

PRODUCT PERFORMANCE ANALYSIS OF SUBSCRIPTION PLANS IN A FITNESS APP

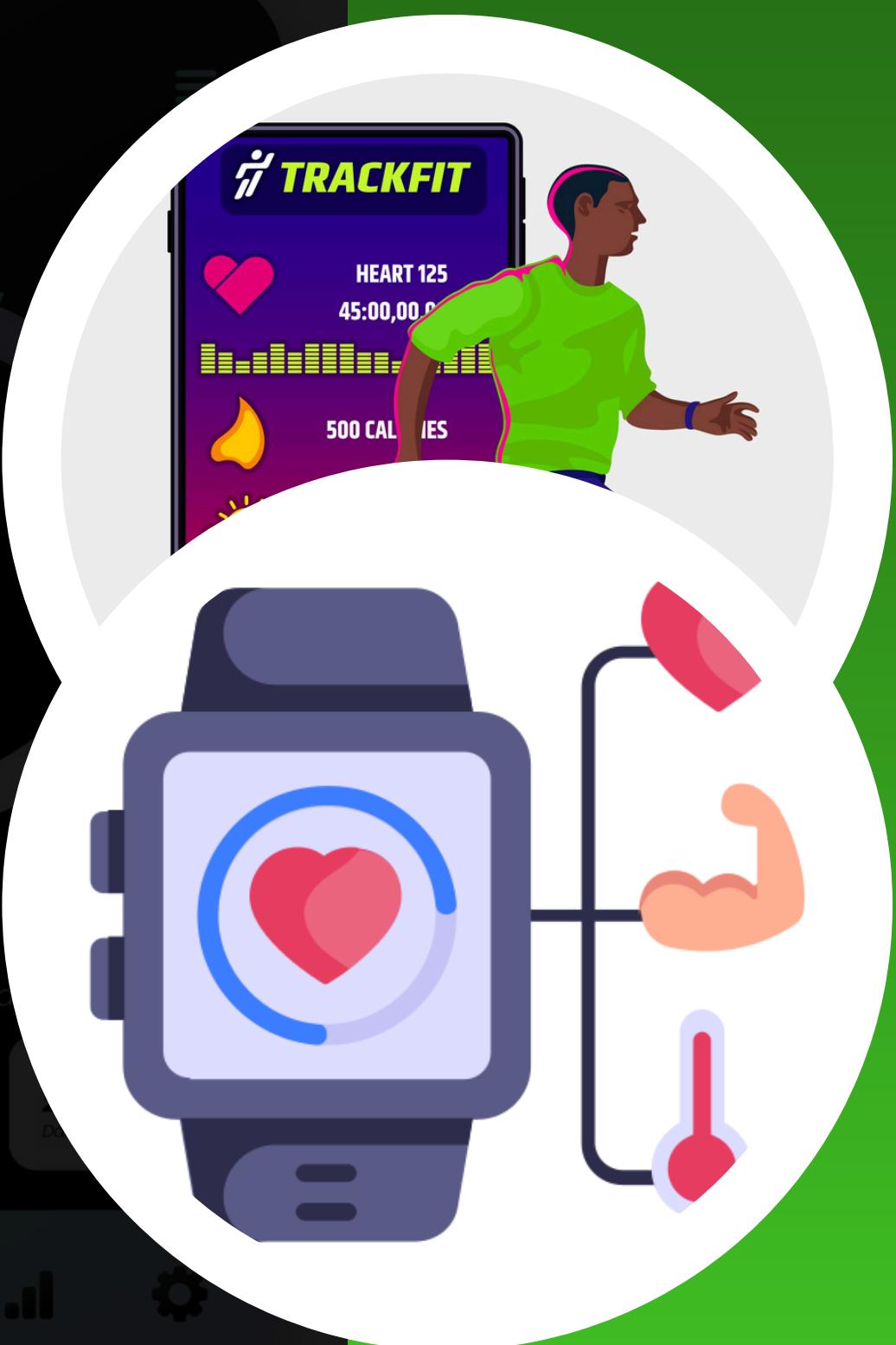
