

Beyond the Unsubscribe Rate

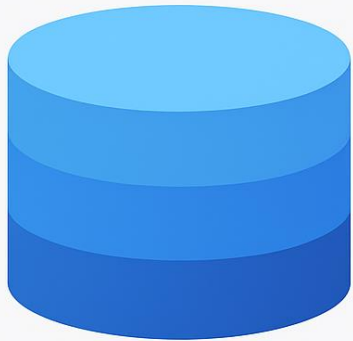
Finding out why users unsubscribe and how to keep them engaged.

Introduction:

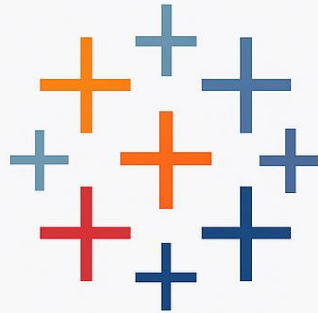
In today's digital world, keeping customers engaged through email marketing is harder than ever. Many subscribers quietly disengage, opening fewer emails until they eventually hit unsubscribe. This project explores the key factors that lead to email unsubscribes, such as campaign type, timing, engagement behavior, and user demographics. Using SQL for data analysis and Tableau for visualization, the goal is to identify patterns that explain subscriber churn and propose actionable strategies to improve retention.



Methodology



SQL



+tableau

- Data Preparation:** The data was migrated from SQLite to MySQL by first exporting the tables to CSV files.

- Analysis:** Performed Exploratory Data Analysis (EDA) using SQL within MySQL.

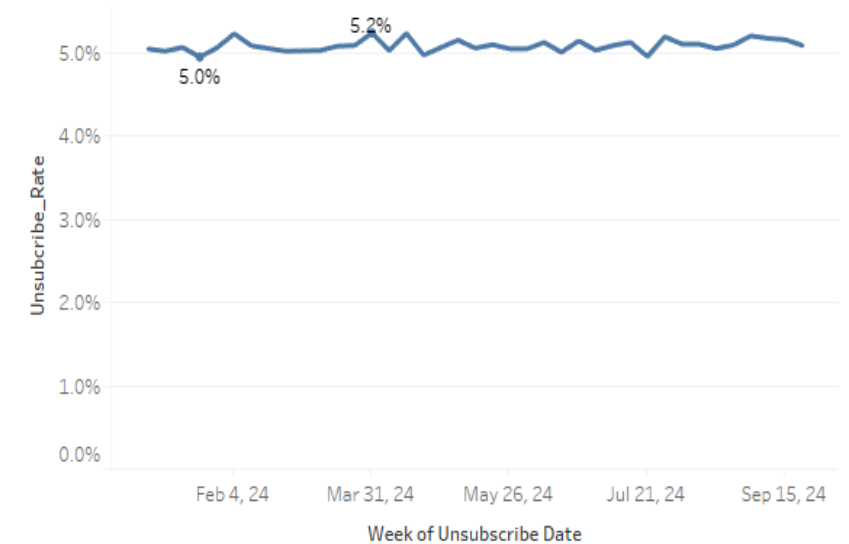
- Visualization:** Created all charts and dashboard using Tableau.

- Code:** The full SQL scripts for this analysis are available on GitHub at the following link:
<https://github.com/Ammar9044/Beyond-the-Unsubscribe-Button>

