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FREE WORKSHEET

Churn and customer lifespan worksheet

Measure churn from your own sales history, even without subscriptions, and turn it into a lifespan.

1. Define a lost customer

Normal time between purchases for a regular customer: _____

A customer counts as lost if they have not bought for: _____ (at least twice the normal gap, and not less than 12 months for a once-a-year service)

2. Count one group

Period 1 (12 months): from _____ to _____	
A. Different customers who bought in period 1	
Period 2 (next 12 months): from _____ to _____	
B. Of those A customers, how many bought again in period 2	
Retention = B ÷ A	%
Yearly churn = 1 − retention	%
Average lifespan = 1 ÷ yearly churn	years

Example: 200 customers in period 1, 150 came back. Retention 75%, churn 25%, lifespan 4 years.

3. If you only have monthly churn

Monthly churn	%
Lifespan in months = 1 ÷ monthly churn	months
Lifespan in years = months ÷ 12 (enter this in the calculator's years box)	years

Example: 3% a month → 33.3 months → 2.78 years. Do not multiply monthly churn by 12.

4. Sense check

- ☐ New customers from period 2 were not counted
- ☐ The answer is no longer than you have been in business, or it is labelled an estimate

- [ ] One-off customers and regulars were measured separately if they behave differently

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The full guide: fynl.io/blog/customer-lifetime-value-churn-rate/ Free CLV calculator: fynl.io/customer-lifetime-value-calculator