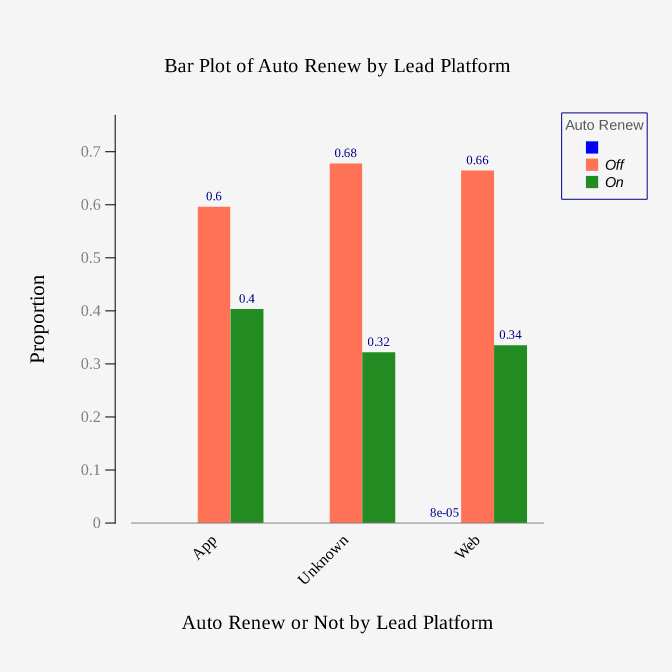
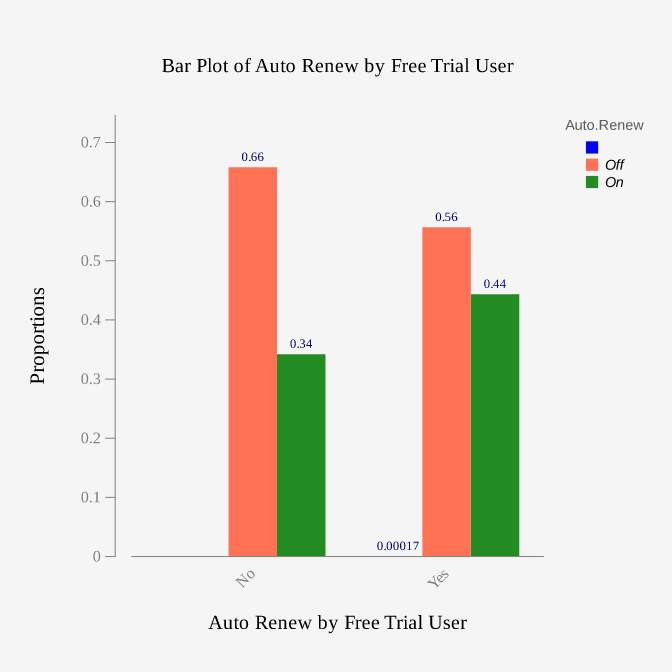
Auto renew on or off/lead platform (web, app, or unknown)

The advice would be to implement some sort of way to incentivize people to use the app because we are seeing that of the people who have auto renew on, the app has 6% more people with auto renew on.

Free trial user/auto renew on or off



The advice to give here would be to advertise the free trial more so that people will purchase a subscription and turn auto renew on because the users who used the free trial and bought a subscription are 10% higher in proportion than those who did not use the free trial. This could be because the free trial gives them the incentive to try it because it is free and then they end up liking it and knowing they want to be loyal customers.

