

# Retention, Cohorts & Churn

## 1. Ask

How subscriptions churn looks like  
from a weekly retention standpoint?

The goal of analysis:  
to draw attention to challenges or areas  
for improvement.

## 2. Prepare

### Weekly subscriptions data

turing\_data\_analytics.subscriptions table

### Cohorts analysis

$$\text{RetentionRate} = \frac{\#RetainedCustomers}{\#WholeCustomers} * 100$$

### 3. Process

SQL query that extracts data from the BigQuery

Code in the spreadsheet

- correct columns identified
- correct logic created
- code formatted well and is readable

## Subscriptions Weekly Retention Cohorts, %

Period from 2020-11-01 until 2021-01-31

Cohort week	week_0	week_1	week_2	week_3	week_4	week_5	week_6	
2020-11-01	100%	93.50%	89.91%	87.90%	86.78%	85.64%	84.71%	100%
2020-11-08	100%	93.44%	89.27%	87.64%	86.39%	85.17%	84.62%	96%
2020-11-15	100%	93.30%	89.97%	88.18%	86.85%	85.97%	85.62%	95%
2020-11-22	100%	93.61%	90.35%	88.54%	87.43%	86.98%	86.85%	94%
2020-11-29	100%	93.98%	90.38%	88.79%	88.25%	88.03%	87.77%	93%
2020-12-06	100%	94.60%	92.06%	91.37%	91.09%	90.65%	90.41%	92%
2020-12-13	100%	95.15%	93.20%	92.91%	92.44%	92.10%	91.86%	91%
2020-12-20	100%	96.29%	95.07%	94.48%	94.01%	93.64%	93.40%	90%
2020-12-27	100%	96.20%	94.47%	93.55%	92.97%	92.44%		89%
2021-01-03	100%	95.57%	93.24%	92.20%	91.47%			88%
2021-01-10	100%	95.46%	92.78%	91.64%				87%
2021-01-17	100%	94.76%	91.44%					86%
2021-01-24	100%	93.82%						85%
2021-01-31	100%							84%

## 4. Analyze

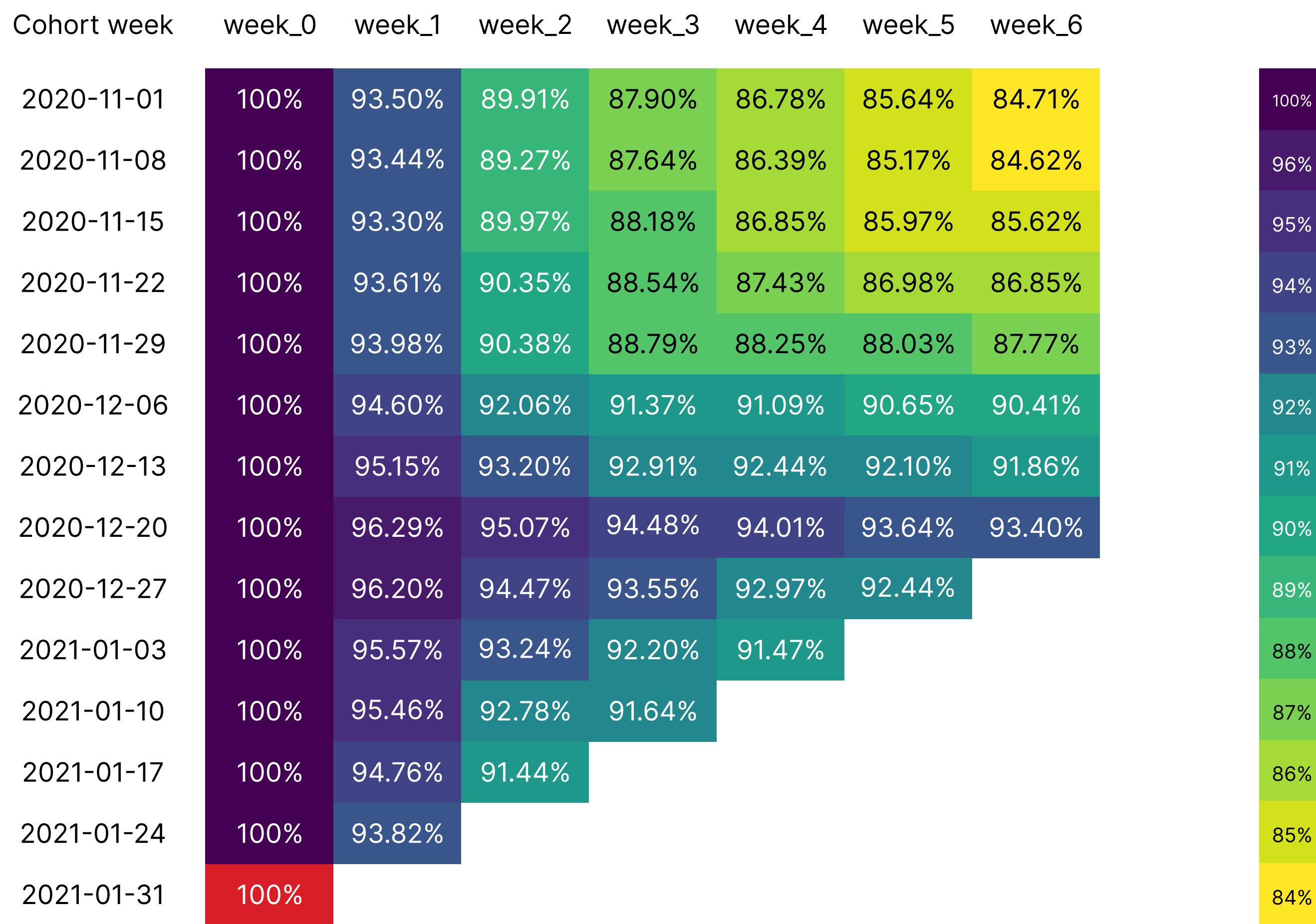
Google Spreadsheets & Figma used as graphical tools to analyze the data, reveal the findings and make some conclusions.

