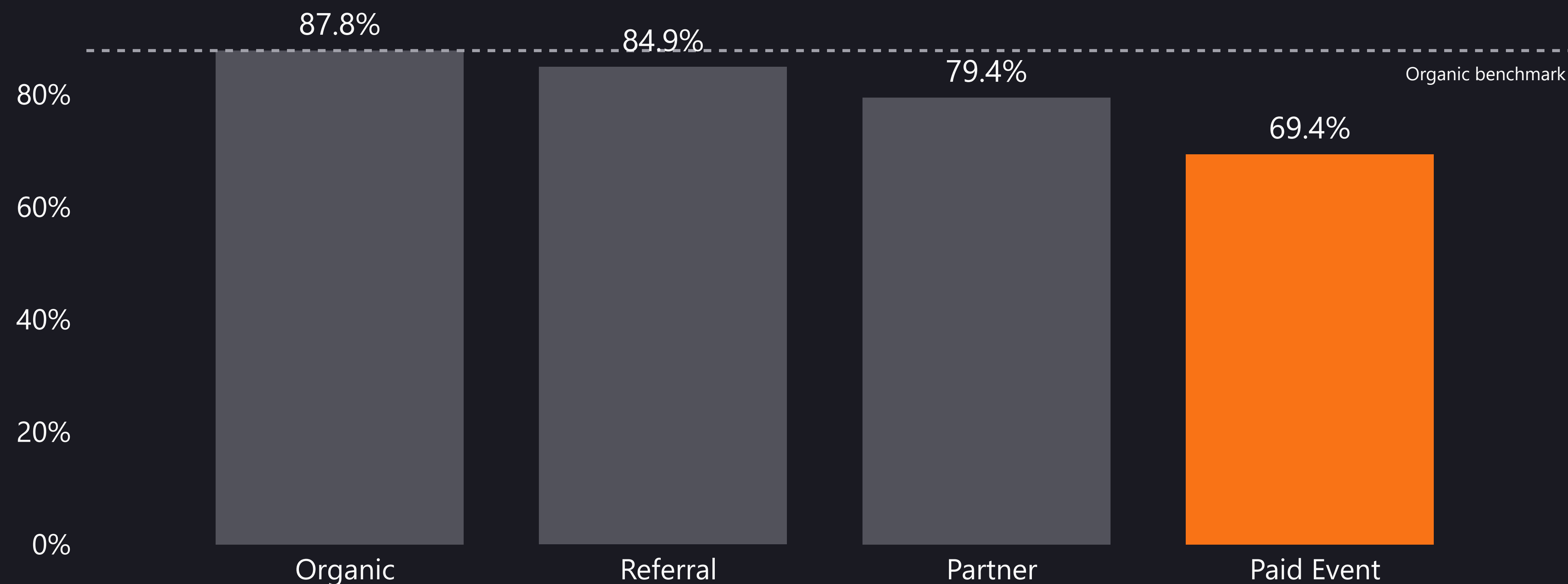


Where you acquire a member decides **whether they stay**. Paid Event cohorts hold an active rate ~18 points below Organic.