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

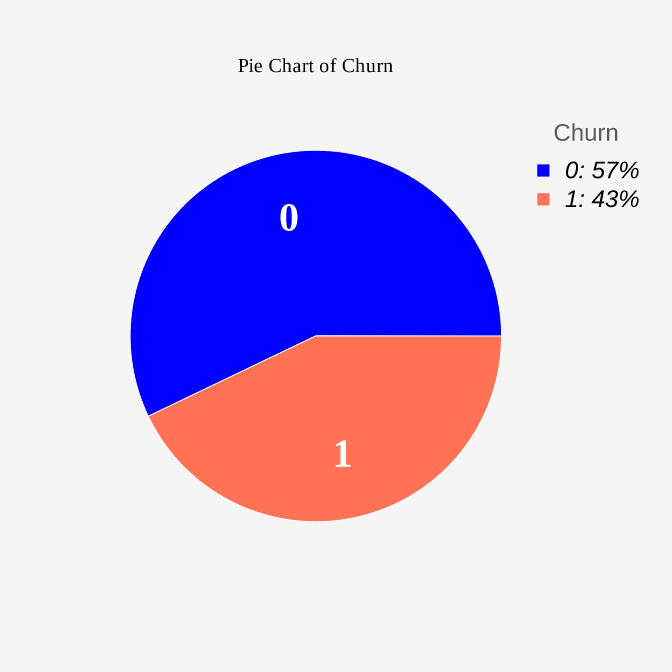
Free\_Trial\_User\_Yes: -0.745

Email\_Subscriber\_Yes: 0.014

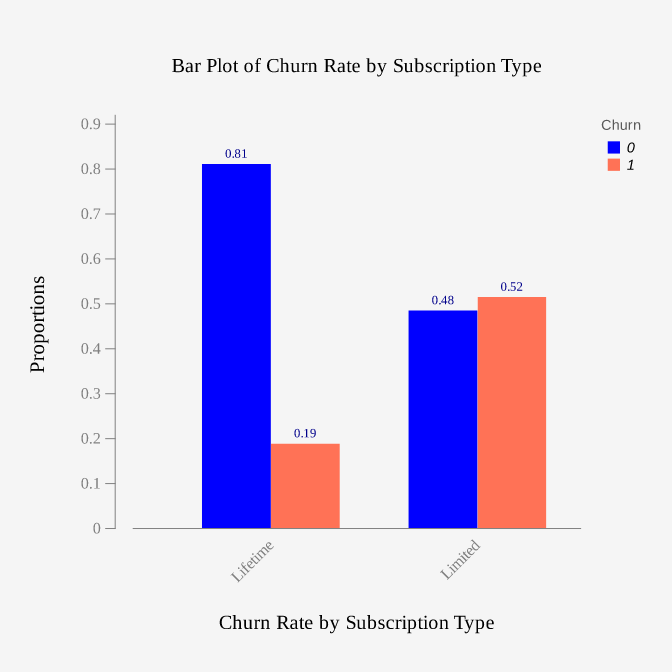
App\_Session\_Platform\_ios: -0.102

App\_Session\_Platform\_web: -0.234

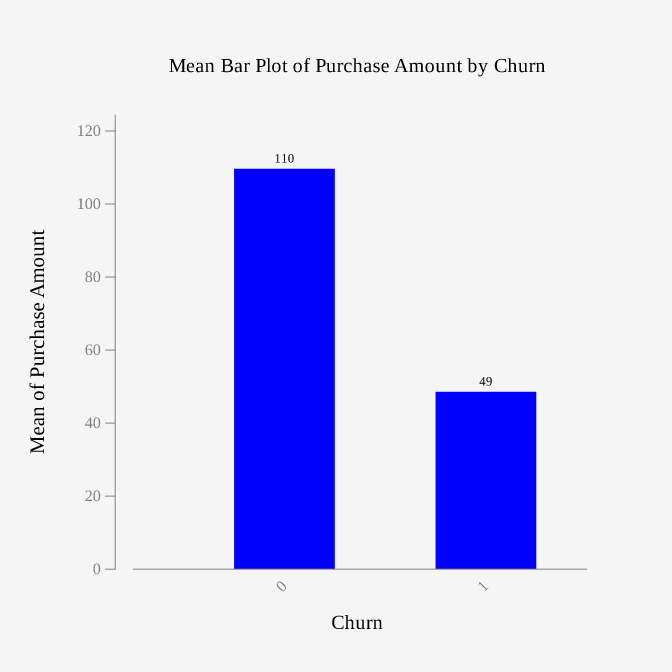
Summary Pie Chart of Churn in the Sample Population