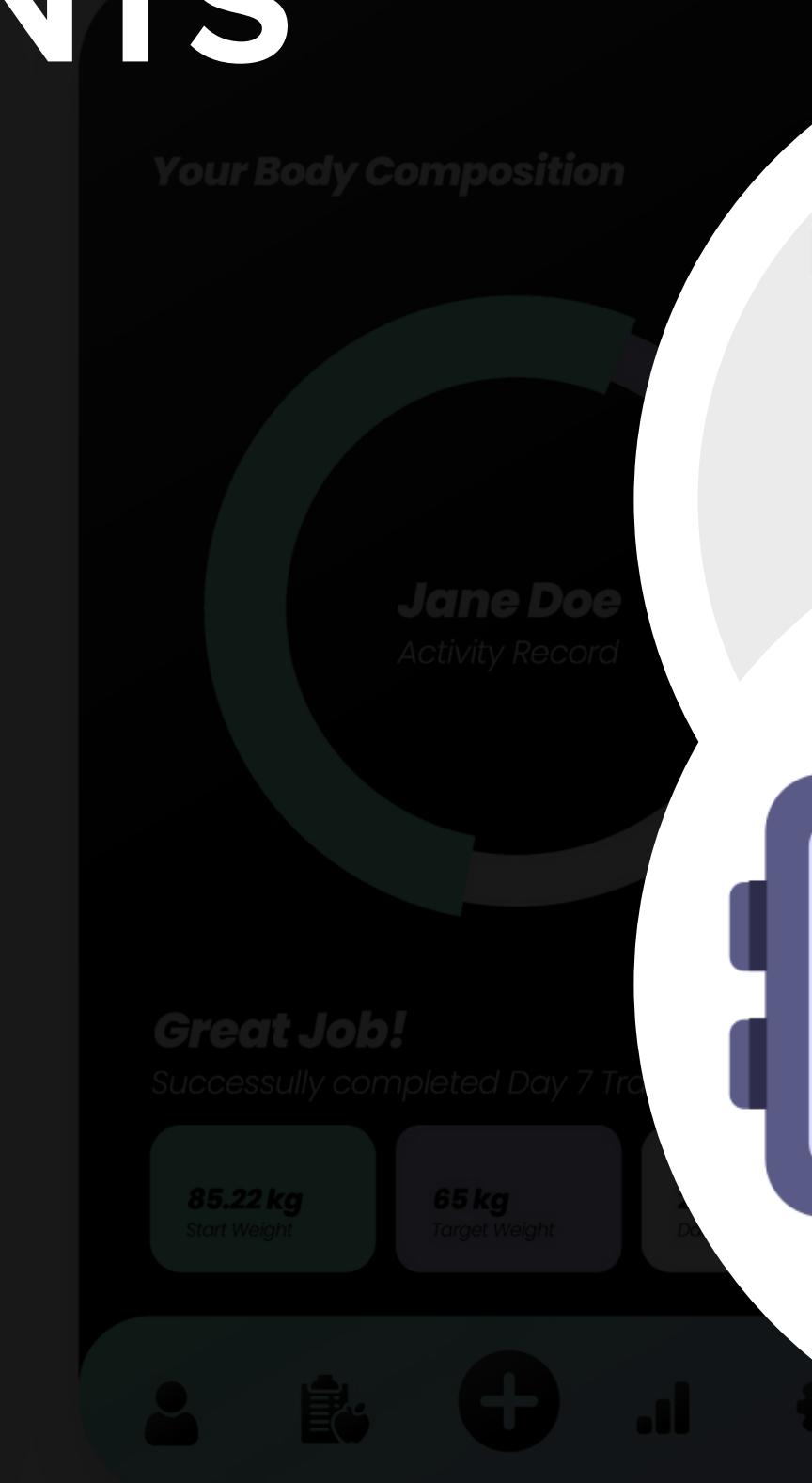
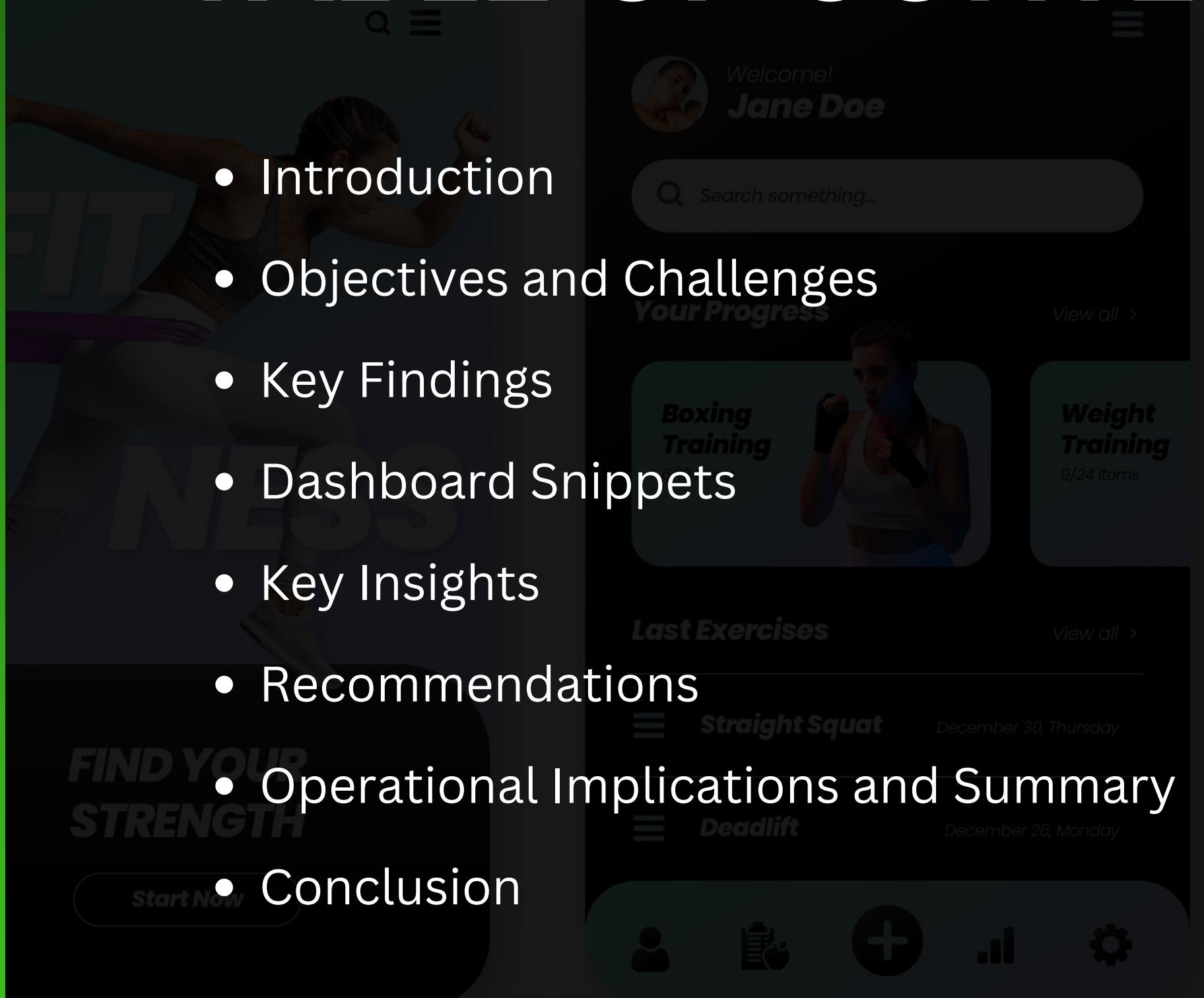
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INTRODUCTION

