

# SaaS Subscription Churn Analysis

## Key Insights

- Overall churn rate stands at 21.3%, indicating material revenue instability.
- Basic plan shows highest churn rate (23.8%), but Pro tier drives the highest total revenue loss.
- Low engagement users churn at 31% versus 16% for highly engaged users (~2x higher risk).
- Medium-engagement users contribute 45% of total churn-driven revenue loss.
- Within medium engagement, Pro subscribers generate the highest revenue leakage (■217K).

## Strategic Recommendations

- Introduce targeted 10–15% retention incentives for medium-engagement Pro users.
- Expand Pro plan seat-sharing to increase multi-user engagement and switching costs.
- Deploy usage-based feature adoption nudges for moderately active users.
- Prioritize medium-engagement Pro segment for highest ROI on retention initiatives.

## Expected Impact

Reducing churn among medium-engagement Pro users by 3–4 percentage points could materially improve Monthly Recurring Revenue stability due to revenue concentration within this segment.