Unsubscribe Rate Over Time

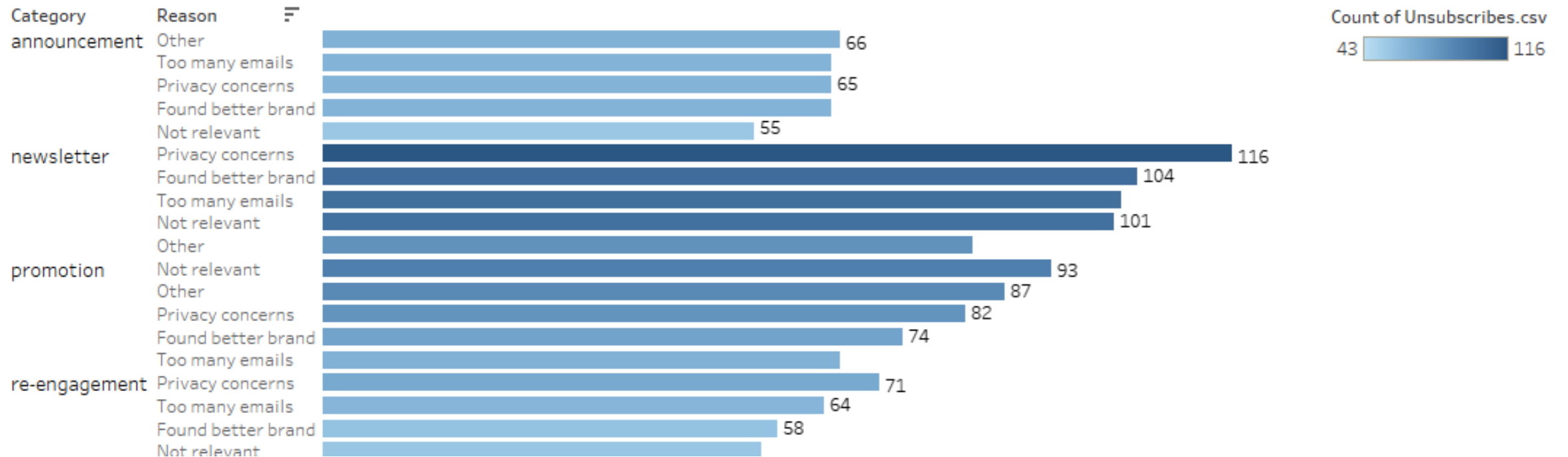
- The total unsubscribes are 1516 which calculates to an overall average unsubscribe rate of 5.1%.
- The problem is persistent, not isolated. The weekly trend chart shows the unsubscribe rate holds consistently high, steadily between 5.0% and 5.2% from January through September.
- This makes the 5.1% average a reliable benchmark of a chronic issue. This points out the importance of the other findings in the presentation, such as the issues with newsletters, content relevance, and send times.