ACTIVE RATE BY ACQUISITION CHANNEL



PAID EVENT – ACTIVE RATE

69.4%

the at-risk channel

ORGANIC – ACTIVE RATE

87.8%

the benchmark channel

RETENTION GAP

~18 pts

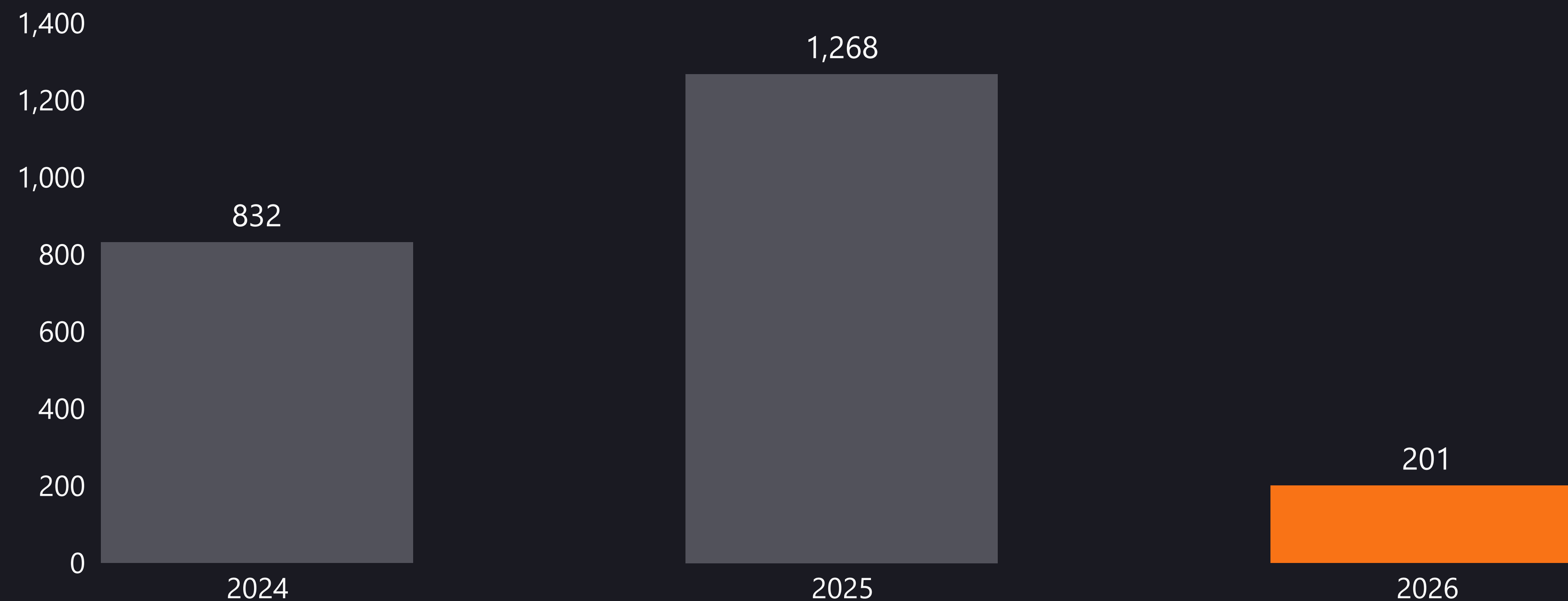
Organic vs Paid Event

Acquisition channel predicts lifetime retention. **Paid Event cohorts lapse fastest**, so the gap compounds over the member life.

>> See retention by channel »

Affiliate-to-Member upgrades **collapsed 6.3×** in a single year, from 1,268 in FY25 to 201 in FY26.

