This document provides a customer-by-customer breakdown based on dashboard data. Each interpretation includes key insights, risks, opportunities, and recommended actions to drive engagement and retention.

Step-by-Step Breakdown of Dashboard Insights

1. Identify At-Risk Customers (Low Usage & Poor Health Scores)

📊 **Customer D**

- **Login Frequency**: Very low (2 logins in the last 30 days)
- **Feature Adoption**: Only 20% (Minimal product usage)
- **Support Issues**: 5 open tickets (Likely experiencing frustration)
- **NPS Score**: 2 (Detractor, high risk of churn)
- **Health Score**: 30 (Critical alert)
  Action:
  Immediate outreach – Schedule a call to understand their issues.
  Coordinate with Support – Ensure open tickets are resolved quickly.
  Offer a refresher training – Help them maximize product value.

2. Identify Customers for Expansion & Upsell

📊 **Customer E**

- **Login Frequency**: High (30 logins)
- **Feature Adoption**: 95% (Using almost all features)
- **Support Issues**: 0 open tickets (Positive experience)
- **NPS Score**: 10 (Promoter, likely to recommend the product)
- **Health Score**: 98 (Very strong engagement)
  Action:
  Discuss upgrade options – They might benefit from premium features.
  Ask for a testimonial/case study – They're highly satisfied.
  Explore multi-team adoption – If they are succeeding, their colleagues may also benefit.

3. Address Customers with Declining Engagement

📊 **Customer B**

- **Login Frequency**: Only 5 logins
- **Feature Adoption**: 40% (Not using key features)

- **Support Issues**: 3 open tickets
- **NPS Score**: 5 (Neutral, at risk of disengagement)
- **Health Score**: 45 (Needs attention)

   Action:
   Re-engagement email – Highlight a feature that could solve their needs.
   Personalized training session – Offer a tailored walkthrough of advanced features.
   Check-in call – Identify blockers preventing full adoption.

Summary of Recommended Actions

Customer	Risk/Opportunity	Key Actions
Customer D	🚨 High Churn Risk	Immediate outreach, ticket resolution, training
Customer B	⚠ At Risk	Re-engagement email, personalized training
Customer E	🚀 Expansion Potential	Upsell discussion, testimonial request

Final Takeaways

Use dashboard insights to drive meaningful customer interactions.
Segment customers into risk, engagement, and expansion categories.
Take proactive actions to prevent churn and maximize growth opportunities.