Unsubscribes
1516
Unsubscribe Rate
5.1%



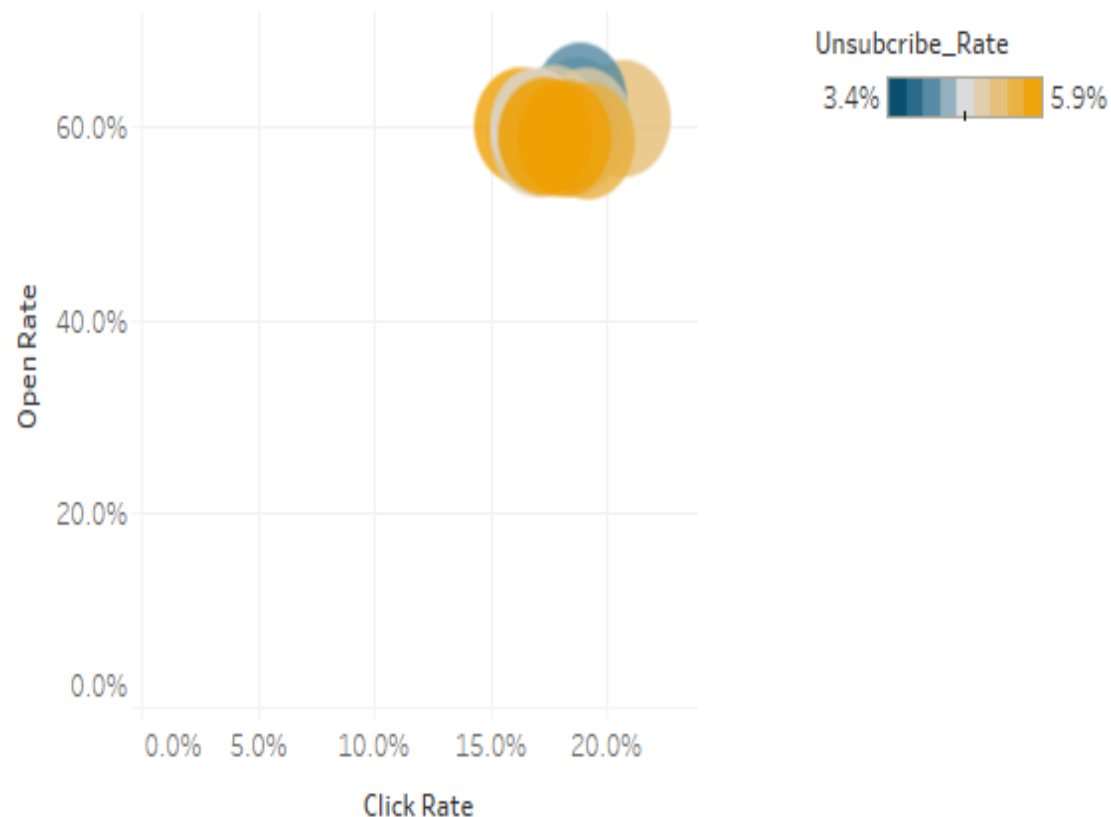
Unsubscribe Reasons by Campaign Type

- Newsletters are the biggest problem: This category has the highest number of unsubscribes overall.
- Privacy is the top concern: "Privacy Concerns" is the single biggest reason people leave, especially from newsletters.
- Content relevance is a key issue: Many users also unsubscribe because they find promotional and newsletter content "Not Relevant."



