Auto renew on or off/lead platform (web, app, or unknown)


Bar Plot of Auto Renew by Lead Platform

Auto Renew
Off
On

0.7
0.6
0.5
0.4
0.3
0.2
0.1
0

0.6
0.4
0.68
0.32
0.66
0.34
8e-05

Proportion

App
Unknown
Web

Auto Renew or Not by Lead Platform
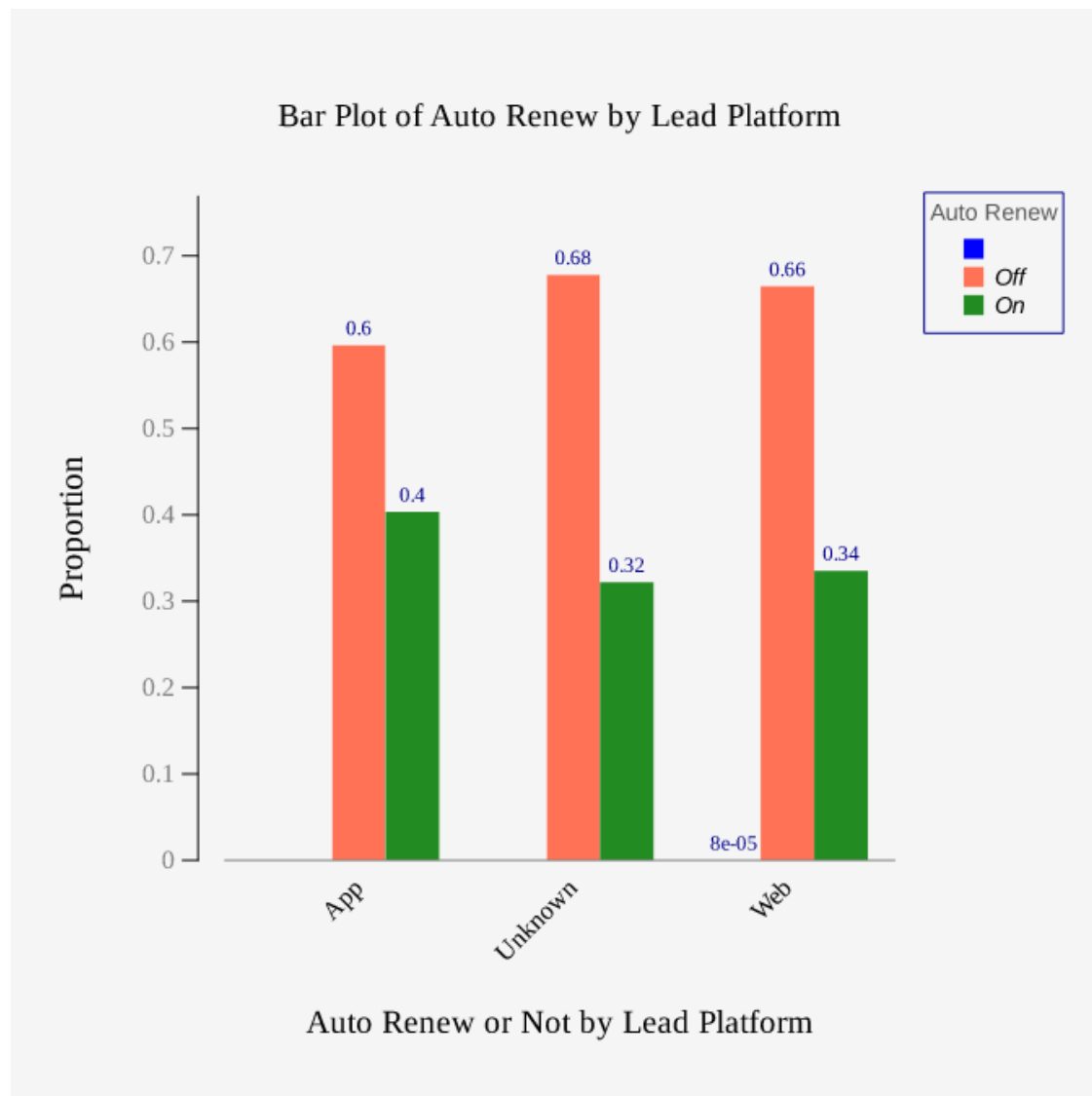
Free trial user/auto renew on or off