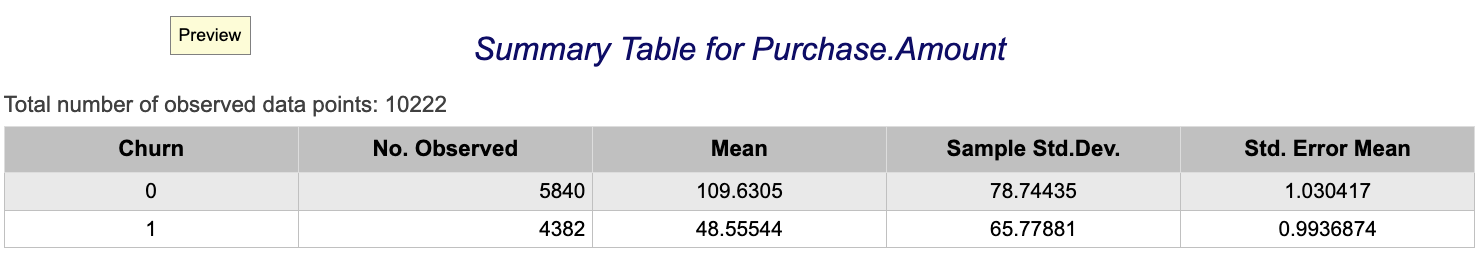


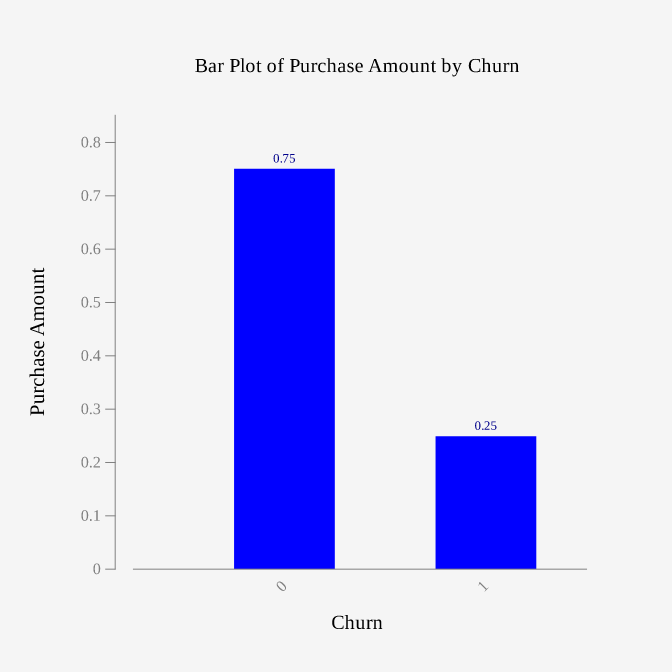
Churn Rate by Subscription Type