AFFILIATE → MEMBER TRANSITIONS BY FINANCIAL YEAR



FY26 — AFFILIATE → MEMBER

201

through Jun 2026

FY25 — AFFILIATE → MEMBER

1,268

the prior-year benchmark

YoY CHANGE

-84%

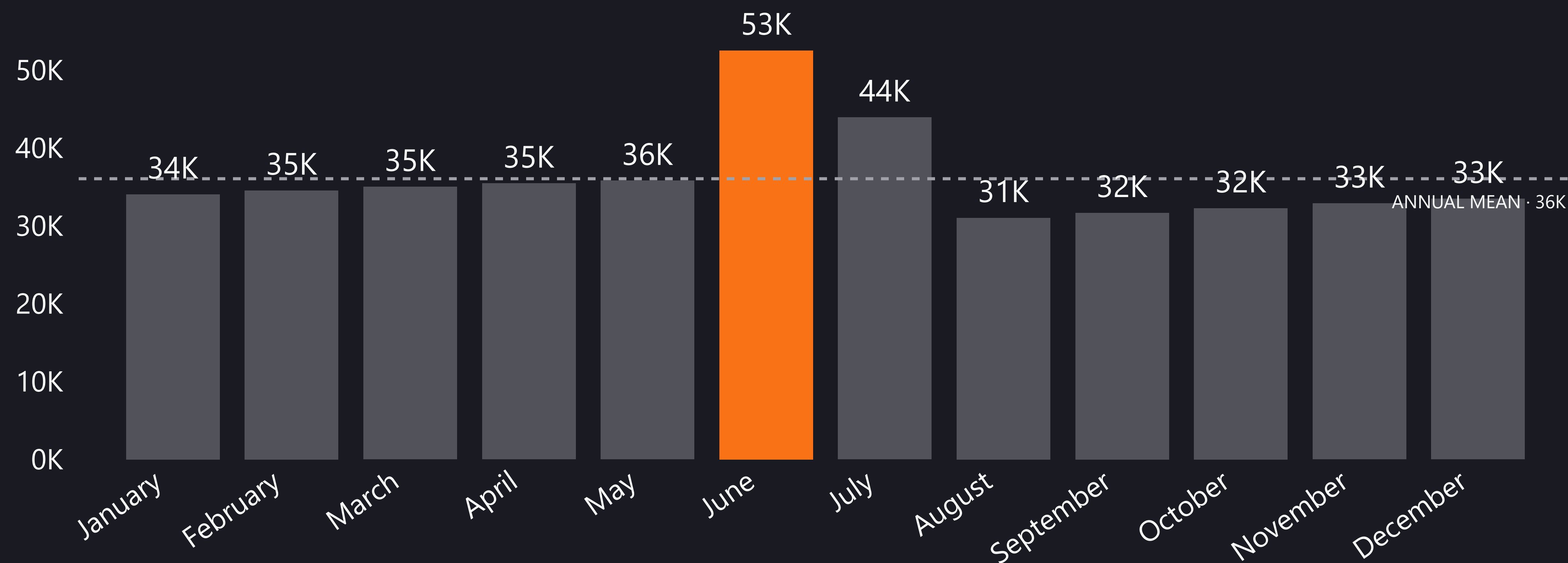
FY25 → FY26

The pipeline converting Affiliates to Members has **collapsed**. Fewer graduate each year, a structural risk to Member-tier depth as the current cohort ages.

>> See the SCD2 tier journey »

Member interactions **spike 46% above baseline in June** as members engage around the renewal cycle. July stays elevated at +22%.