Company Overview

London-based FitTrack, established in 2010, is a leading global fitness app known for its strong community and tracking features. With rising digital fitness competition, the company prioritizes user retention, revenue optimization, and plan conversions.

This report, based on interactive Excel dashboards explores app usage behavior, subscription trends, and churn dynamics. Using a data-driven approach, it highlights actionable insights and recommendations for business stakeholders.



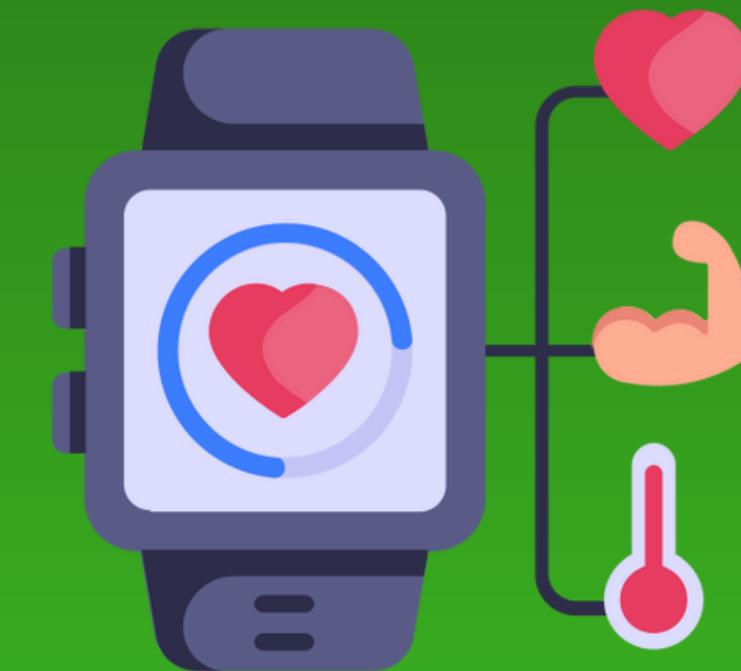
OBJECTIVES AND CHALLENGES

Objectives

- Evaluate current subscription plan performance. Analyze feature usage for upgrade drivers.
- Understand churn patterns for retention strategies. Assess pricing, revenue, and user segmentation.
- Provide actionable recommendations.

Challenges

- Low Free-to-Premium Conversion (<20%).
- High Churn (29.9%), especially Free users & older demographics.
- Feature Underutilization (Advanced Analytics, Personalized Plans).
- Value Perception Gap for Premium benefits. Stagnant Lifecycle: >70% users never change plans.