Mean Bar Plot of Purchase Amount by Churn

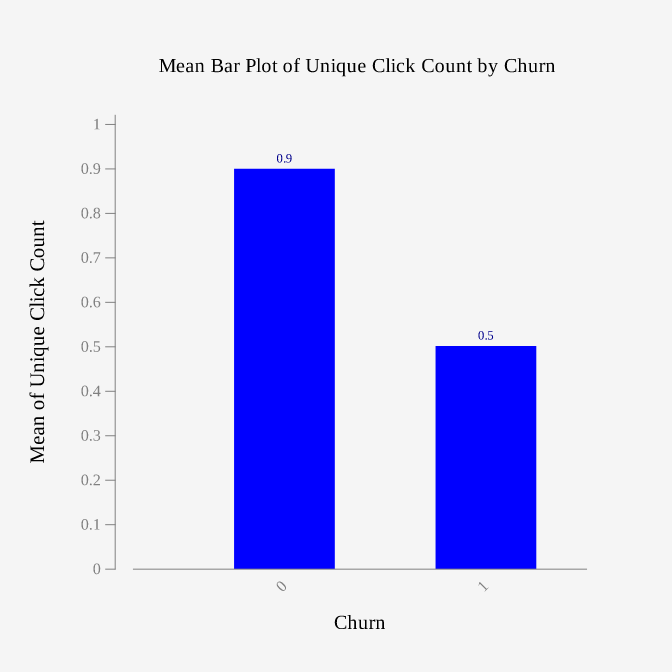


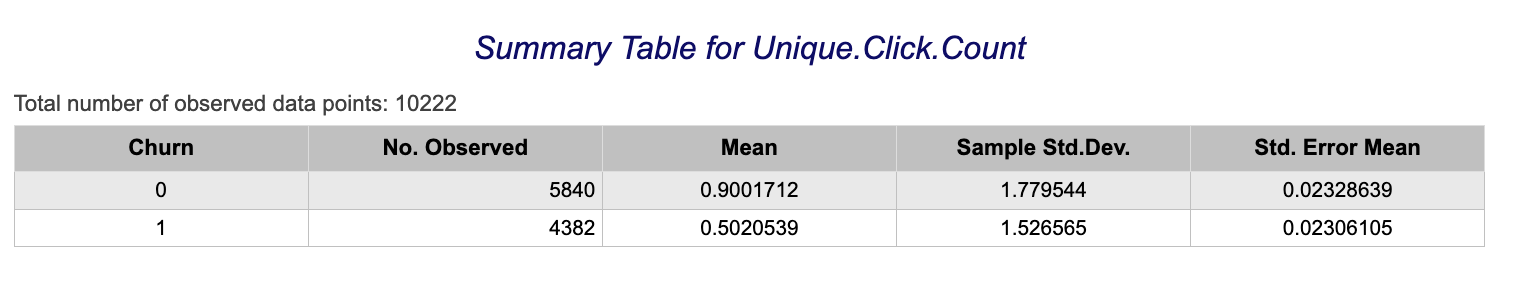