INTERACTION COUNT BY CALENDAR MONTH



JUNE — VOLUME INDEX

1.46

+46% vs mean · the peak

JULY — VOLUME INDEX

1.22

+22% vs mean · still elevated

JUNE — INTERACTIONS

52,521

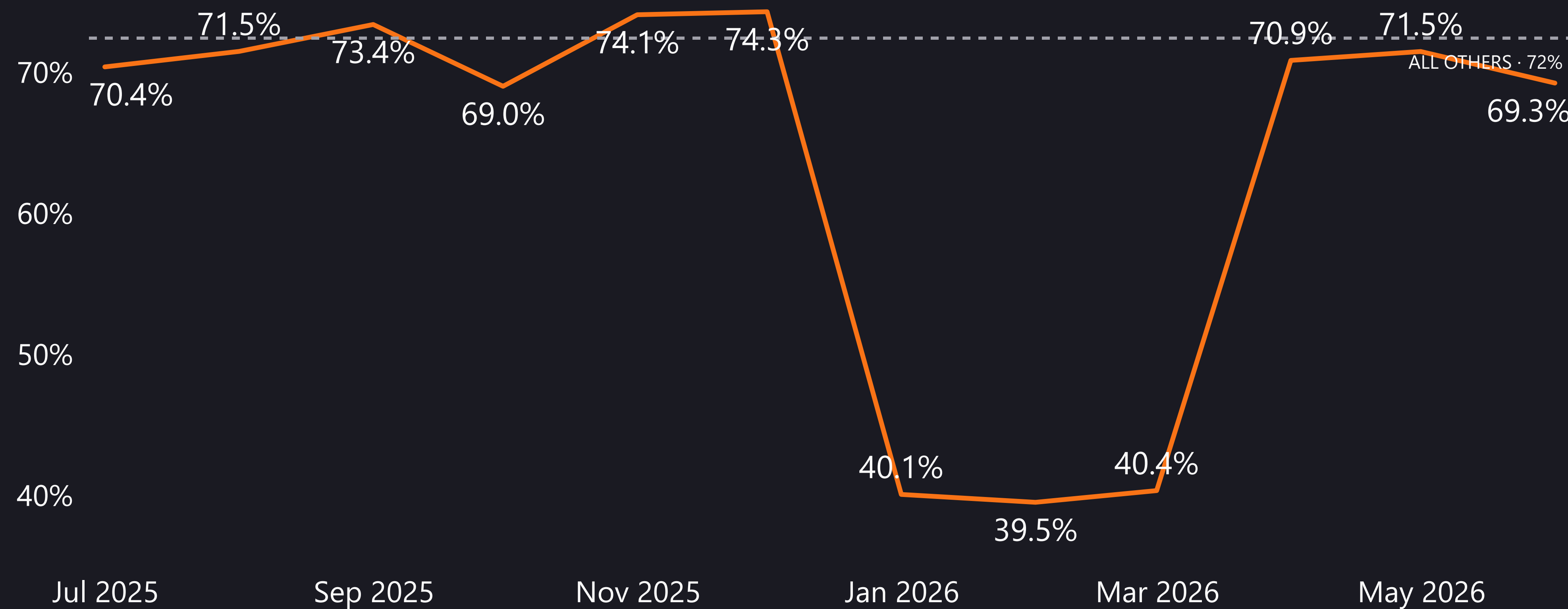
peak-month contact volume

The renewal cycle concentrates contact-centre load into June. Treat it as a **staffing and capacity signal**, not a steady-state baseline.

>> See contact-centre service quality »

One agent's first-contact resolution **halved to 40%** in Jan–Mar 2026, while every other agent held at ~72%. The model isolates it to a single agent, a single quarter.

AGENT #7 (MARIA CRAIG) – FCR BY MONTH · FY26 (JUL → JUN)



