**Churn Analysis:**

Subscription products often are the main source of revenue for companies across all industries. These products can come in the form of ‘one size fits all’ over compassing subscription or in multilevel memberships. Regardless of how they structure their memberships, or what industry they are in, companies always want to minimize customer churn (a.k.a subscription cancellations). To retain their customers, these companies first need to identify behavioural patterns that act as catalyst in disengagement with product.

**Market:** The target audience is the entirety of a company’s subscription base. They are the ones company wants to keep.

**Product:** The subscription products that customers are already enrolled in can provide value that users may not have imagined, or that they may have forgotten.

**Goal:** You need to build a model to predict which user is likely to churn, so that company can focus on re-engaging these users with product. These efforts can be email reminders about the benefits of the product, especially focusing on features that are new or that user has shown to value.