KEY FINDINGS

User Demographics (10,000 users)

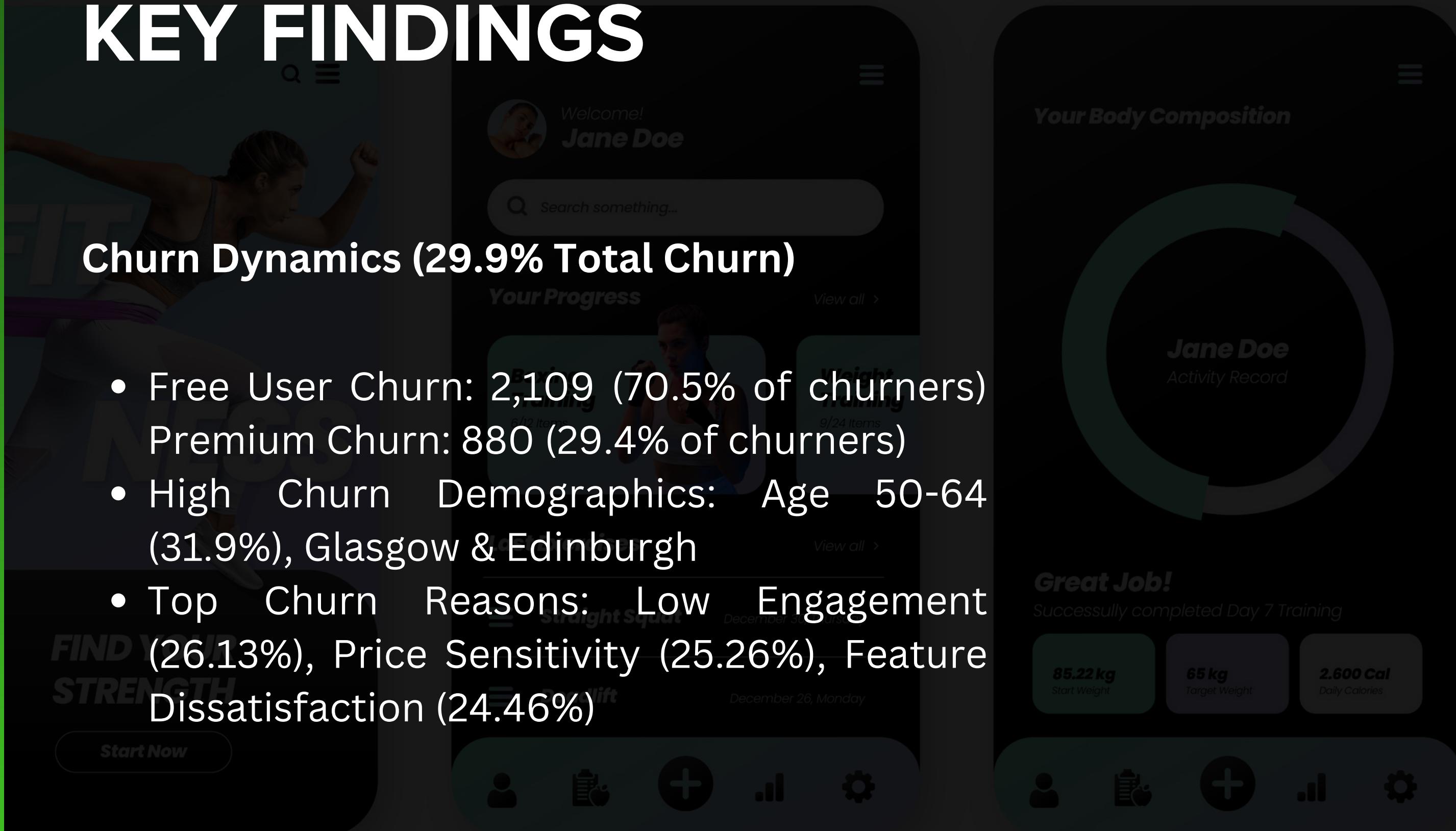
- Free Plan: 6,976 (69.76%)
- Premium Plan: 3,024 (30.24%)
- Top Age Group: 50-64 years (most churned)
- Gender Split: ~50.2/49.8 Male/Female
- Device: iOS (5,081), Android (4,919)
- Location Hotspots: Manchester (highest active), Glasgow (highest churn)



KEY FINDINGS

Churn Dynamics (29.9% Total Churn)

- Free User Churn: 2,109 (70.5% of churners)
Premium Churn: 880 (29.4% of churners)
- High Churn Demographics: Age 50-64 (31.9%), Glasgow & Edinburgh
- Top Churn Reasons: Low Engagement (26.13%), Price Sensitivity (25.26%), Feature Dissatisfaction (24.46%)