AGENT #7 (MARIA CRAIG) – Q3 FCR

40.0%

n = 1,335 interactions

ALL OTHER AGENTS – Q3 FCR

72.4%

the network benchmark

FCR GAP

–32 pts

Agent #7 vs the pack

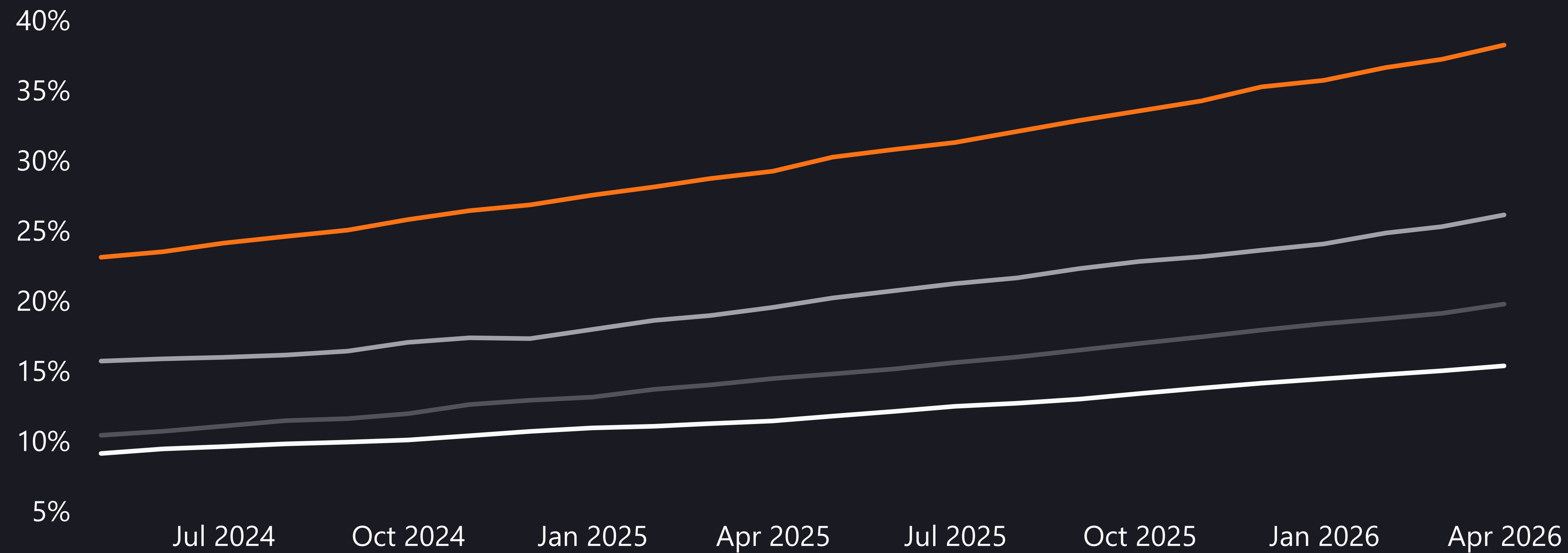
One agent, one quarter. The FCR measure **surfaces it instantly** as a coaching and QA signal, caught before it spreads.

>> See renewals load >>

Paid Event members **lapse at ~2.5× the Organic rate**, and the monthly snapshot shows the gap holding across the whole member lifecycle.

