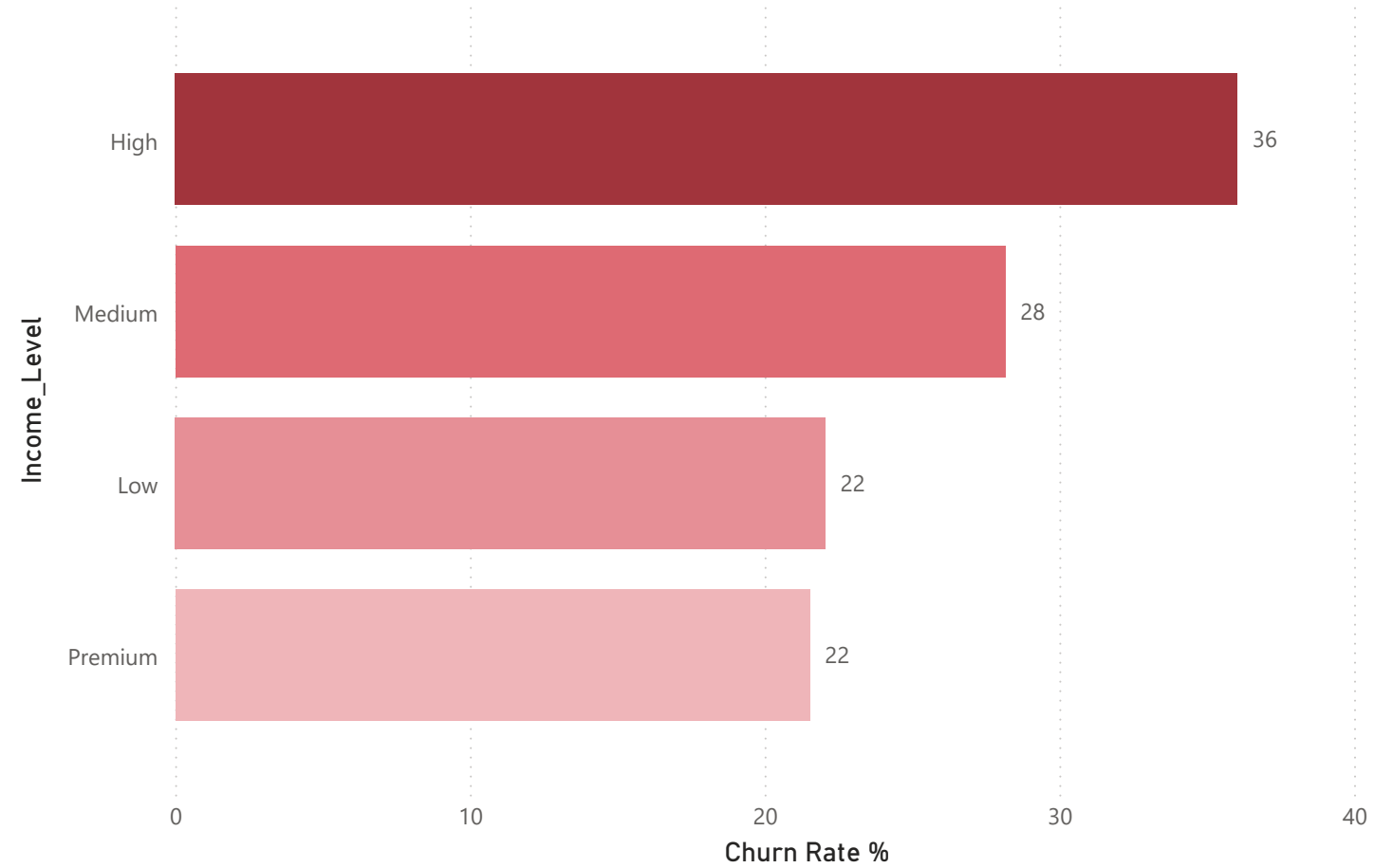


29.40

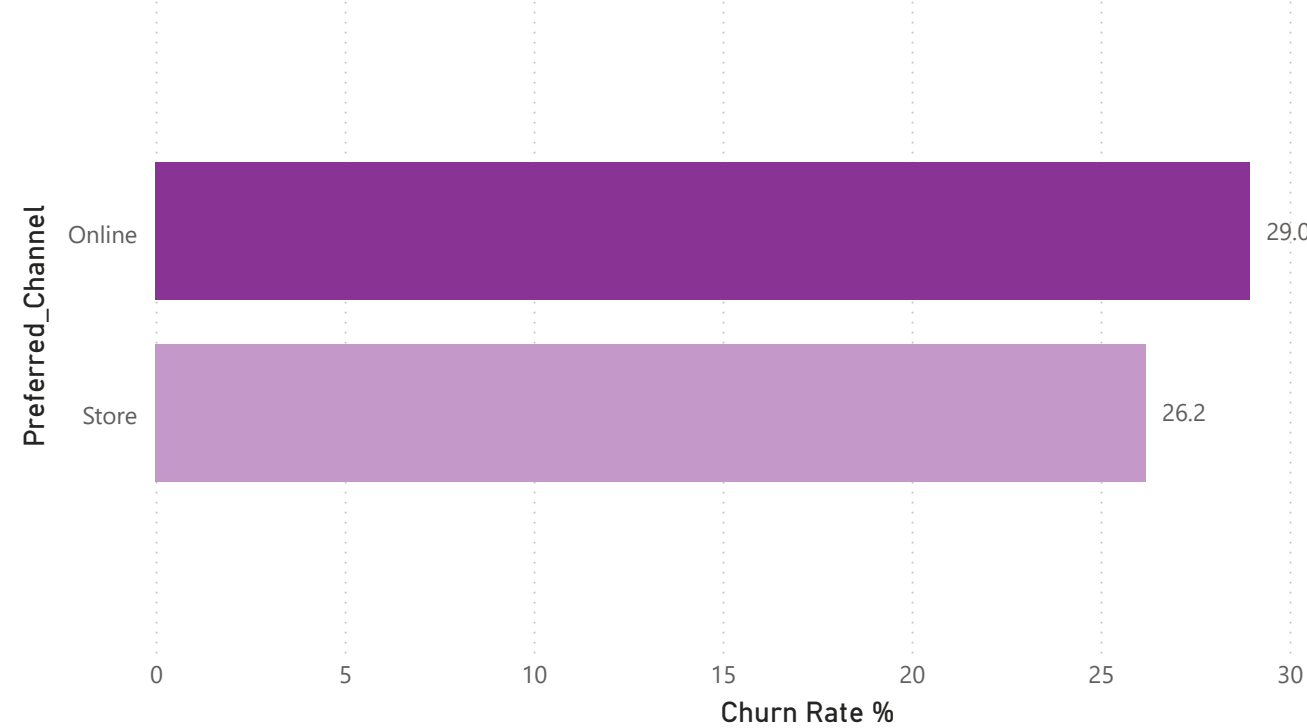