KEY FINDINGS

Subscription Behavior & Revenue



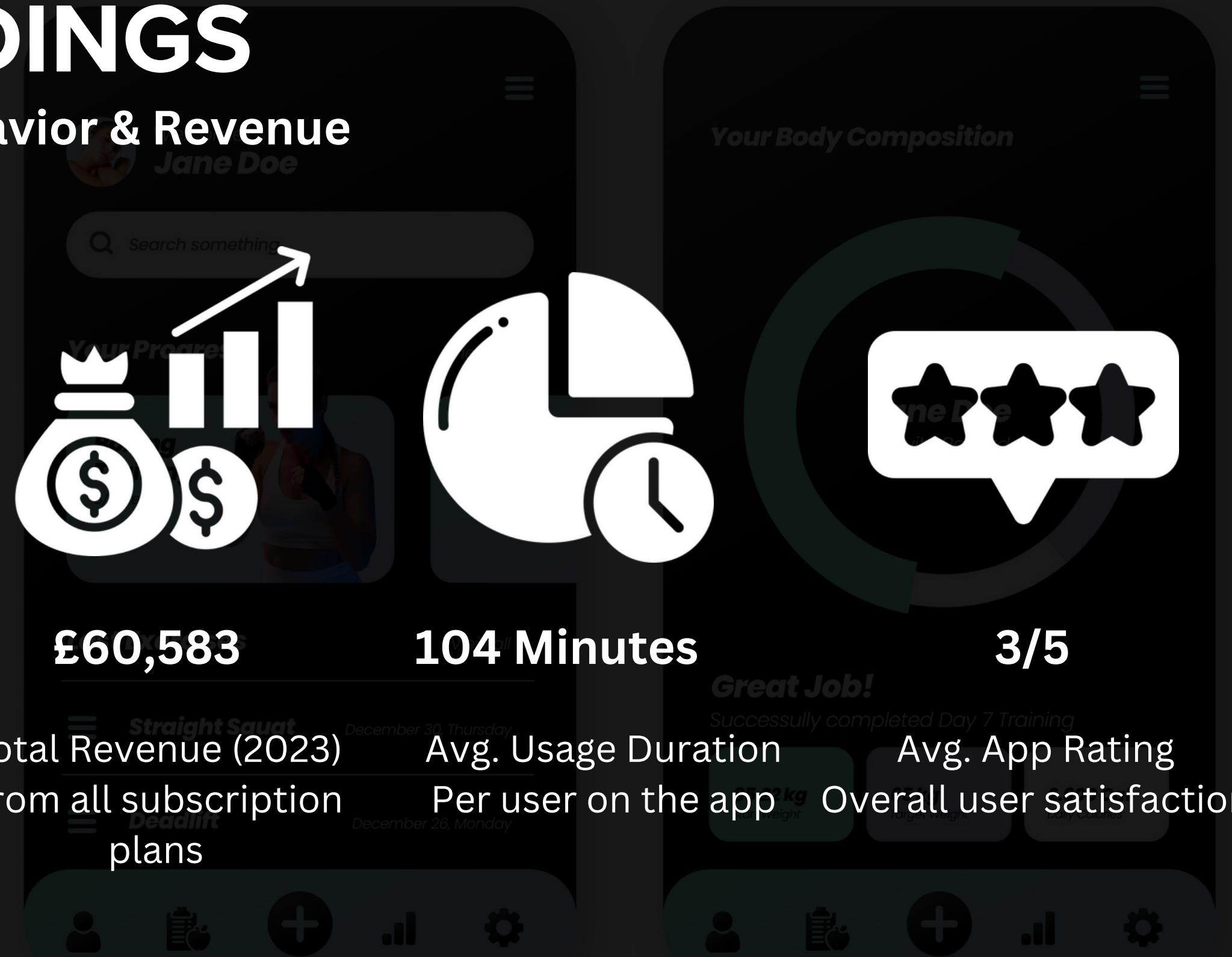
19%

Conversion Rate
Free to Premium
upgrades

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579 Free users upgraded to Premium, while 294 Premium users downgraded to Free.

Approximately 7,000 users remained stable with no plan changes.



KEY FINDINGS



Workout Tracking
Most frequently used across both Free and Premium plans.



Personalized Plans
A strong indicator of retention among Premium users.

Feature Utilization



Nutrition Tracking
Highly utilized by users in both Free and Premium tiers.