INACTIVE RATE BY SNAPSHOT MONTH · ACQUISITION CHANNEL

acquisition_channel ● Organic ● Paid Event ● Partner ● Referral



PAID EVENT – INACTIVE

30.6%

the lapse-exposed channel

ORGANIC – INACTIVE

12.2%

the benchmark channel

PAID EVENT – SNAPSHOT ROWS

99,928

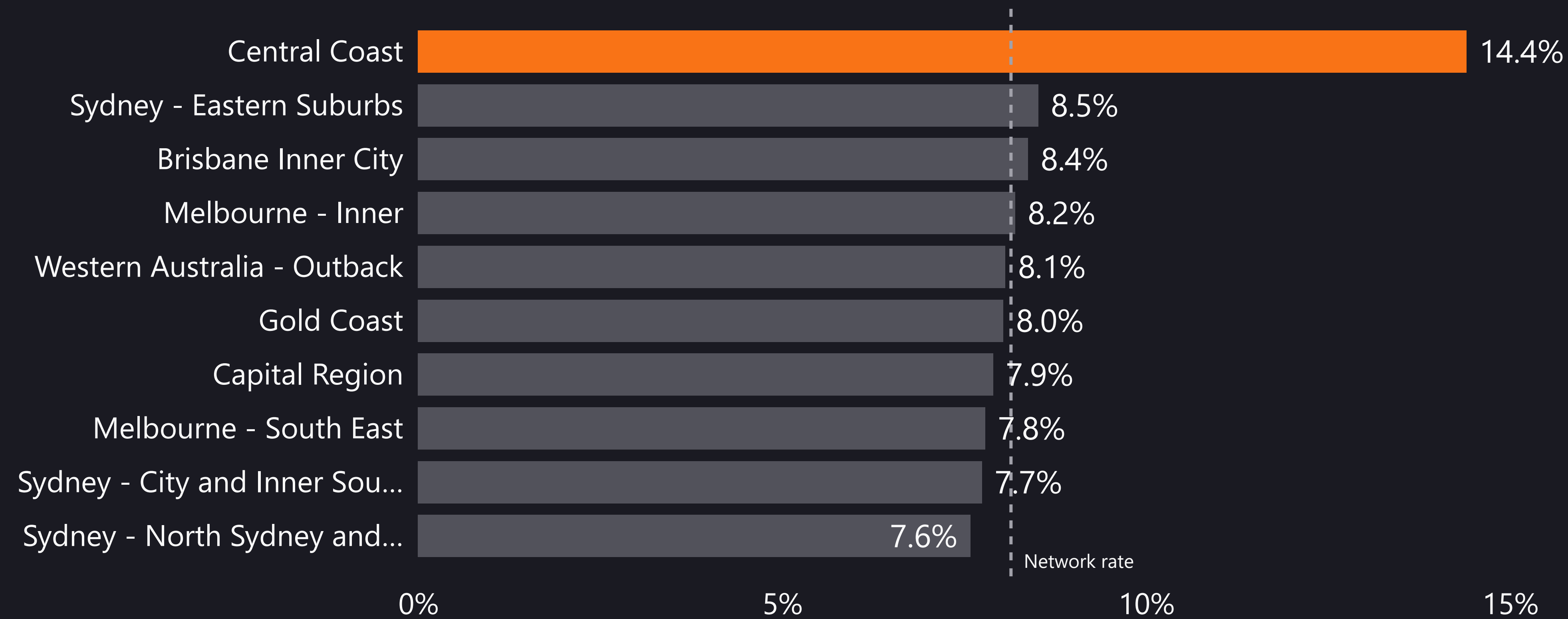
24 monthly snapshots

Paid Event is the hardest channel to retain. **The snapshot fact exposes the lifetime gap the renewals fact hides.**

>> See the model: snapshot vs transactional »

Central Coast members raise complaints at **1.8× the network rate**, one SA4 region standing out across the conformed postcode dimension.

COMPLAINT RATE BY SA4 REGION · TOP 10 BY MEMBER VOLUME



CENTRAL COAST – COMPLAINT RATE

14.4%

the geographic hotspot

REST OF NETWORK – COMPLAINT RATE

8.2%

the benchmark rate

COMPLAINT-RATE LIFT

1.77

× the network rate

The conformed postcode dim surfaces a geographic service-quality hotspot **worth a targeted contact-centre or local-ops review.**

>> See the model: conformed dimensions »

// MODEL • WHY YOU CAN TRUST THESE NUMBERS

How the answer is built: why the numbers hold up across the member lifecycle.

Member history is dated, not overwritten.

An effective-dated SCD2 record of every member's tier and status. We can still show a member exactly as they stood in any prior month, across the Affiliate-to-Member-to-lapsed journey.

Two grains, one member truth.

A monthly snapshot fact records each member's state every month; a transactional renewals fact records one row per event. Each answers what the other structurally can't.

Every figure traces to source.

Each number reconciles back through governed marts to the source member and renewal records: one auditable path from the answer-card to the fact table.

// THE MEMBER JOURNEY, AS DATED HISTORY

tier	status	valid_from	valid_to	is_current
Affiliate	Active	2020-04-11	2025-04-10	False
Member	Active	2025-04-11	2026-04-10	False
Member	Lapsed	2026-04-11	9999-12-31	True

// TWO FACTS, TWO GRAINS

TOTAL MEMBERS

504,911

snapshot · member × month

ACTIVE RATE

82.6%

snapshot · state at date

RENEWALS COUNT

50,589

transactional · per event

RENEWAL CONVERSION

87.1%

transactional · renewed ÷ due

// FOR THE TECHNICAL READER

source CSV → member_ops marts (SQL views) → DAX measure → answer-card

```
Affiliate>Member FY Transition Count =  
CALCULATE(  
    [Renewals Count],  
    fact_renewals[outcome] = "Upgraded",  
    fact_renewals[tier_from] = "Affiliate",  
    fact_renewals[tier_to] = "Member"
```