

CUSTOMER RETENTION TRACKER

Startup Operations & Performance Metrics

Reporting Period: _____
Department: _____

RETENTION METRIC	CURRENT VALUE	TARGET GOAL	TREND (↑/↓/—)
Customer Retention Rate (CRR)	0.00%	0.00%	---
Churn Rate	0.00%	0.00%	---
Net Revenue Retention (NRR)	0.00%	0.00%	---
Customer Lifetime Value (LTV)	\$0.00	\$0.00	---
Repeat Purchase Ratio	0.00%	0.00%	---
Net Promoter Score (NPS)	0	0	---

TOP CHURN REASONS
RETENTION STRATEGIES ACTIVE
EXECUTIVE NOTES