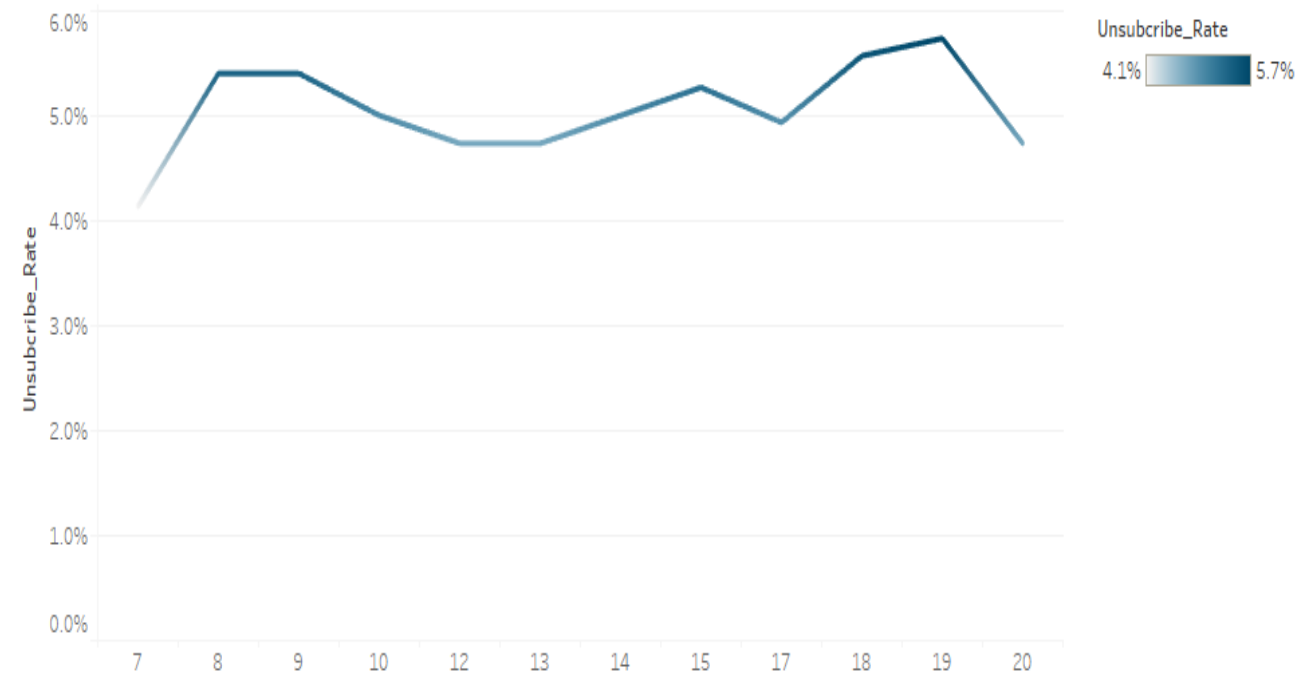
The Paradox of High Engagement

- Campaigns have high engagement: They successfully achieve high open rates (around 60%) and click rates (15-20%).
- High engagement is linked to high unsubscribes: These same successful campaigns are causing the highest unsubscribe rates.
- Our most effective content is also our riskiest: The campaigns that get the most clicks and opens are also the ones driving the most people away.



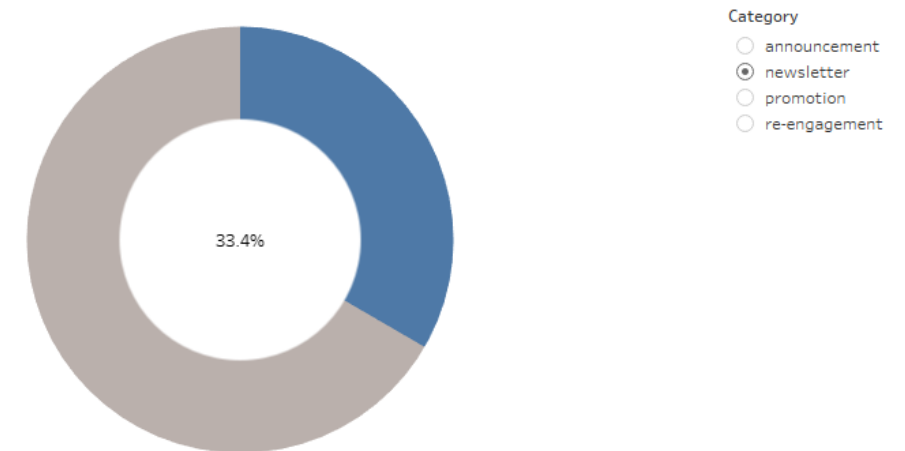
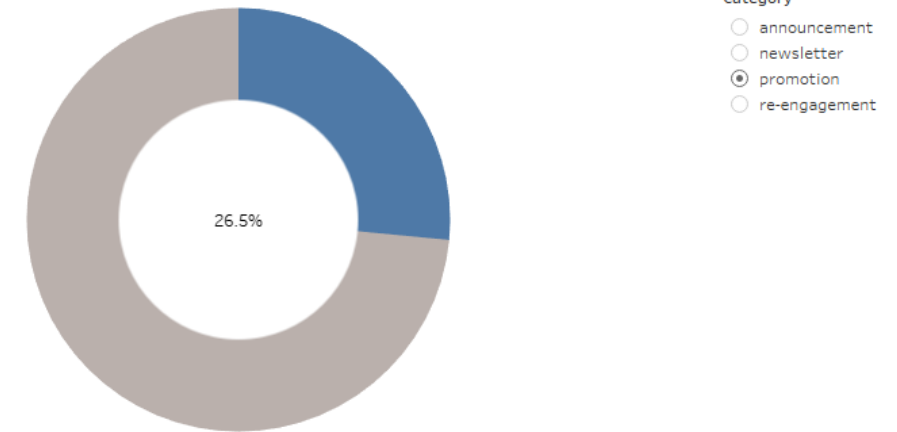
Unsubscribe Rate by Hour of Day

- Timing is a critical factor: Unsubscribe rates are not constant and fluctuate significantly depending on the time of day.
- Evening emails are the riskiest: The unsubscribe rate is at its highest in the early evening, peaking around hour 19 (7 PM).
- Midday is the safest send time: The lowest unsubscribe rates occur in the middle of the day, specifically between hours 12 and 13 (12 PM - 1 PM), suggesting this is a better time to engage our audience.