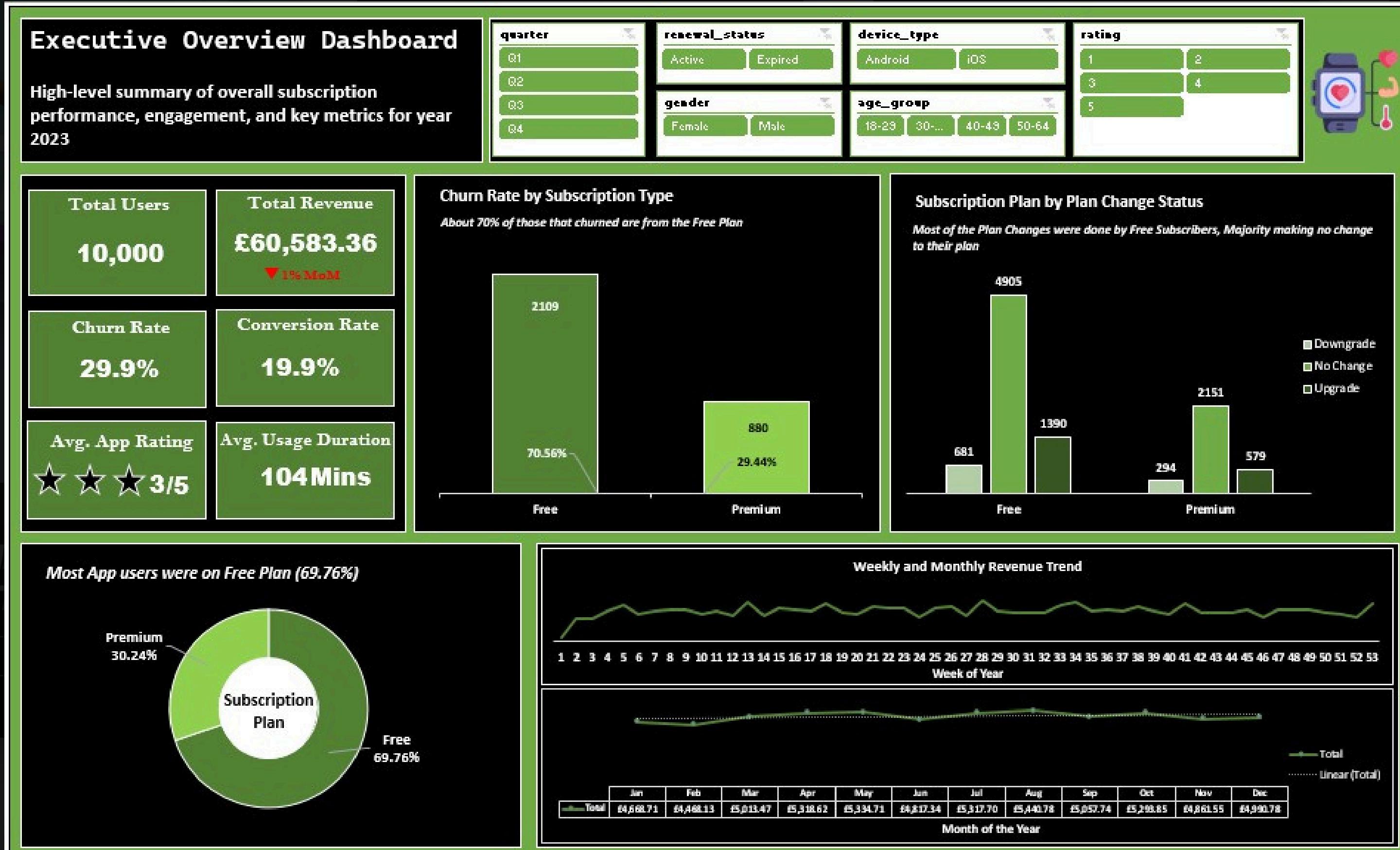


Advanced Analytics
Heavily used in Premium, strongly linked to user retention.

