Churning rate and Branding Summary

Castle C : Oct 2018 – Sept 2019

Outline

▷ Historical Data
▷ Month in service
▷ Brand List with high month in service
▷ Package Distribution
▷ Churning Rate over 12 months
▷ Overall Brand Trending
▷ Summary

Historical Data

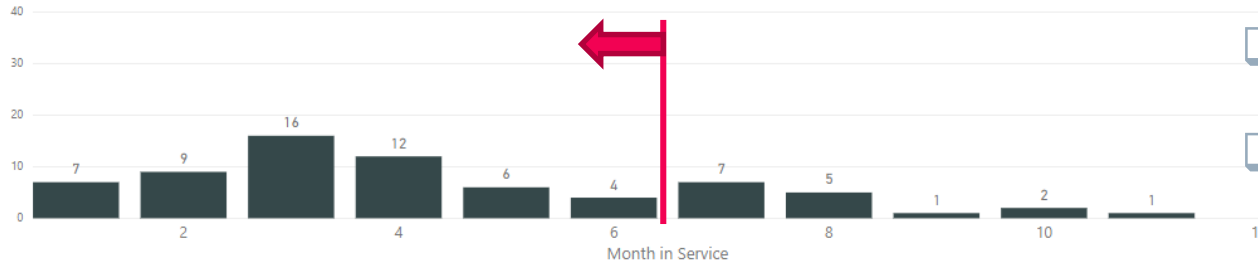- **Time Frame**

  October 2018 – September 2019 = 12 months

- **Data Collection**

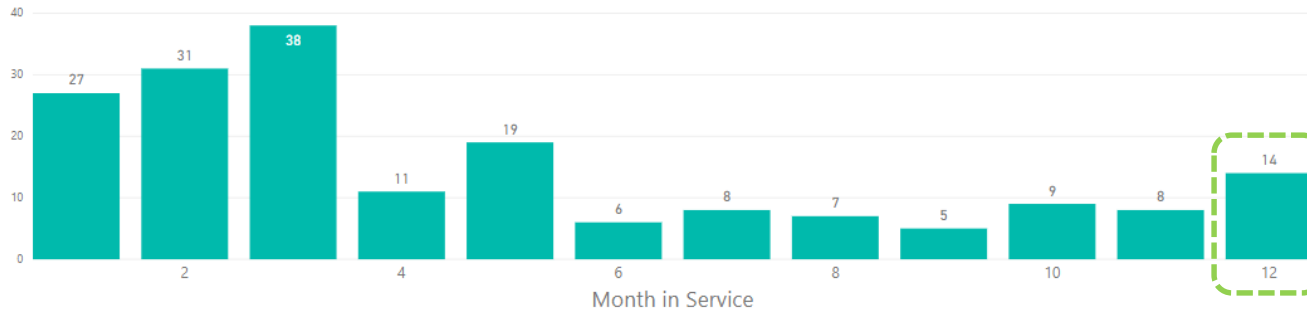 All records from sale team

Month in service

**Month in Service with ending contract**

In service ● No

Month in Service

Month in Service with continue contract

In service ● Yes

Month in Service

❑ Ongoing brand = 183 brands
 Ending brand = 70 brands

❑ 80% of brands ending contract at 1 – 6 months.

❑ 14 brands continue full contract from Oct 2018 YTD

Percentage of Branding Continue in Contract

No 27.67%

70 brands

183 brands

Yes 72.33%

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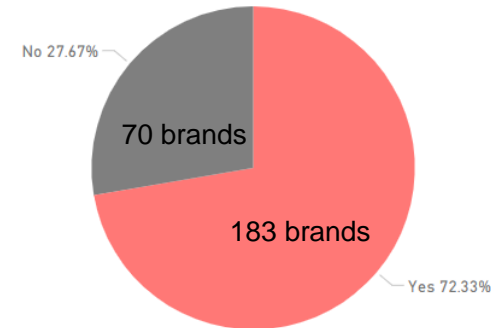
Brands List with high month in service
10 – 12 months

12 Months

Branding Name	Month in Service	Package
B'Autumn	12	Standard
Bernie	12	Premium
Bluelife	12	Standard
BoldCosmetique	12	Eco
Caris	12	Standard
Charlee	12	GP
Herwish	12	Standard
Himawari	12	Standard
LovePotion	12	Standard
Momi	12	Standard
Orin	12	Standard
PelleCottage	12	Standard Plus
ShiningCollagen	12	Standard Plus
VARAVAN	12	Premium

