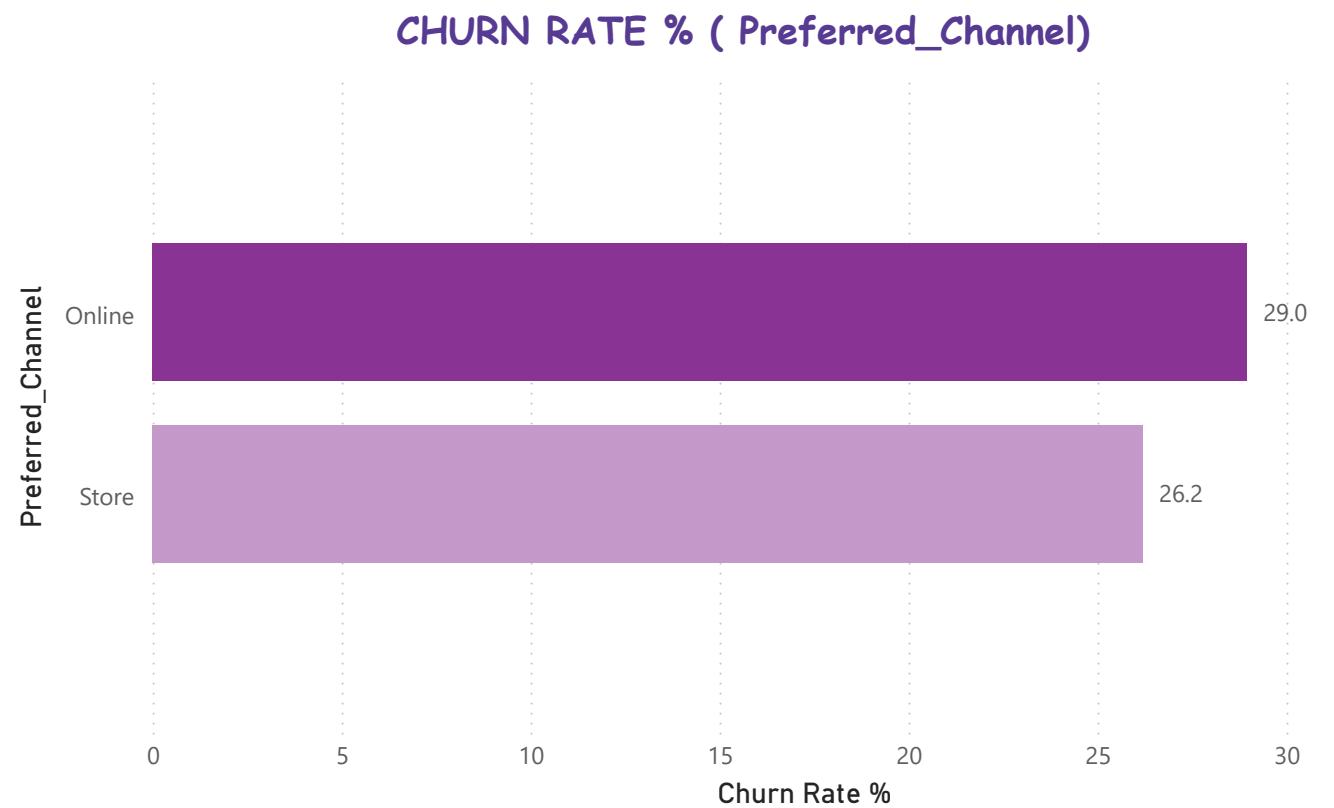
29.40

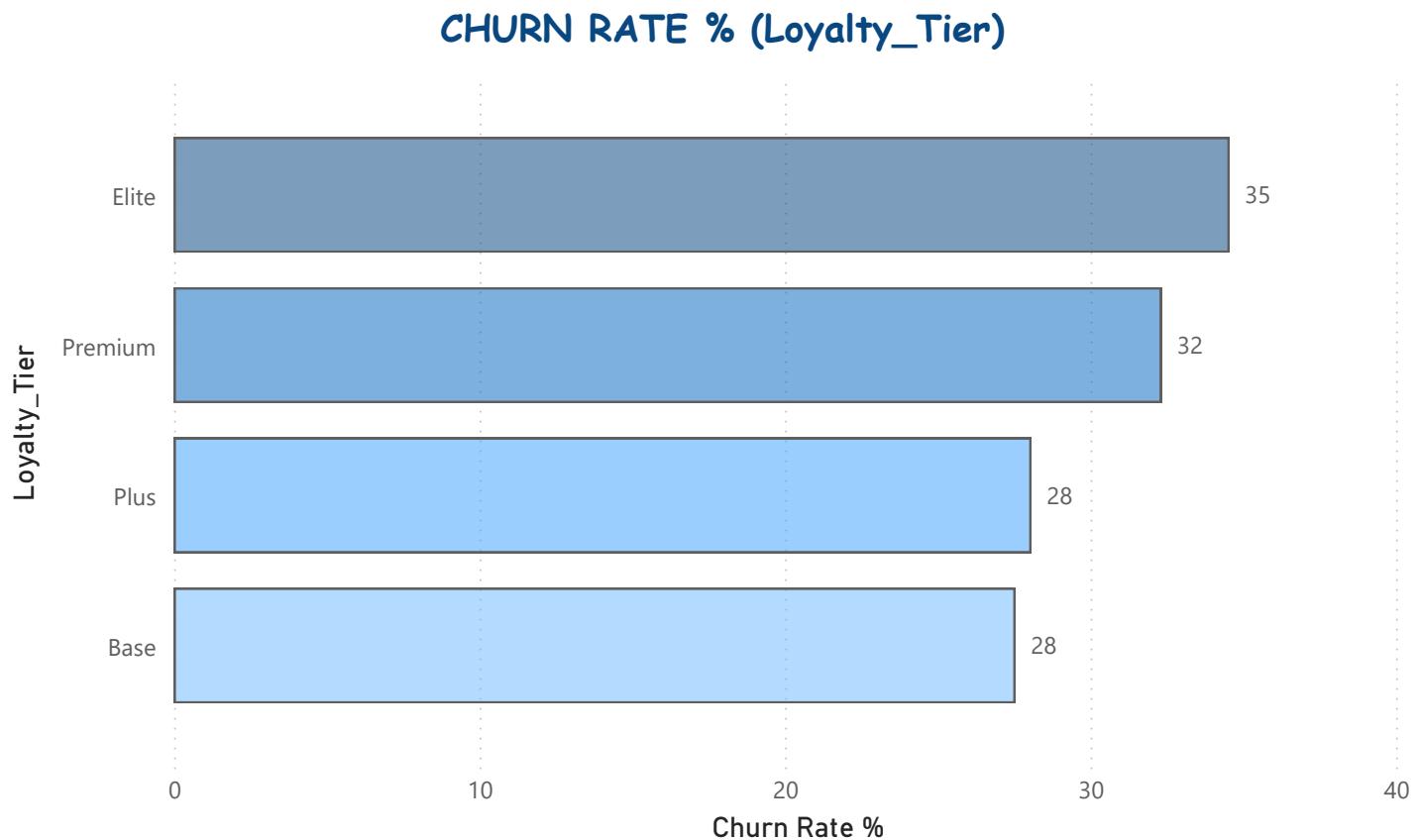
Churn Rate %

CHURN RATE % (Region)

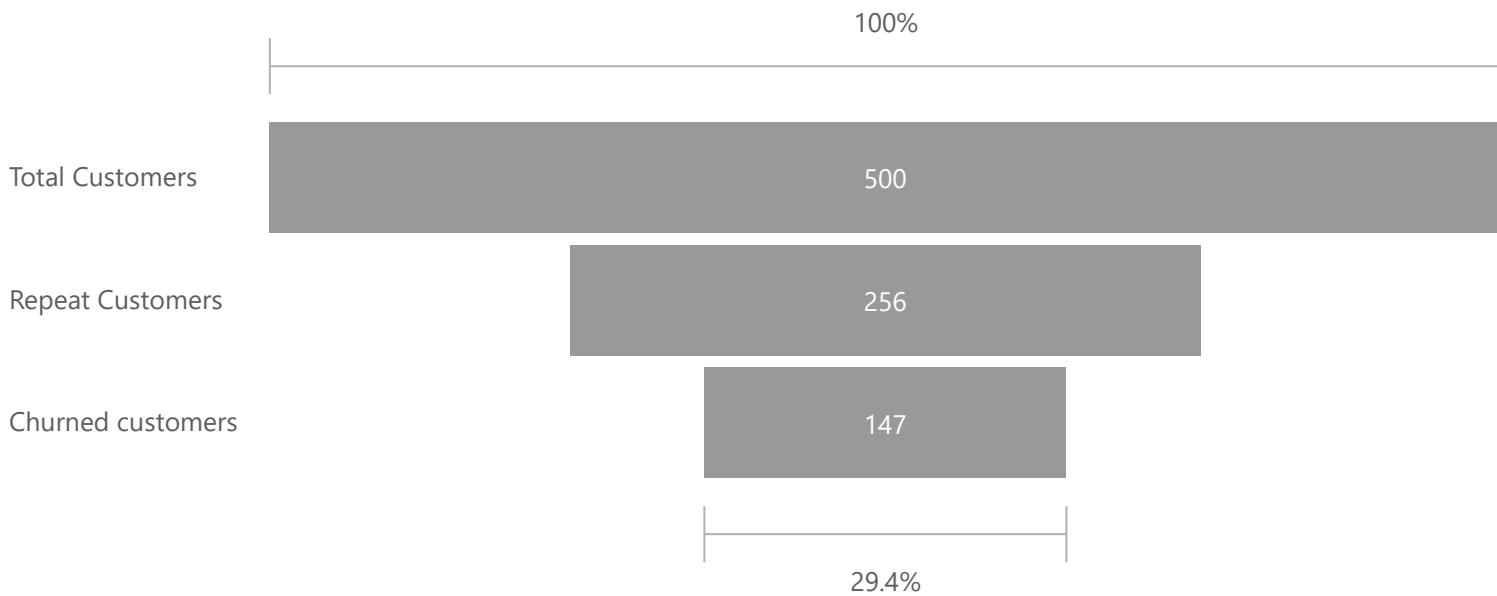
CHURN RATE % (Income)







Total Customers- Repeat Customers_Churned customers



INSIGHTS:

- 1.Overall churn rate is 29.4%.
- 2.Churn is highest for high income and elite-tier customers.
- 3.Online channel and Middle East/Asia-Pacific regions have higher churn.