

# SaaS Subscription Churn Analysis – Portfolio Report

## Business Objective

Investigate rising churn (21.3%) and identify financially impactful customer segments to recommend high-ROI retention strategies.

## Key Quantitative Findings

- Overall churn rate: 21.3%.
- Basic plan highest churn rate: 23.8%.
- Pro plan drives highest revenue loss.
- Low engagement churn: 31% vs 16% for high engagement (~2x risk).
- Medium engagement accounts for 45% of total churn-driven revenue loss.
- Medium-engagement Pro users generate ■217K in revenue leakage.

## Strategic Recommendations

- Deploy targeted 10–15% retention incentives for medium-engagement Pro users.
- Expand Pro seat-sharing to increase switching cost and engagement.
- Implement feature adoption nudges for moderately active users.
- Prioritize Pro tier retention to stabilize Monthly Recurring Revenue.