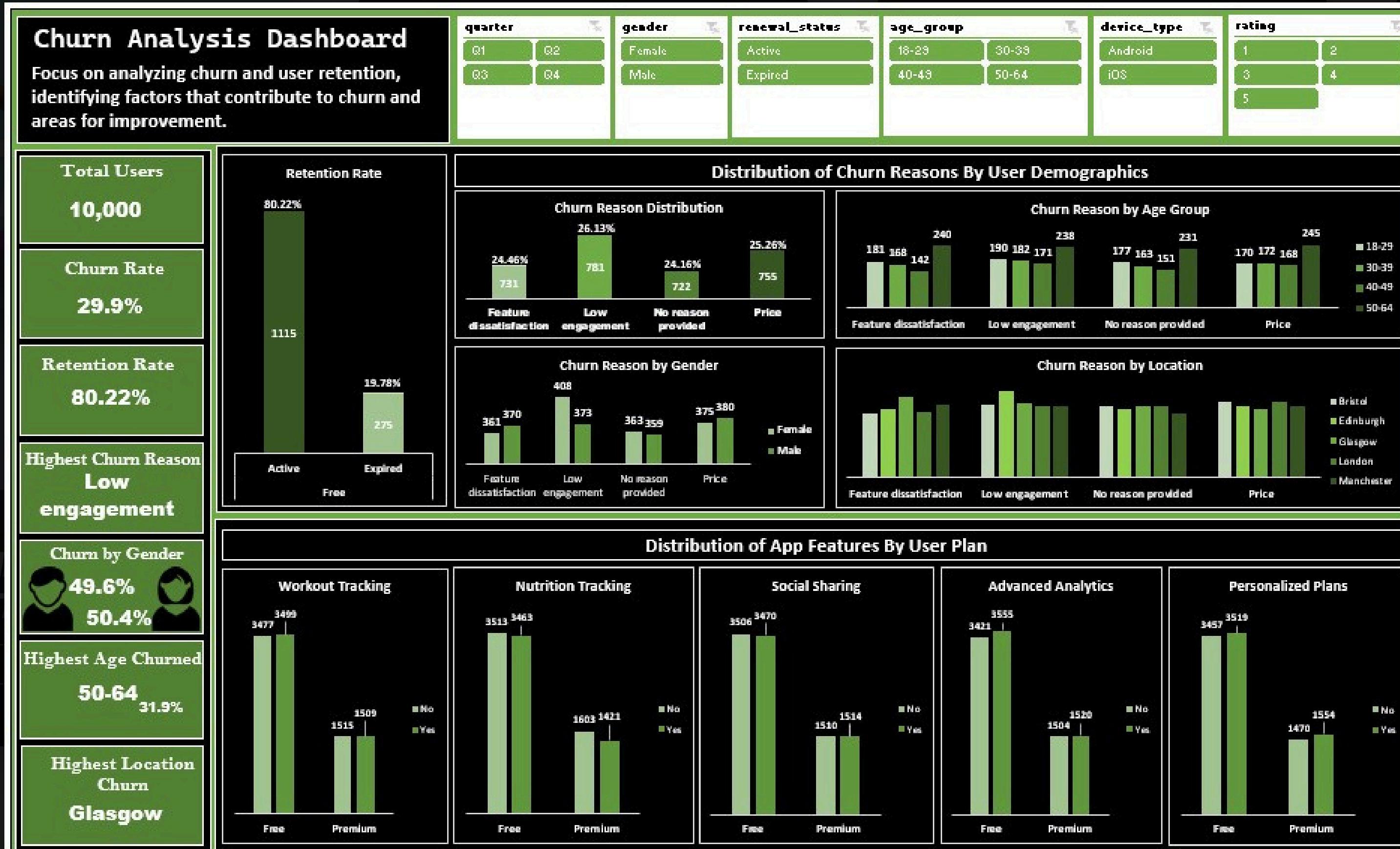


Underutilized Features
Social Sharing, Yoga, and Strength Training show low engagement.