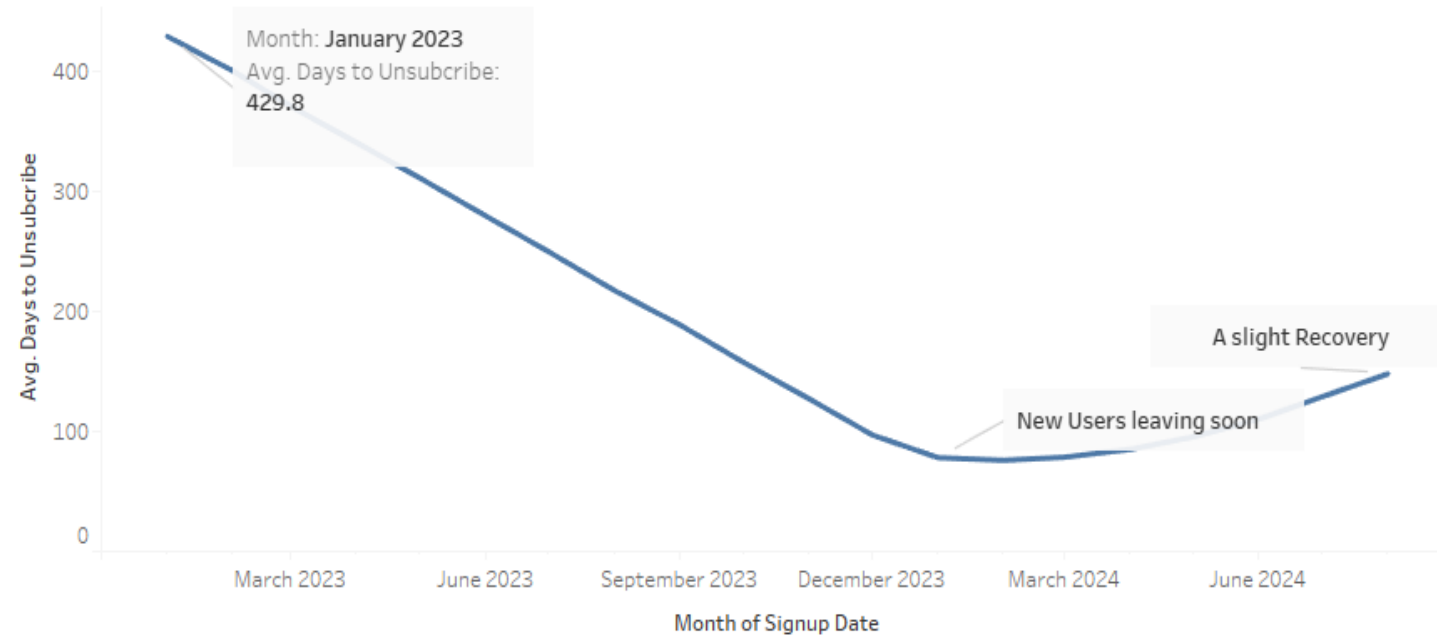
Newsletters & Promotions: Our Primary Unsubscribe Drivers

- **Newsletters are the biggest issue:** They are the single largest source of unsubscribes, responsible for a full third (33.4%) of the total.
- **Promotions are the second major cause:** Promotional emails follow closely, driving over a quarter (26.5%) of all unsubscribes.
- **Two categories cause the majority of the problem:** Combined, newsletters and promotions account for nearly 60% of all unsubscribes, making them the most critical areas to fix.