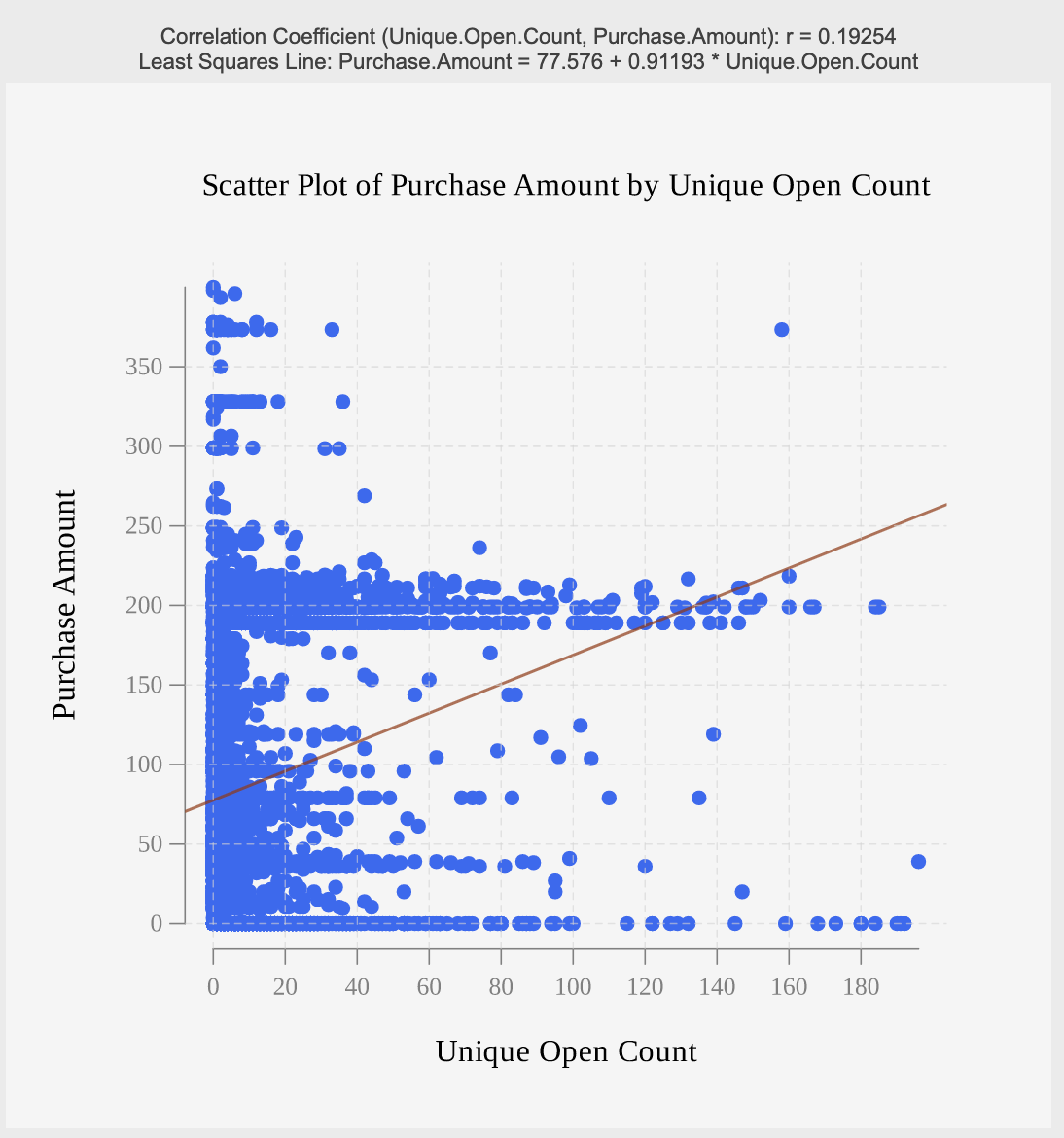


In this figure, we can see that 75% of the purchase amounts came from the No category