Churn Rate %

CHURN RATE % (Region)

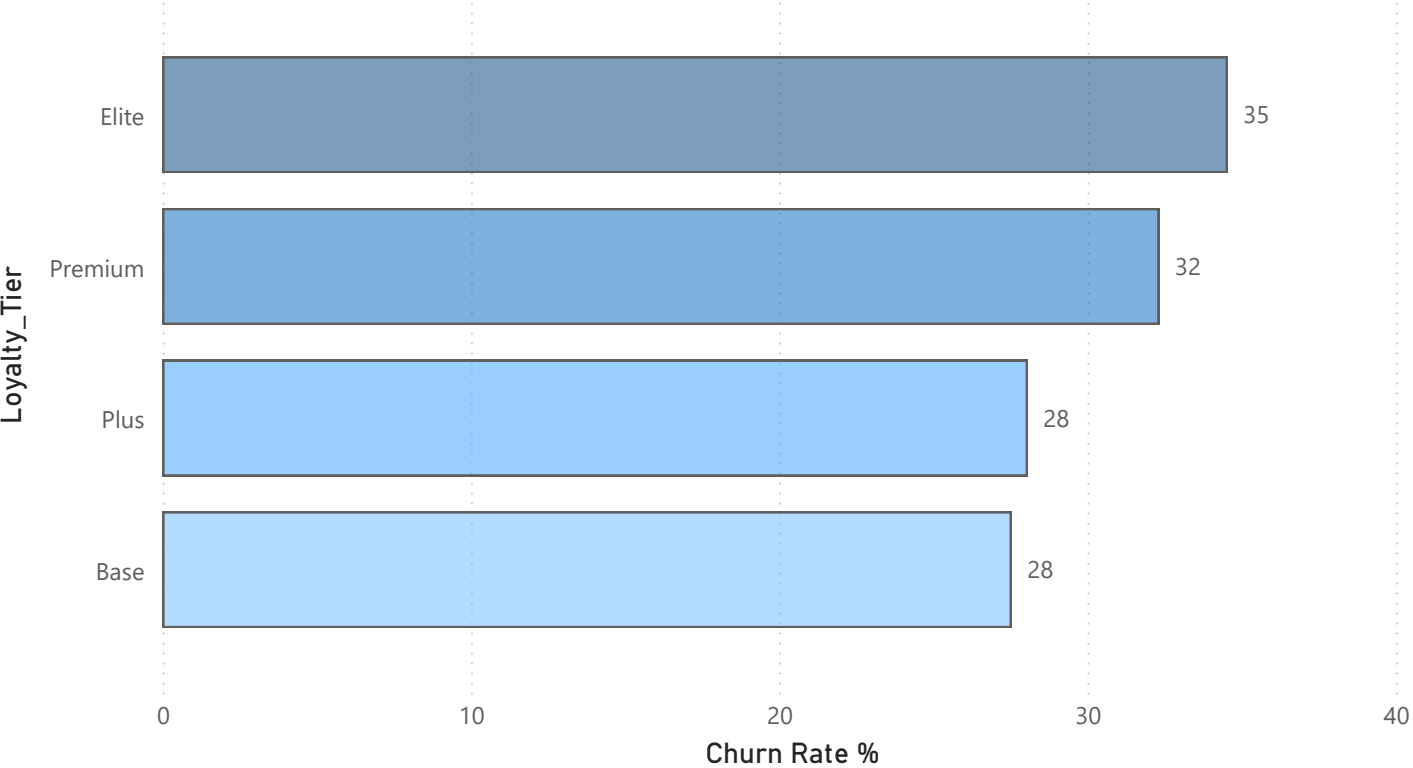
CHURN RATE % (Income)