11 Months

Branding Name	Month in Service	Package
Brushwork	11	Standard
GenieG	11	Premium
HERBI	11	Standard
kcosmetics	11	Eco
Louischaher	11	Standard Plus
Marjory	11	Standard
MellowNaturals	11	GP
Sequins	11	Premium
VOODOO	11	Premium

10 Months

Branding Name	Month in Service	Package
Brice	10	Eco
Gizel	10	Eco
Indream	10	Standard
Miiu(Siam,Fashion)	10	Premium
PoniePink	10	Eco
Self Story	10	GP
Soyoung	10	Standard Plus
TheC	10	Eco
Tissa	10	GP
Tube	10	Standard
Woonyi	10	Standard Plus

Package Distribution

Package distribution
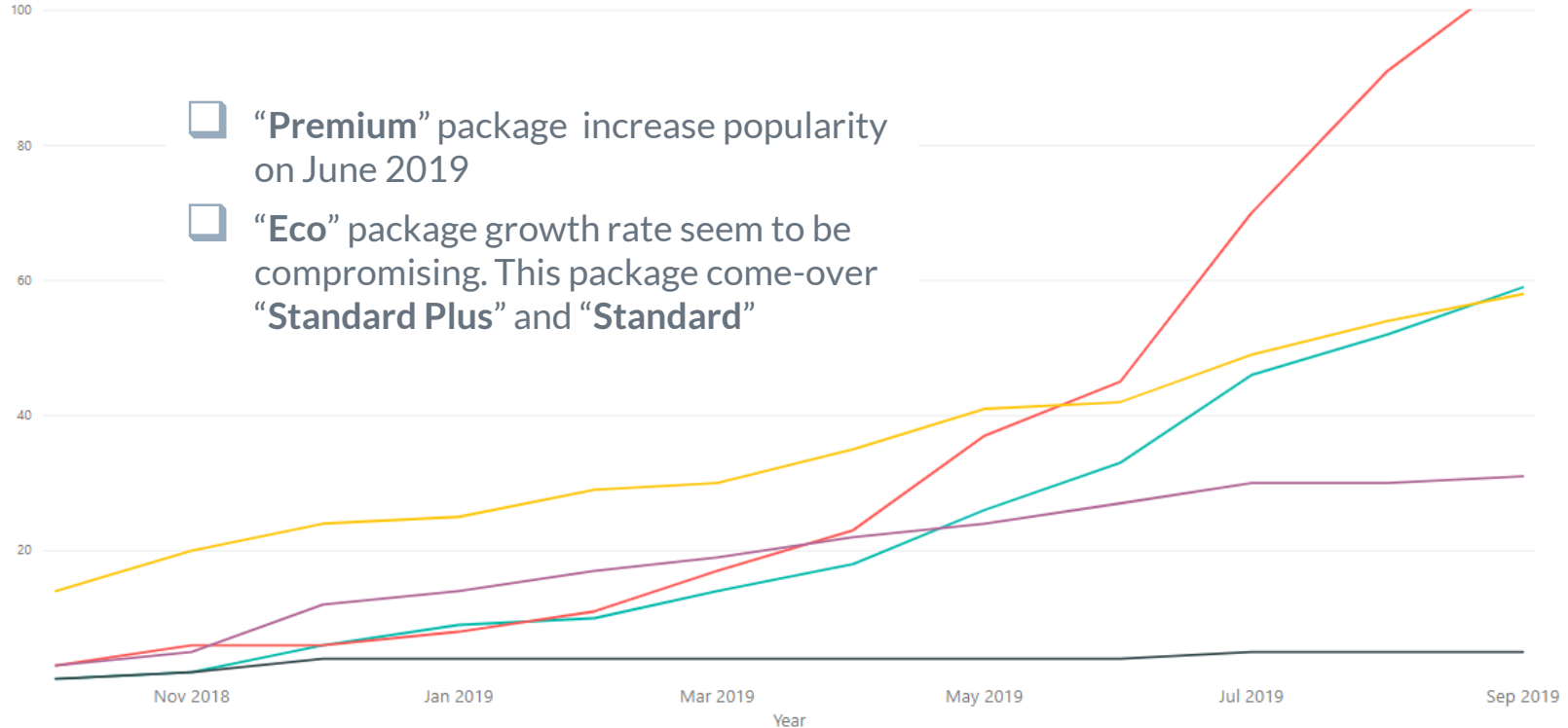
In service ● No ● Yes
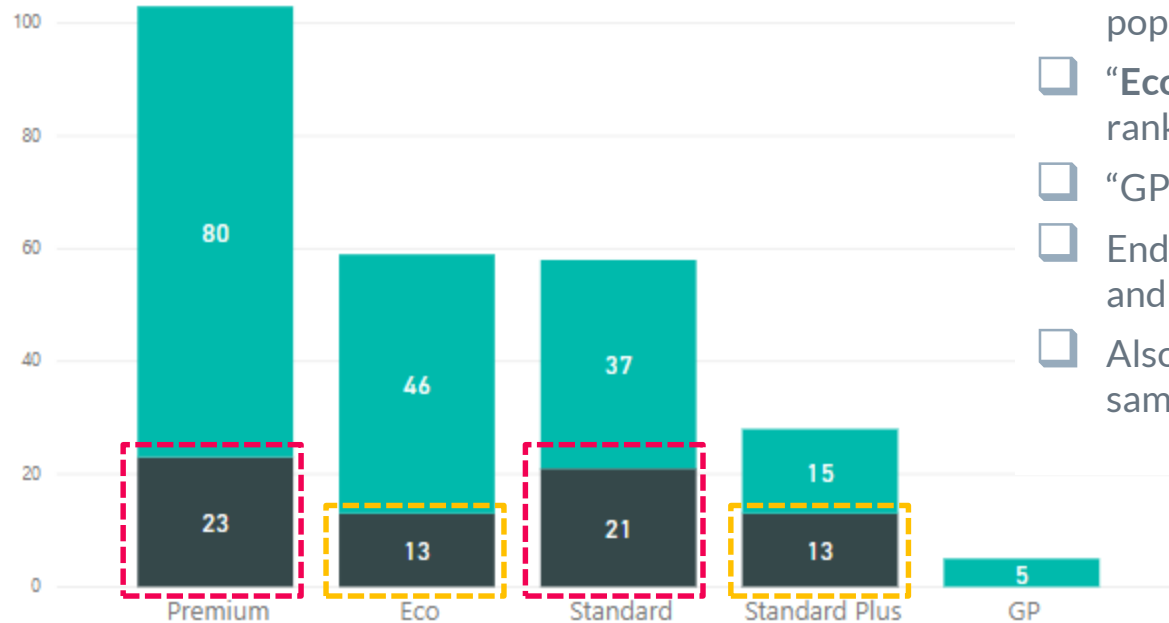
- "**Premium**" package got the highest popular
- "**Eco**" and "**Standard**" got the second rank with same level
- "GP" was the lowest rank in number.
- Ending service number on "Premium" and "Standard" are the same
- Also, "Eco" and "Standard Plus" are the same level of ending contract