End result shows weekly retention cohorts for each week of data available in the dataset and their retention from week 0 to week 6.

\*Incomplete Data: there is only 1 day in week\_13

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## 5. Share

### Conclusion & findings

#### 1.

#### General Trend

The percentages generally decrease as the weeks progress, which is typical for retention graphs. This indicates that, over time, a smaller percentage of users remain engaged or subscribed.

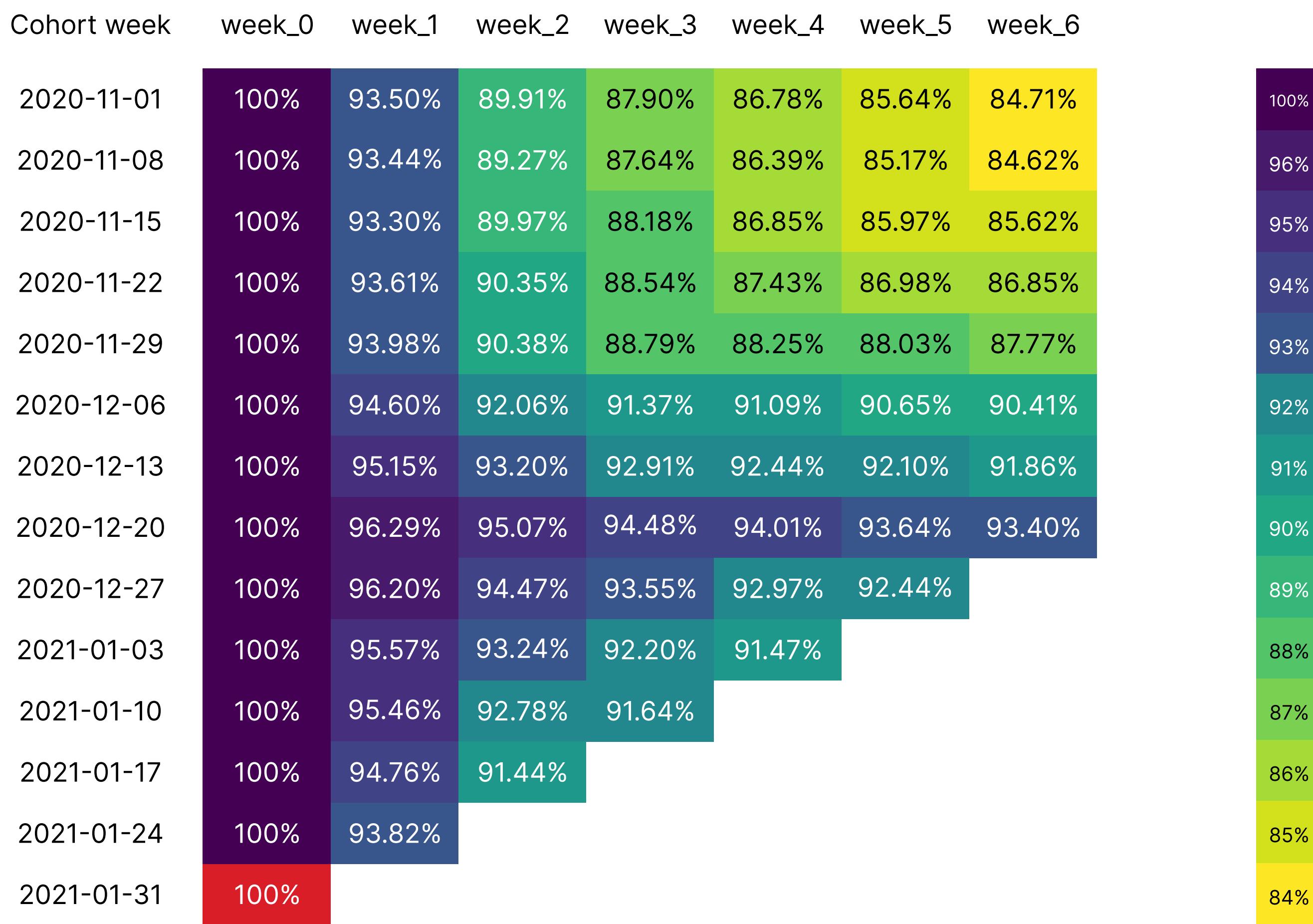
#### Good retention

Overall rates range are from 100% to 84% which is not so low.

- continue declining until it hits zero - bad retention
- stabilize over time - good retention

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## 5. Share

### Conclusion & findings

#### 2.

#### The steepest drop off occurs after first two weeks

The retention percentages decline after first week 7%-4%, second 4%-1%.

Usually first weeks (onboarding stage) are the most important for getting users hooked on the app.