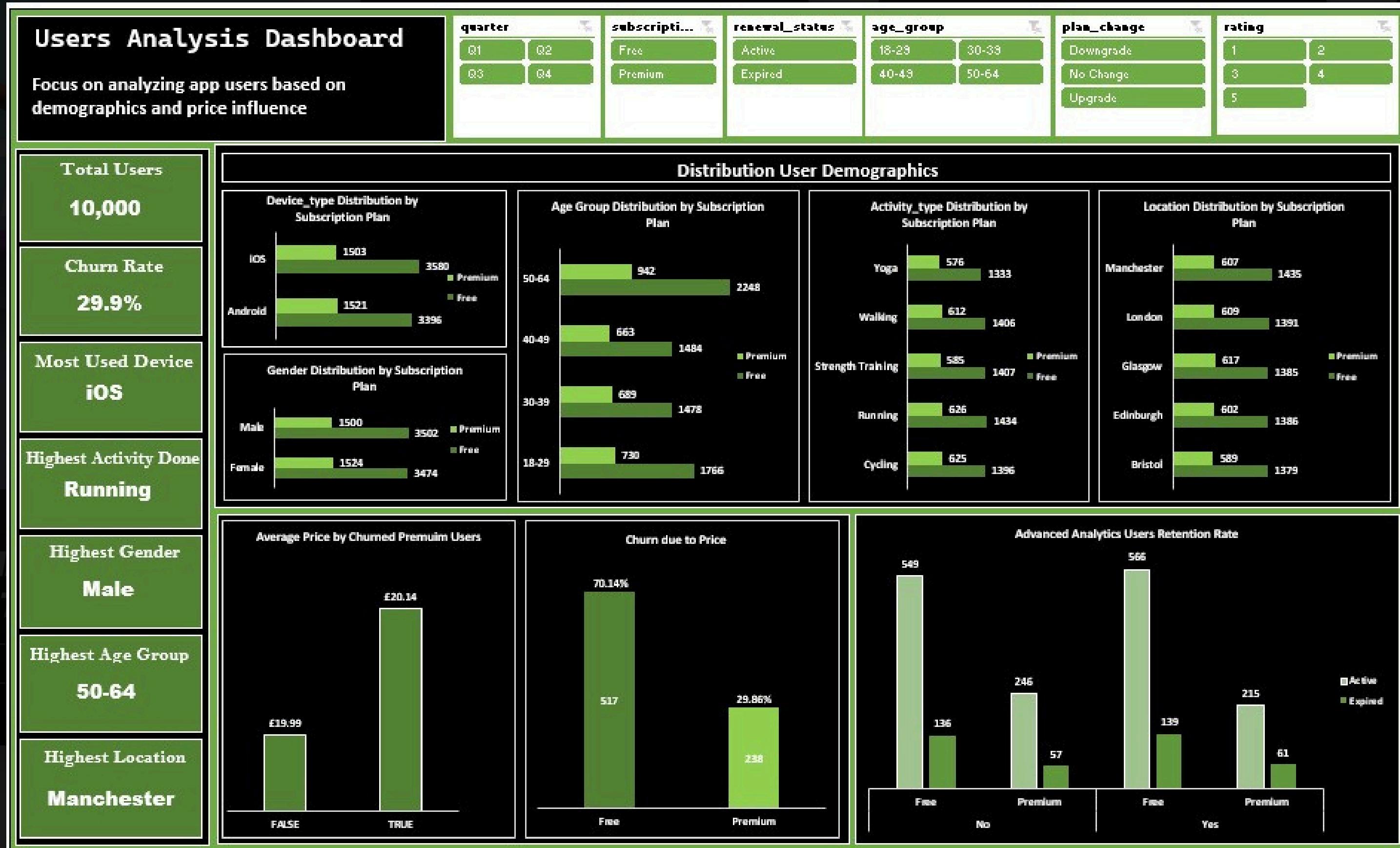
DASHBOARD



DASHBOARD



DASHBOARD



KEY INSIGHTS

1

Engagement Over Price

User experience, not cost, drives churn. Price difference for churned vs. retained users is negligible.

2

Missing Upgrade Triggers

Lack of incentives or tiered exposure prevents Free users from naturally upgrading.

3

Free User Value Blindness

Key retention features (Advanced Analytics, Personalized Plans) are absent in Free, creating a value perception gap.

4

Older User Risk

Users aged 50-64, the largest group, also churn most, suggesting misalignment in usability or content.

5

Lifecycle Inertia

Over 70% of users never change plans, indicating a flat funnel and lack of lifecycle nurturing.

Your Body Composition

Great Job!

Successfully completed Day 7 / Training

85.22 kg
Start Weight65 kg
Target Weight2,600 Cal
Daily Calories

RECOMMENDATIONS: FEATURE & TIER ENHANCEMENTS

Feature Exposure for Free Users

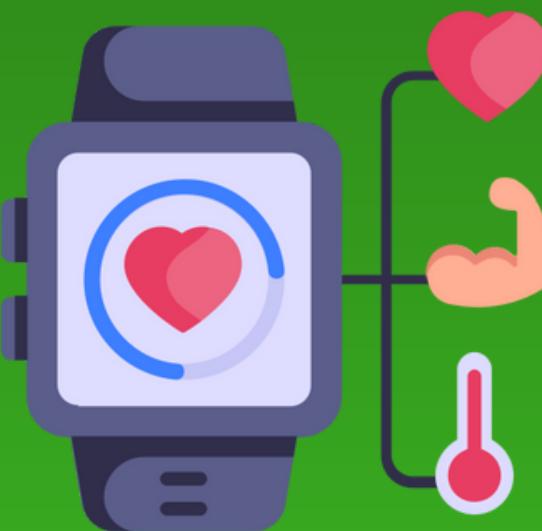
- Launch 7-day Premium trials for Advanced Analytics & Personalized Plans.
- Add UI banners & tooltips to prompt advanced feature usage.

New Subscription Tier

- Introduce a "Basic Plus" plan (~£9.99/month) with select Premium features.
- Bundle mid-tier features for long-term Free users (>60 days activity).

Churn Reduction Campaigns

- Implement exit surveys for qualitative data on churn/downgrade.
- Segmented retargeting: Win-back emails for high-churn cohorts (Glasgow, 50-64).
- Loyalty offers: Discounts for long-time Free users nearing churn thresholds.



RECOMMENDATIONS: ENGAGEMENT & OPTIMIZATION

Lifecycle Marketing

- Progress-Based Triggers: Offer upgrades after milestones (e.g., 10 workouts).
- Feature Unlock Gamification: Reward engagement with features (e.g., try Social Sharing = 1 week Premium)

Pricing and Messaging A/B Testing

- A/B test messaging: feature-first vs. cost-savings focused.
- Experiment with seasonal offers, group discounts, or family plans.

Optimize Regional & Demographic Engagement

- Launch location-based campaigns in high-churn cities like Glasgow.
- Customize content & onboarding for 50+ demographic (larger fonts, fewer steps, senior-friendly UI).



OPERATIONAL IMPLICATIONS & SUMMARY

Operational Implications

- Product: Trial gating, feature unlocking, onboarding revamp.
- Marketing: Lifecycle campaigns, location-based promotions.
- CX: Feedback collection, support enhancements.
- Analytics: Ongoing churn prediction, performance tracking.

Key Findings Summary

- Large Free user base (69.76%), low conversion (19.9%). High churn (29.9%), dominated by Free users (70.5%). Vulnerable group: 50364 age, especially Glasgow.
- Premium users engage with high-value features; others underutilized.
- Avg. revenue per Premium user (~£20) suggests price isn't main issue.



CONCLUSION

FitTrack's revenue growth is hindered by feature opacity, low perceived value, and unengaged Free users. By enhancing feature discoverability, refining subscription tiers, and launching targeted retention initiatives, FitTrack can significantly improve user lifetime value, reduce churn, and boost conversions.

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