Package Distribution Overtime

Package trending over time

Package ● Eco ● GP ● Premium ● Standard ● Standard Plus

❑ "**Premium**" package increase popularity on June 2019

❑ "**Eco**" package growth rate seem to be compromising. This package come-over "**Standard Plus**" and "**Standard**"
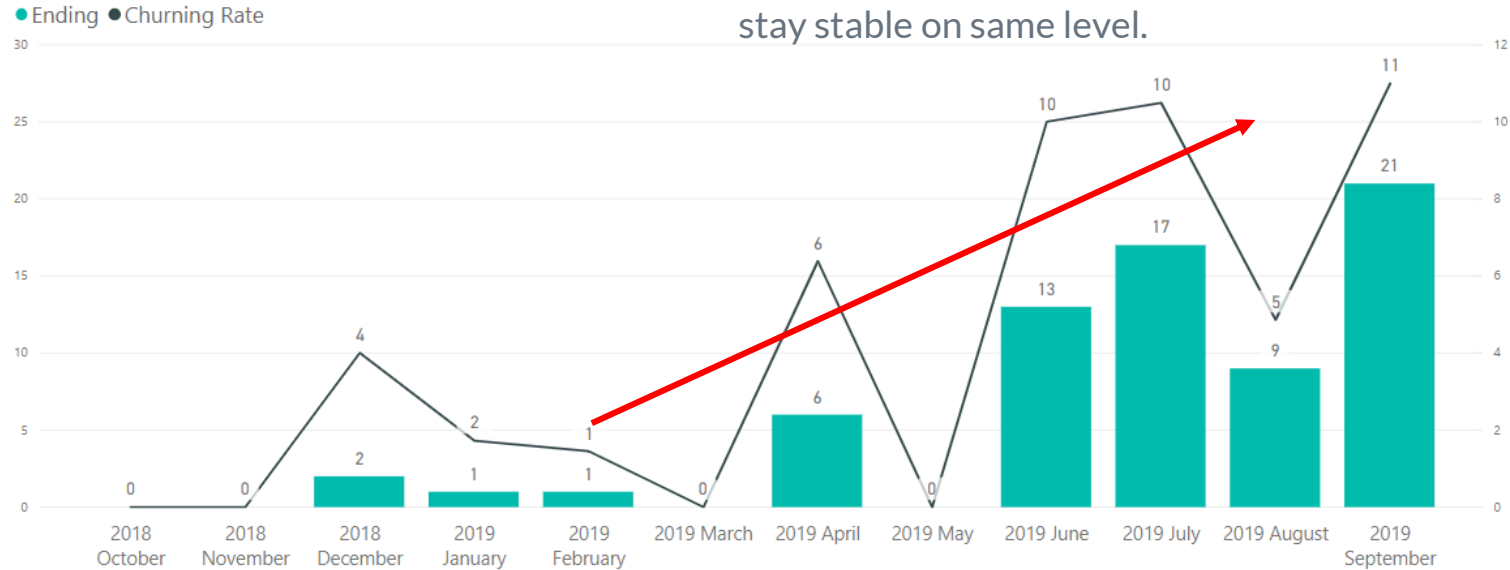