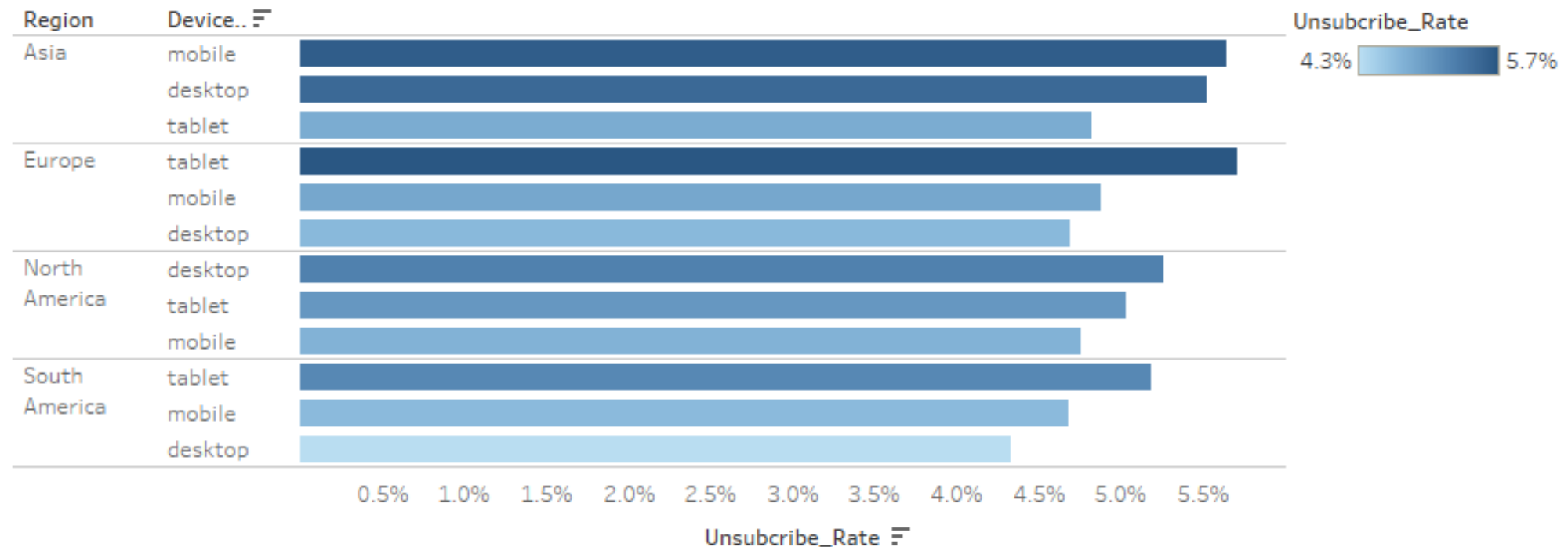
Declining Subscriber Loyalty

- Newer subscribers are leaving faster: Loyalty has dropped significantly since early 2023.
- The V-shape shows the problem peaked for users acquired around the end of 2023.
- A slight upward trend suggests a slow recovery may now be underway.



Unsubscribe Rate by Region & Device

- Unsubscribe rates are universally high, exceeding 4% in every region and on every device.
- Europe has the single worst-performing segment, with the highest unsubscribe rate on tablets.
- The primary problem device is different for each region, pointing to varied user experience issues (e.g. mobile in Asia, desktop in North America)



Recommendations:

- Send More Relevant Content:** Our most engaging emails are also the riskiest. This suggests the content is interesting but not quite right for everyone. Let's segment our audience better to ensure the right people get the right message.
- Overhaul the Newsletter:** The newsletter is our single biggest problem, causing one-third of all unsubscribes, with "Privacy Concerns" as the top complaint. We need to review its content, design, and be more transparent about data.
- Adjust Our Sending Times:** People are most likely to unsubscribe in the evening. Let's shift our email schedule to midday (around 12-1 PM), which our data shows is the safest time to send.
- Improve the New Subscriber Experience:** New users are leaving much faster than old ones. We should review how we're attracting them and create a better welcome or onboarding process to show them value right away.
- Fix Region-Specific Issues:** The experience is clearly worse on certain devices in certain regions (like tablets in Europe). We should investigate and fix the layout or user experience for these specific high-problem areas.