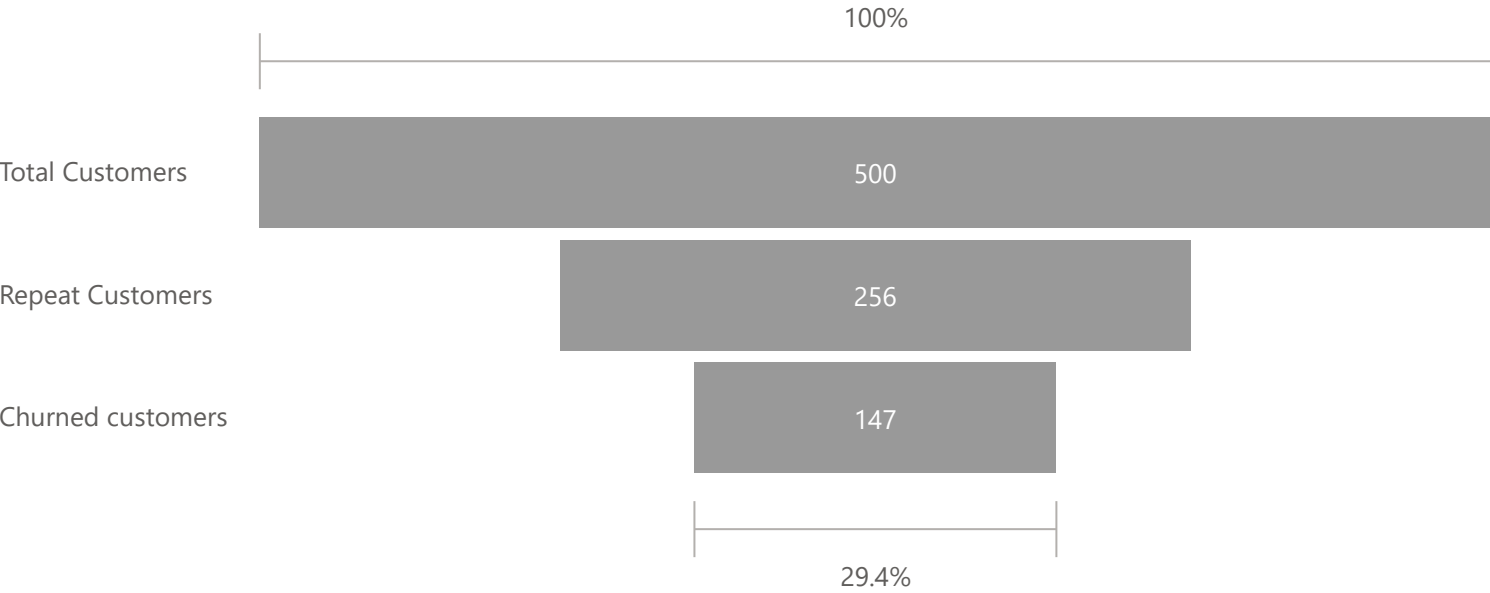
CHURN RATE % (Preferred_Channel)



CHURN RATE % (Loyalty_Tier)



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.