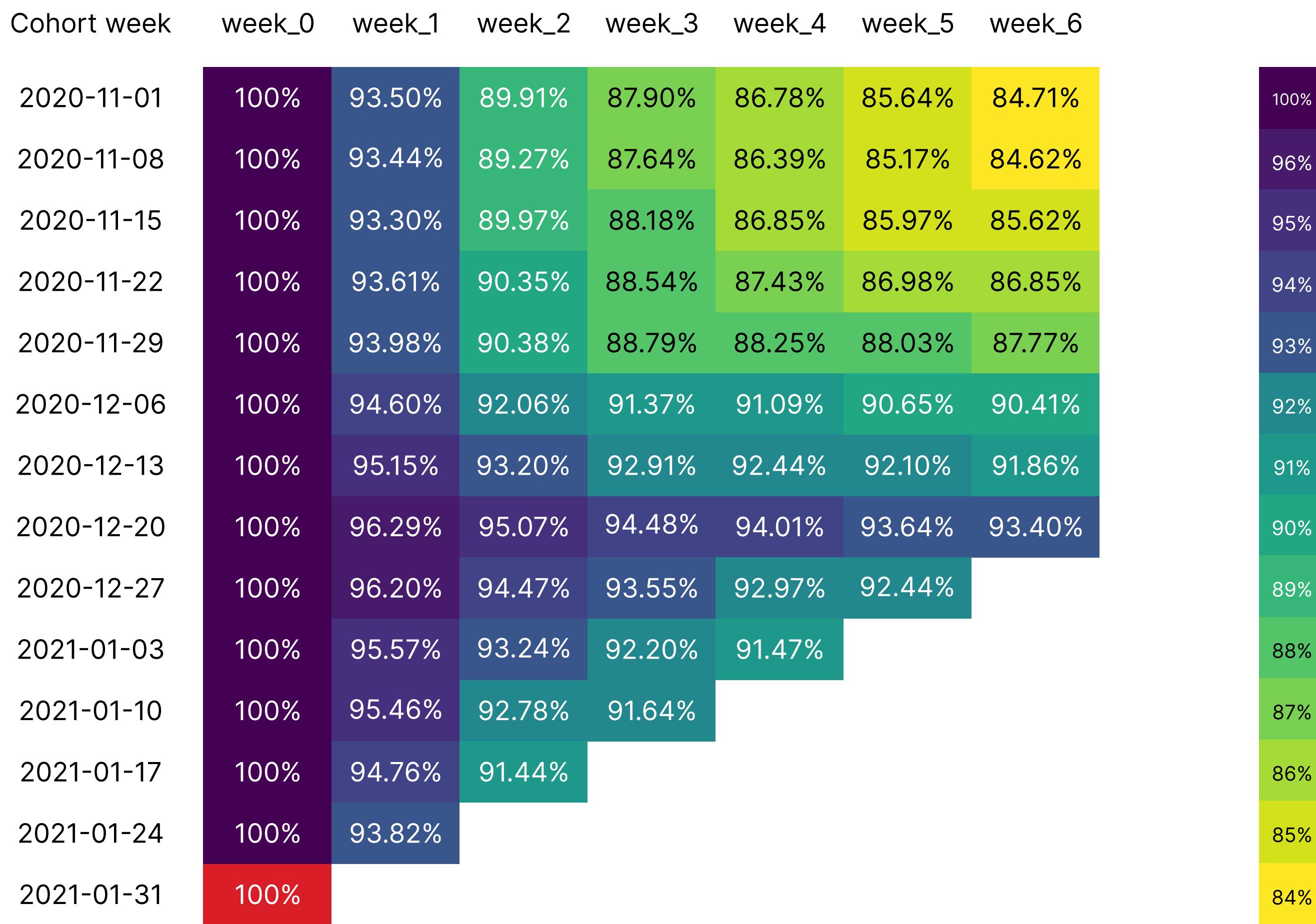
#### Stability

Later keeps declining but at a lower rate: after third week 2-1%, fourth 2-0%, fifth 1-0%, sixth 1-0%.

This is a sign of stable and consistent user engagement.

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### Conclusion & findings

#### 3.

##### **Week-to-Week Variability**

Retention percentages fluctuate from week to week, certain cohorts of subscriptions exhibit different retention patterns.

##### **Lowest retention in November**

In first two weeks 100% - 84%, afterwards retention rises.

##### **Highest retention in December**

e.g. 2020-12-20: 100% - 93%  
Maybe seasonality - festive season had an impact (more data required for confirmation).

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2020-11-29	100%	93.98%	90.38%	88.79%	88.25%	88.03%	87.77%	93%
2020-12-06	100%	94.60%	92.06%	91.37%	91.09%	90.65%	90.41%	92%
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## Total Retained Customers by Cohort, no

Period from 2020-11-01 until 2021-01-31

	week_0	week_1	week_2	week_3	week_4	week_5	week_6	
	20085	18779	18059	17654	17429	17201	17014	28550
	16248	15182	14505	14240	14036	13839	13749	25812
	17972	16767	16170	15847	15609	15451	15387	23527
	19932	18659	18009	17647	17427	17337	17311	21722
	22303	20960	20157	19802	19682	19634	19576	20236
	28550	27008	26282	26086	26006	25880	25812	19932
	25545	24305	23809	23734	23615	23527	23465	18793
	18190	17515	17293	17186	17100	17034	16989	17972
	17060	16412	16117	15960	15861	15771		17337
	23296	22264	21722	21479	21308			17060
	21811	20820	20236	19987				16248
	21083	19979	19297					15771
	20031	18793						14240
	2256							13839

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## 6. Act

# Actionable recommendations

1.

### **Focus on the good onboarding experience**

Shift The Curve Up where the steepest drop off occurs (after first two weeks).

The onboarding phase is the most critical. This is where users get their first impression of your app and your brand.

2.

### **Identify factors affecting user engagement**

In the context of specific business investigate what in December cohorts was done differently as there are consistent & highest retention rates.

Understanding the reasons behind can help to form strategies for other cohorts where retention is lower.

3.

### **Improve retention strategies**

based on user retention phases:  
1.onboarding 2.nurture 3.attrition

The first two are mostly focused on onboarding and behavioral psychology, but the final phase is about building a great product and continuously improving it.

Effective strategy takes planning and precision. The right strategy keeps retention up. Good retention drives revenue and profits.

Thank You