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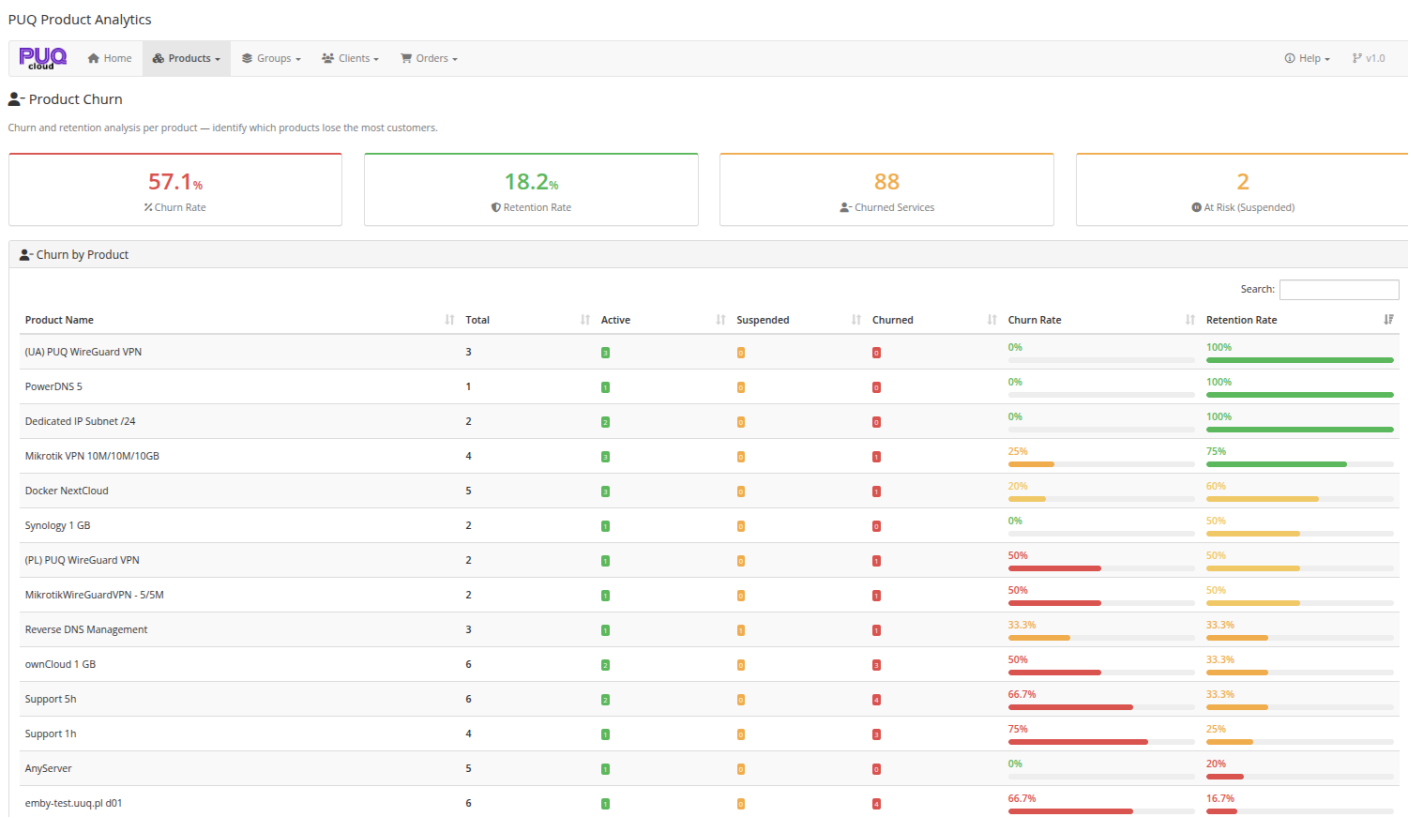
Product Churn

Product Analytics addon **WHMCS**

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The Product Churn page is available at: **Addons** > **PUQ Product Analytics** > **Products** > **Product Churn**

Churn and retention analysis per product — identify which products lose the most customers.



06-product-churn.png

Summary Cards

The top section displays four key churn metrics:

Metric	Description
Churn Rate	Overall percentage of services that have been terminated or cancelled
Retention Rate	Overall percentage of services that remain active
Churned Services	Total number of terminated and cancelled services
At Risk (Suspended)	Number of currently suspended services that may churn

Churn by Product

A sortable and searchable table showing churn analysis per product:

Column	Description
Product Name	Name of the product
Total	Total number of services (all statuses)
Active	Number of active services (green badge)
Suspended	Number of suspended services (yellow badge)
Churned	Number of terminated/cancelled services (red badge)
Churn Rate	Percentage of churned services with color-coded visual bar (green to red)
Retention Rate	Percentage of active services with color-coded visual bar (red to green)

> **Tip:** Products with high churn rate and many total services should be investigated first — they represent the biggest potential for improvement.

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