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## 1. How would you calculate the rate of growth for Foodie-Fi?

To calculate Foodie-Fi's growth rate, both **customer** and **revenue growth** should be analyzed:

- **Customer Growth Rate (Monthly or Yearly):**

$$((\text{Current Period Customers} - \text{Previous Period Customers}) / \text{Previous Period Customers}) * 100$$

- **Revenue Growth Rate:**

$$((\text{Current Revenue} - \text{Previous Revenue}) / \text{Previous Revenue}) * 100$$

- **Other metrics:**

- Net Subscriber Adds per Month
- Monthly Active Users (MAU)
- Conversion Rate from Trial to Paid

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## 2. Key Metrics to Track for Business Performance

To effectively monitor Foodie-Fi's business performance, the following key metrics are recommended:

- **Monthly Recurring Revenue (MRR)**
- **Customer Churn Rate**
- **Customer Lifetime Value (CLTV)**
- **Customer Acquisition Cost (CAC)**
- **Average Revenue Per User (ARPU)**
- **Trial to Paid Conversion Rate**
- **Plan-wise Subscriber Distribution**
- **Retention Rate (1-month, 3-month, 6-month)**
- **Churn Reason Analysis**

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## 3. Key Customer Journeys to Analyze for Retention Improvement

To improve customer retention, key journeys or user behaviors to analyze include:

- **Onboarding Experience:**

- Did the user activate and explore all features during the trial?
  - **Upgrade/Downgrade Behavior:**
    - Timing and reasons for switching plans
  - **Content Engagement:**
    - How frequently and deeply are users engaging with the service?
  - **Support Touchpoints:**
    - Did the user contact support before cancelling?
  - **Inactivity Trends:**
    - Identifying inactive users before they churn
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#### 4. Sample Exit Survey Questions

An effective exit survey can provide actionable insights. Suggested questions include:

1. What is the primary reason for cancelling your subscription?
  2. How satisfied were you with the service? (Scale of 1 to 5)
  3. Did you face any technical or usability issues?
  4. Was the pricing aligned with the value you received?
  5. What improvements would make you consider returning?
  6. Would you recommend Foodie-Fi to others? (Yes/No)
  7. Any additional feedback?
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#### 5. Business Levers to Reduce Churn & How to Validate

**Levers to reduce churn:**

- **Loyalty Discounts** for long-term users
- **Personalized Recommendations** for plan upgrades
- **In-App Engagement Nudges** during trial period
- **Email Reminders** before subscription expiration
- **Referral Programs** to enhance stickiness

**Validation Strategies:**

- **A/B Testing:** Test new levers on one group vs control group
  - **Cohort Analysis:** Compare retention rates across different user cohorts
  - **Churn Rate Before vs After:** Evaluate impact of implemented changes
  - **Customer Feedback Collection:** Post-implementation survey results
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