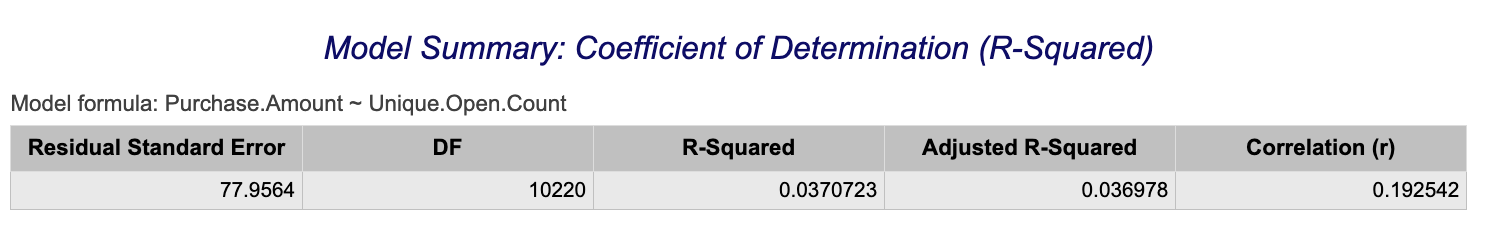
Mean Bar Plot of Click Count by Churn

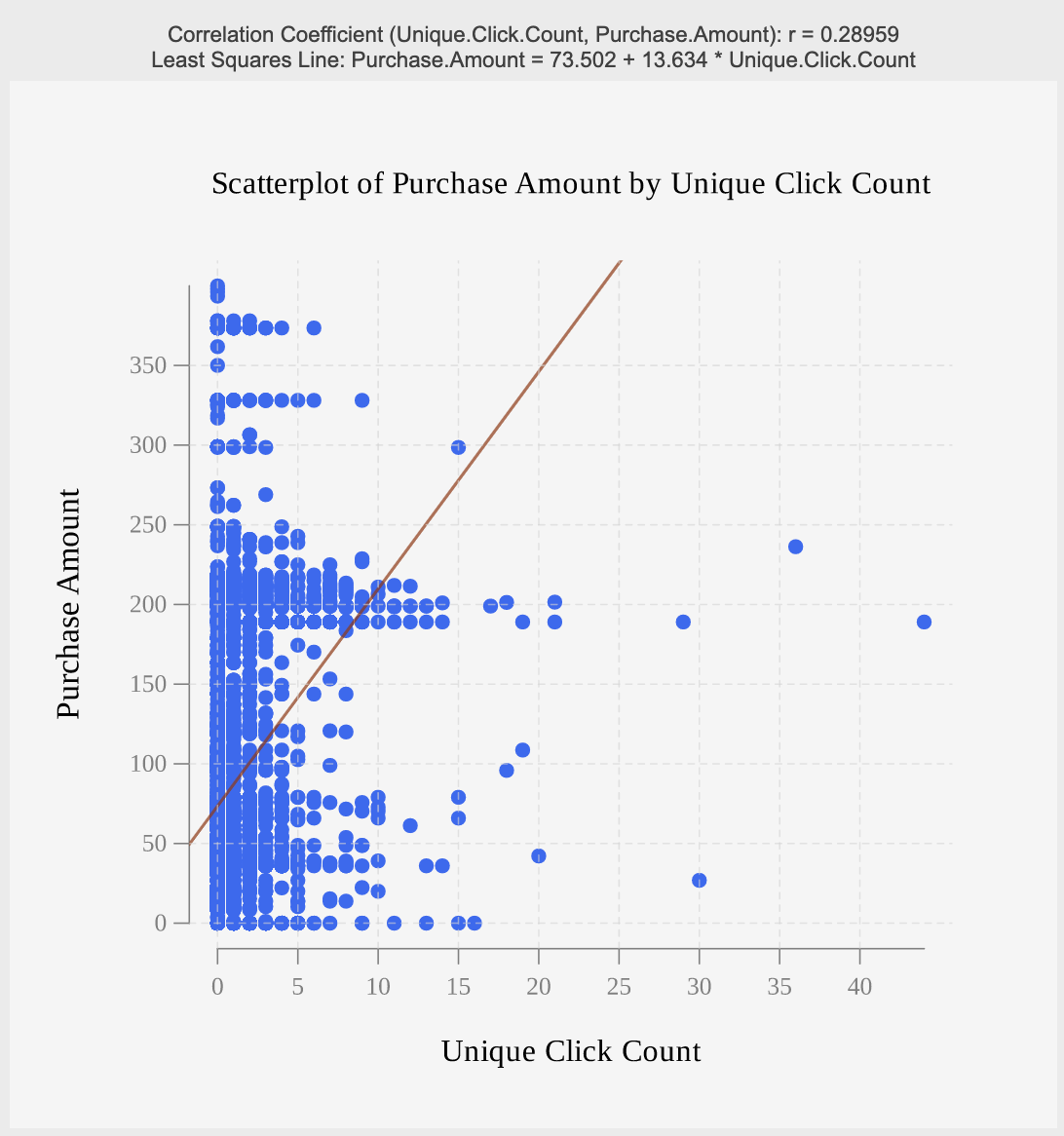






There is a positive weak relationship between Unique Open count and Purchase Amount





There is a positive weak relationship between Unique Click count and Purchase Amount