Bar Plot of Auto Renew by Free Trial User

Subscription event type/lead platform

Bar Plot of Subscription Event Type By Lead Platform
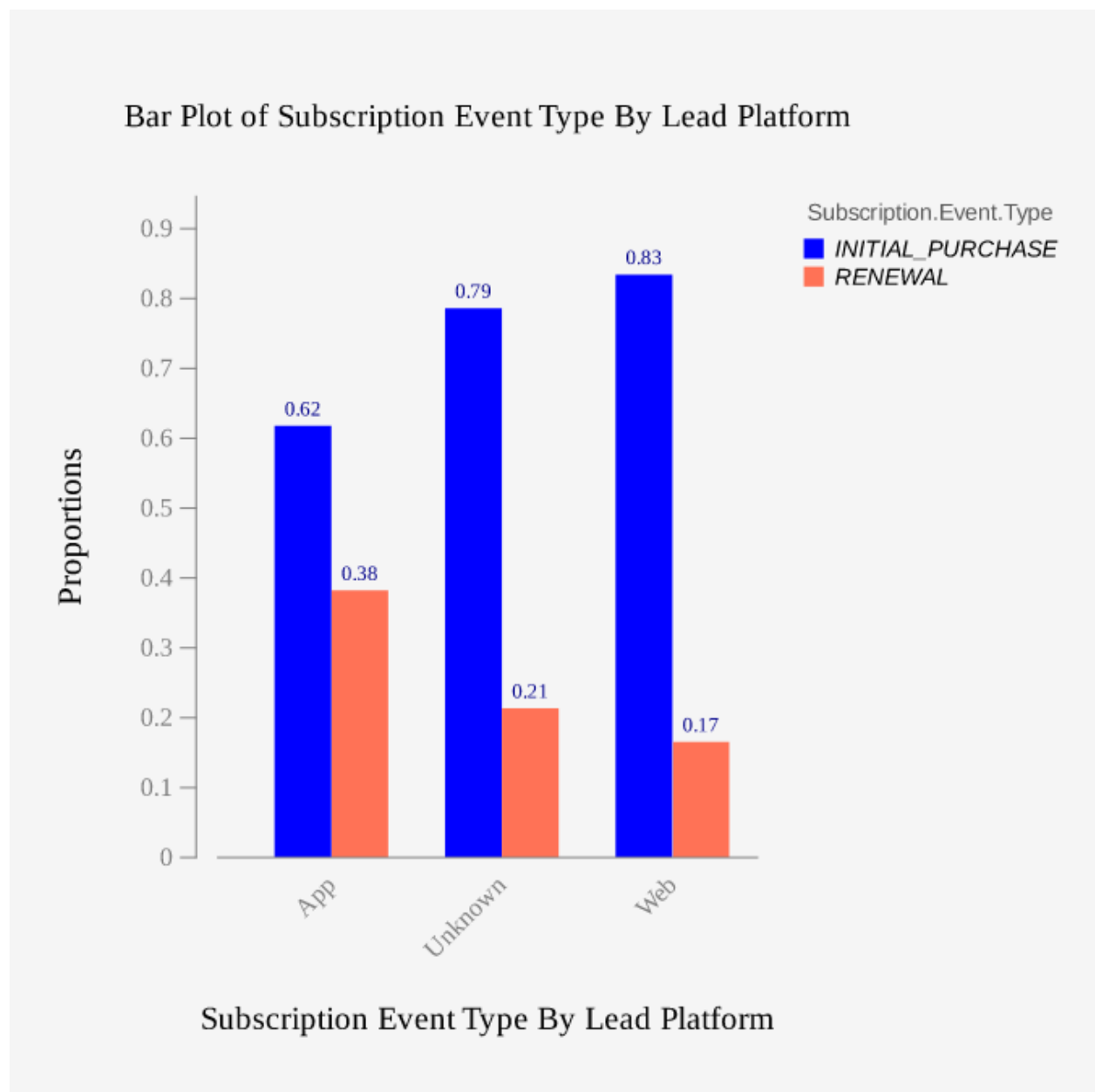
Subscription type/lead platform