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Churning Rate over 12 months

Churn rate = percentages of users who stop service within given period

❏ Churn rate start to be positive rate from Q1 2019

❏ After May 2019, churn rate increase more aggressively and stay stable on same level.

Ending and Churning Rate by Year and Month

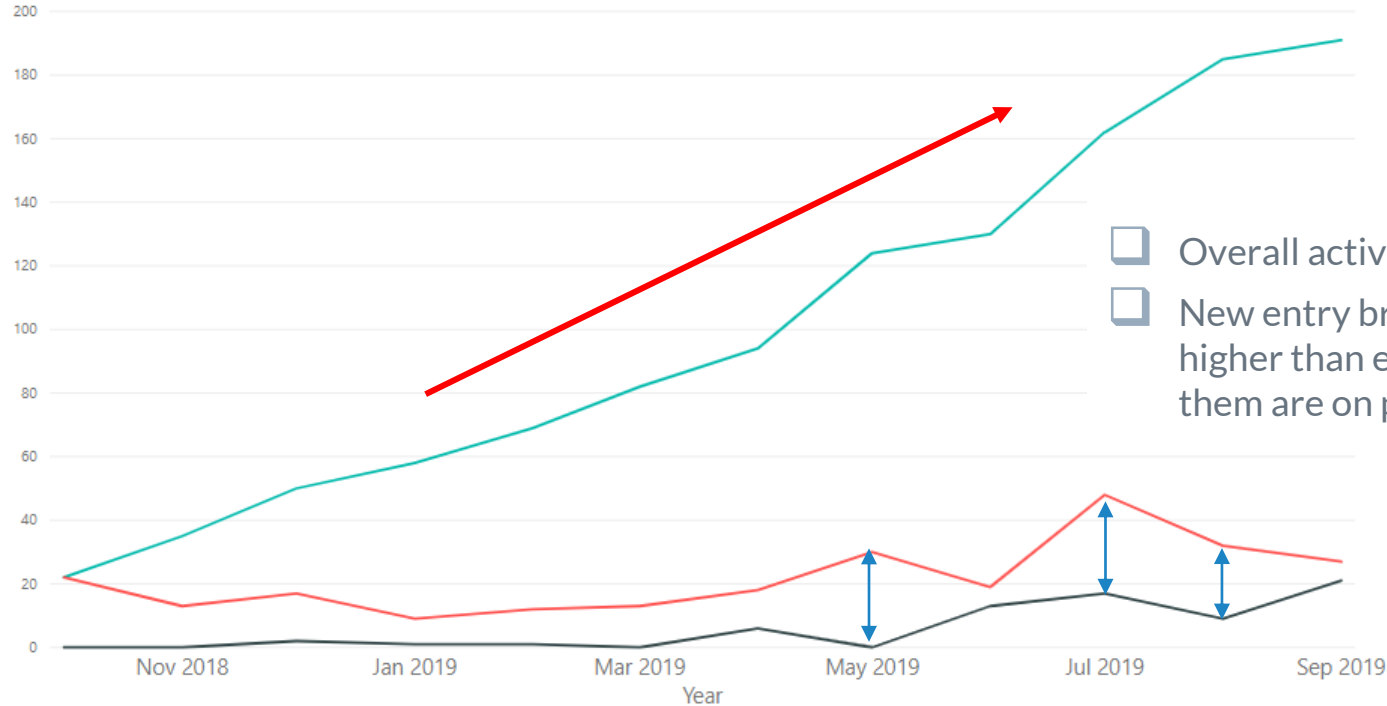● Ending ● Churning Rate

Overall Trending of Brands

Active Brand, Ending and New Entry by Year and Month

● Active Brand ● Ending ● New Entry

❑ Overall active brands is increasing

❑ New entry brands number still higher than exit brands but both of them are on positive rate.

Summary

Q&A