Bar Plot of Subscription Type by Lead Platform
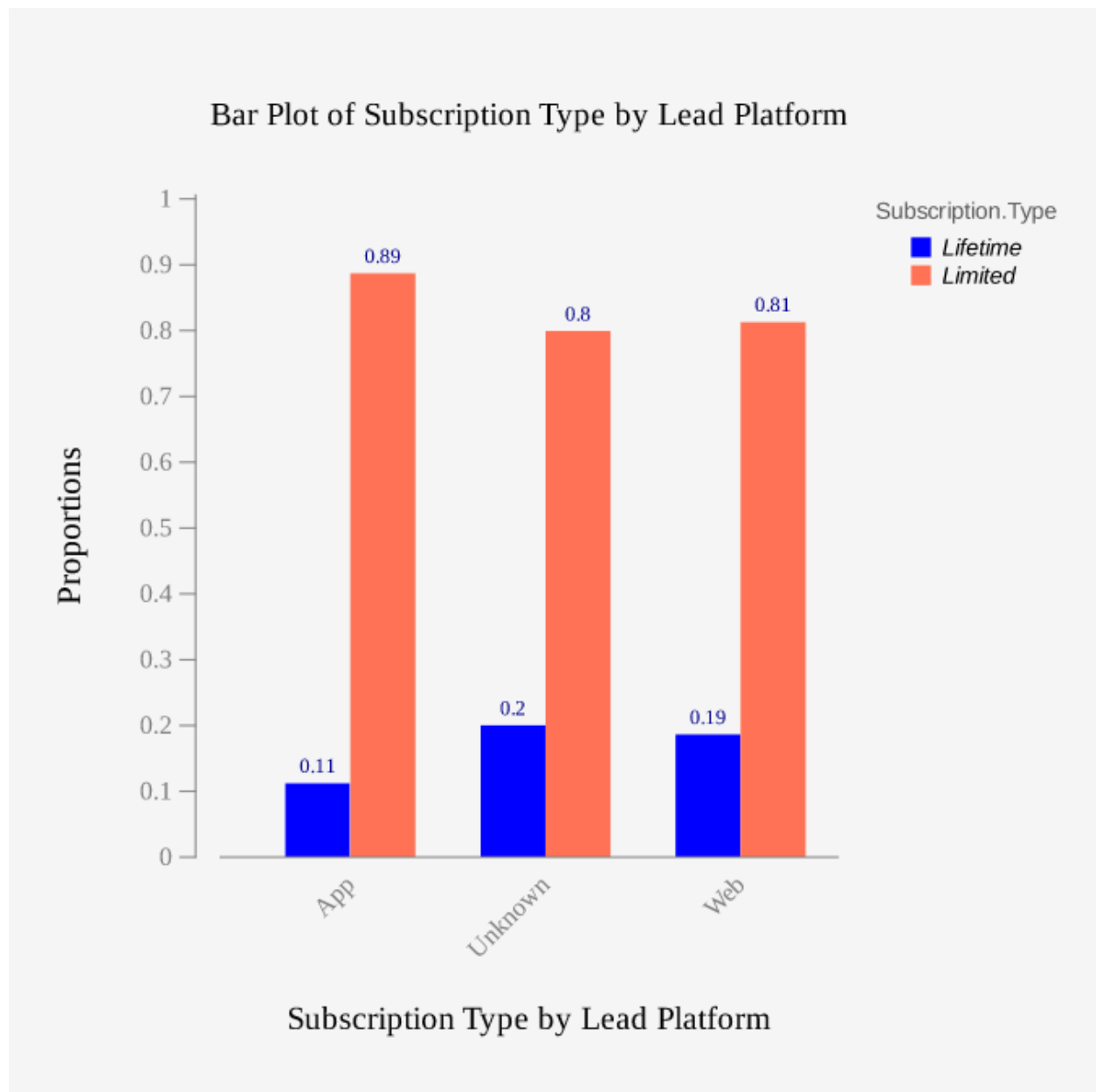
Language/subscription type

Coefficients:

Purchase_Amount: -0.013

Send_Count: 0.018

Open_Count: -0.035

Click_Count: 0.015

Unique_Open_Count: 0.037

Unique_Click_Count: -0.193

Subscription_Type_Limited: 0.819

Purchase_Store_Web: 1.242

Demo_User_Yes: -0.564

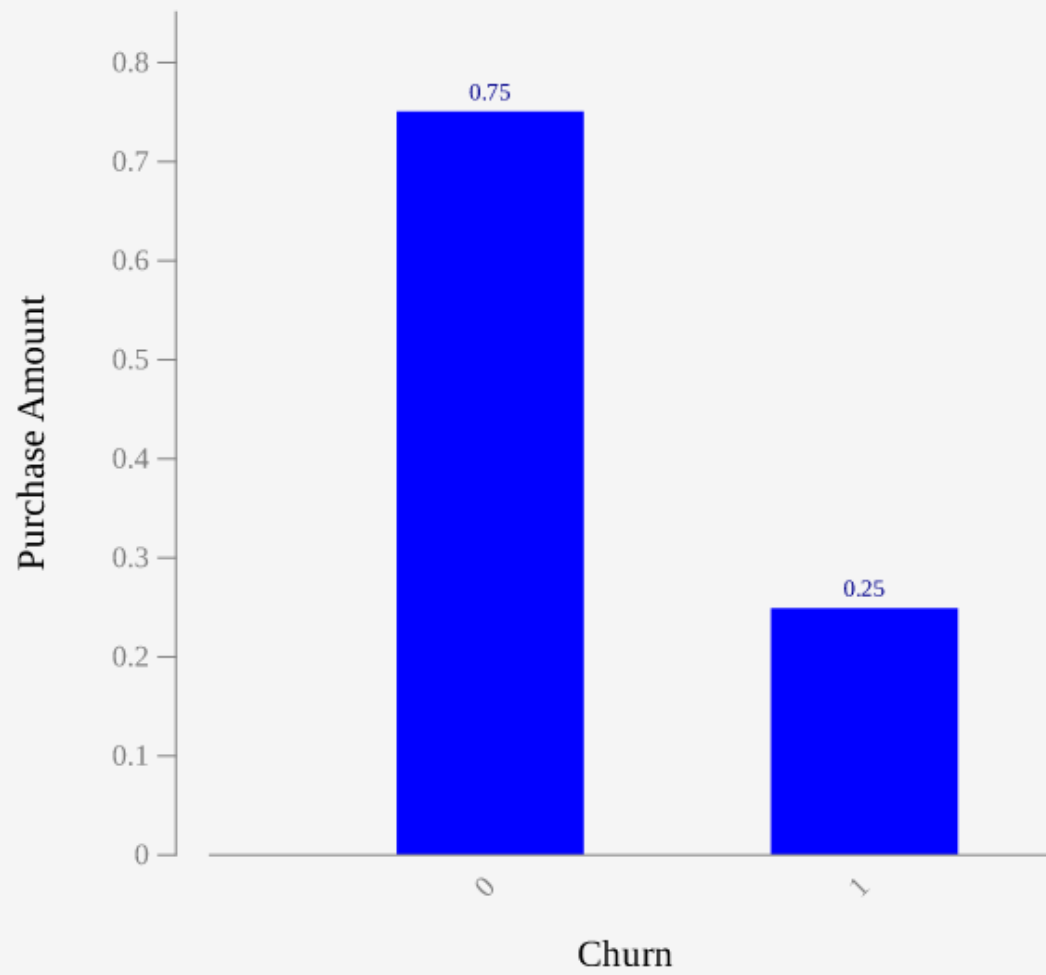Free_Trial_User_Yes: -0.745

Email_Subscriber_Yes: 0.014

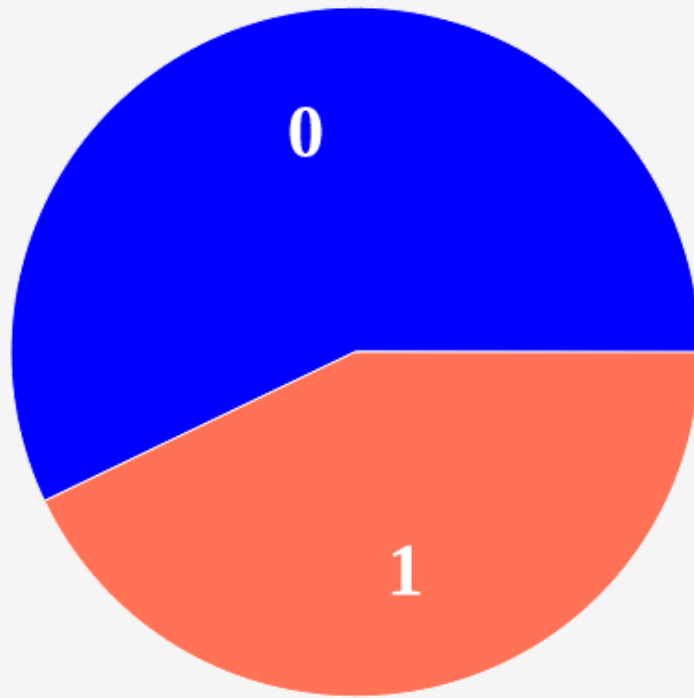App_Session_Platform_ios: -0.102

App_Session_Platform_web: -0.234
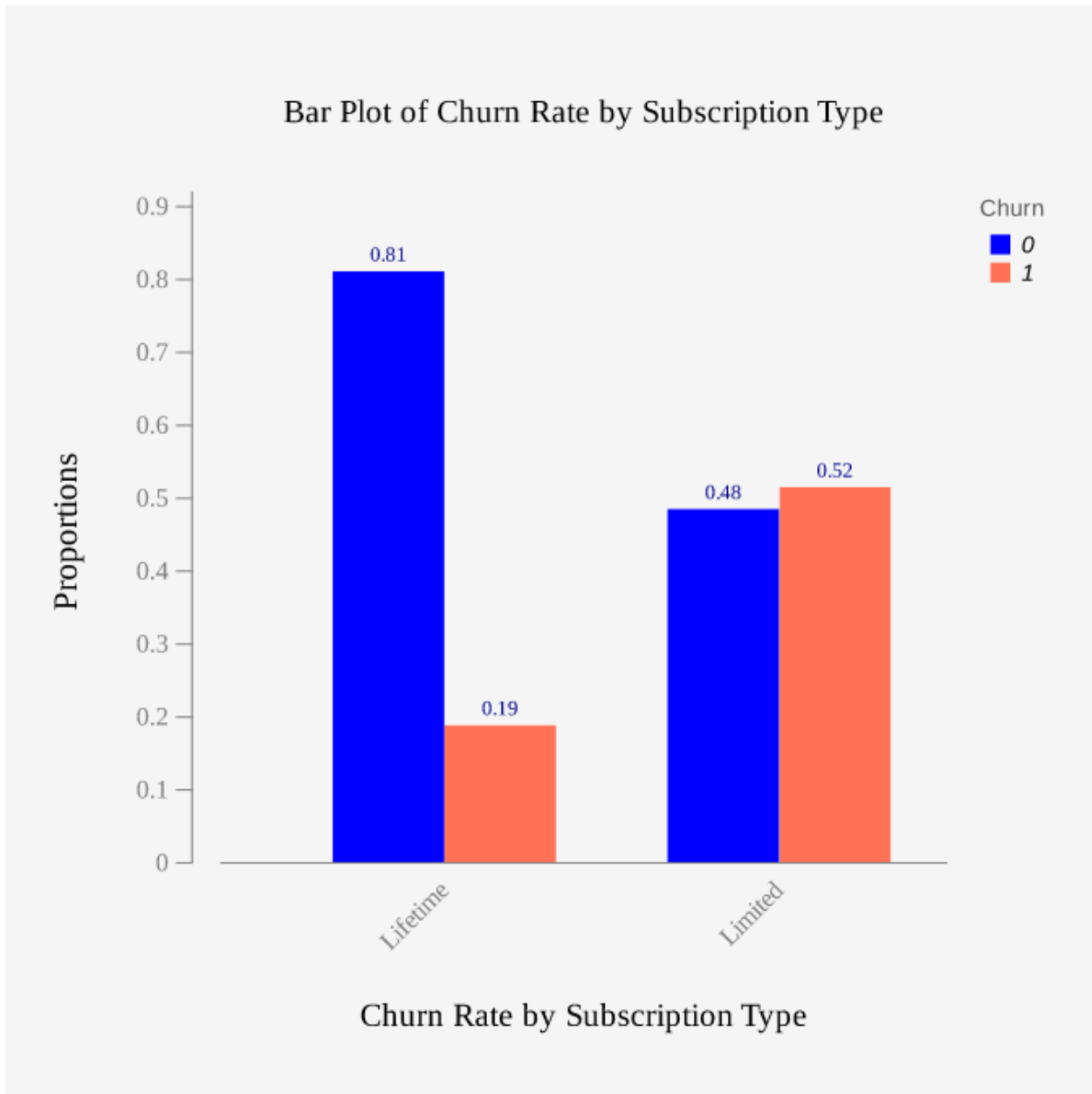
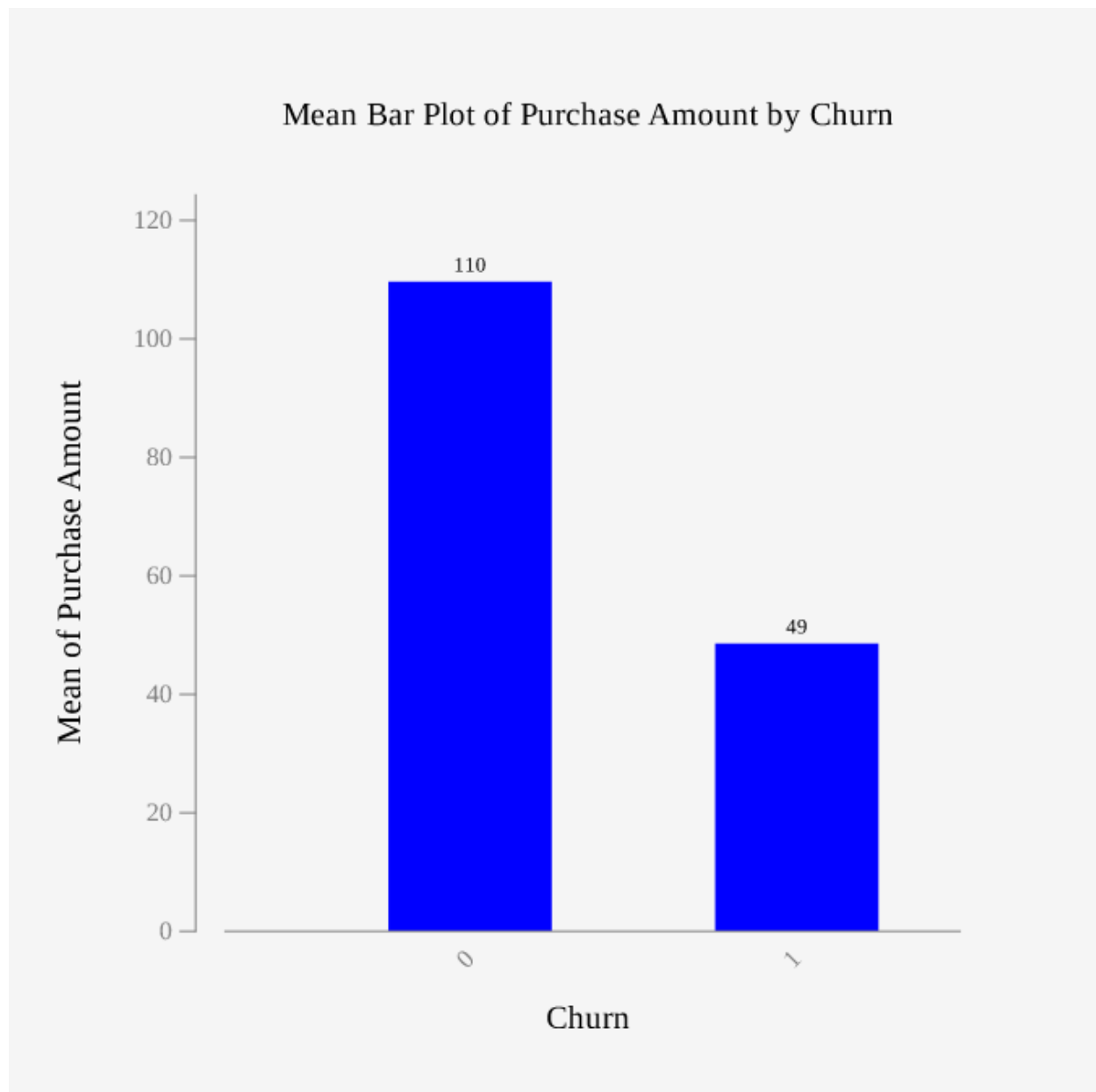Bar Plot of Purchase Amount by Churn

Pie Chart of Churn

Churn
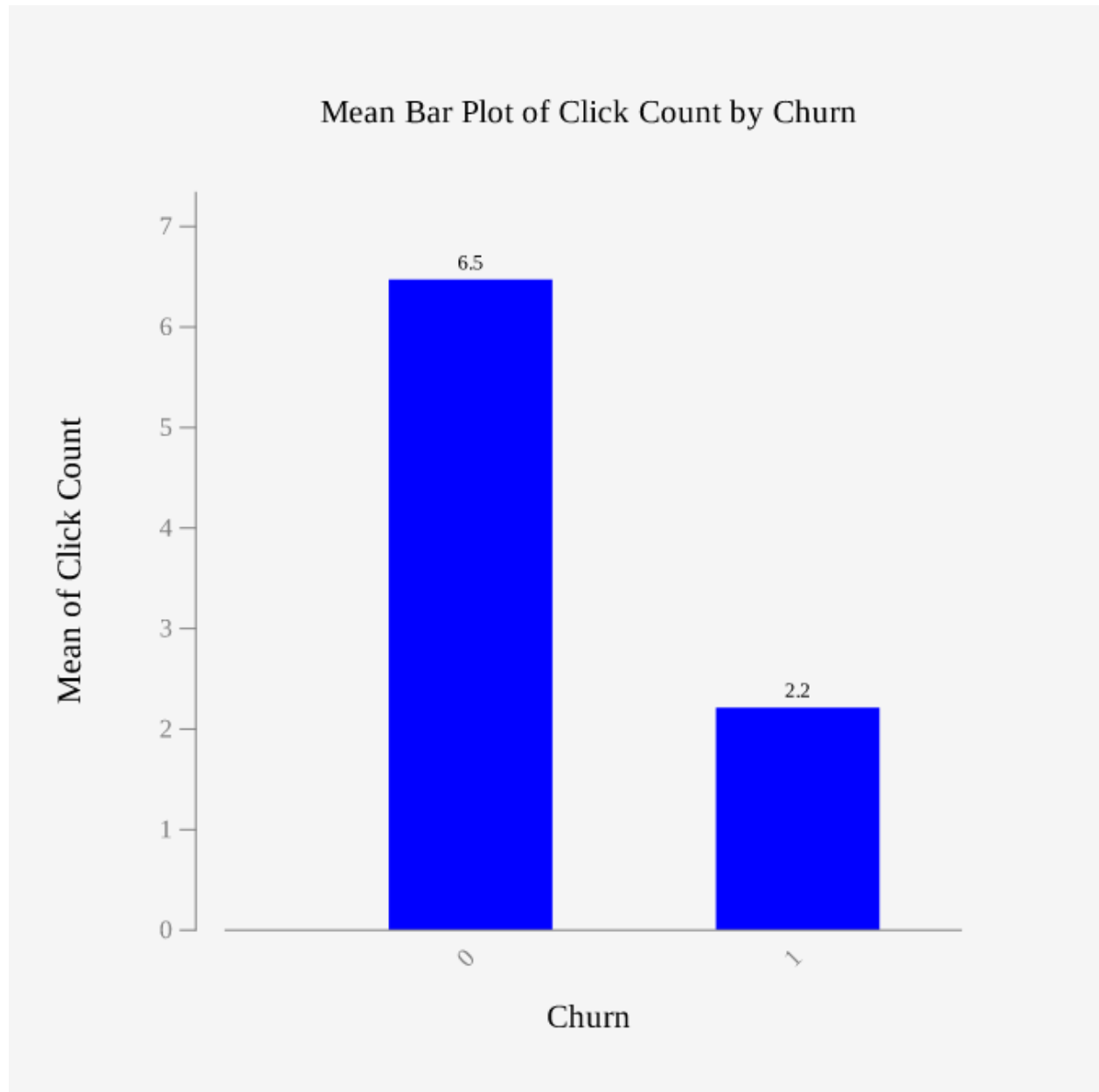- 0: 57%
- 1: 43%

Churn Rate by Subscription Type

Bar Plot of Churn Rate by Subscription Type

Mean Bar Plot of Purchase Amount by Churn

Mean Bar Plot of Purchase Amount by Churn

Mean Bar Plot of Click Count by Churn

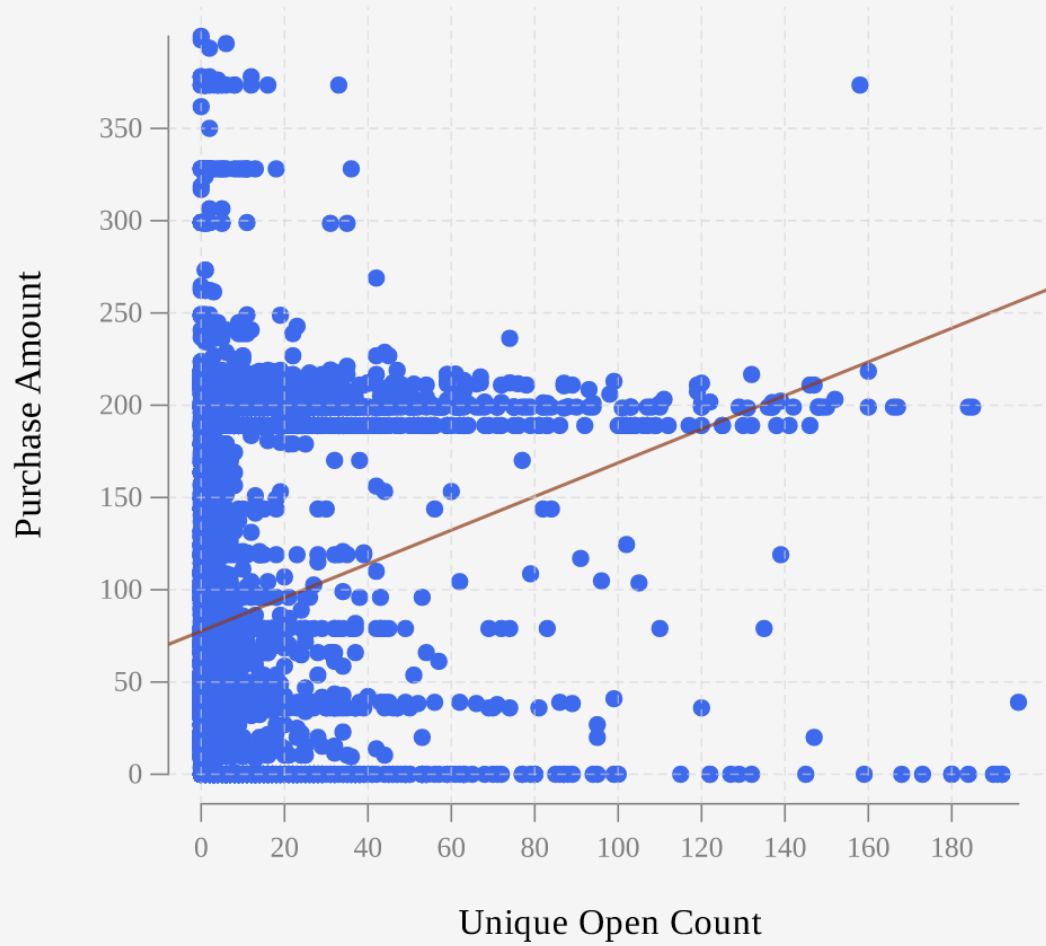Mean Bar Plot of Click Count by Churn

Correlation Coefficient (Unique.Open.Count, Purchase.Amount): r = 0.19254
Least Squares Line: Purchase.Amount = 77.576 + 0.91193 * Unique.Open.Count

Scatter Plot of Purchase Amount by Unique Open Count

Correlation Coefficient (Unique.Click.Count, Purchase.Amount): r = 0.28959
Least Squares Line: Purchase.Amount = 73.502 + 13.634 * Unique.Click.Count

Scatterplot of Purchase Amount by Unique Click Count