

Full Report: Subscription Performance Analysis of FitTrack Fitness App

1. Introduction

FitTrack, founded in 2010 and headquartered in London, has grown to become one of the leading global fitness applications. It differentiates itself with a strong community component alongside robust tracking features. As competition in the digital fitness space increases, user retention, revenue optimization, and plan conversions have become essential areas of focus.

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.

2. Objectives

- Evaluate the performance of current subscription plans (Free, Premium)
- Analyze feature usage across segments to identify upgrade drivers
- Understand churn patterns to recommend retention strategies
- Assess pricing, revenue generation, and user segmentation
- Provide targeted and actionable recommendations to drive conversions and engagement

3. Business Challenges



- **Low Free-to-Premium Conversion:** Despite a large Free user base, conversions remain under 20%.
- **High Churn:** 29.9% churn rate, especially within Free users and older demographics.
- **Feature Underutilization:** Advanced Analytics and Personalized Plans are poorly utilized by Free users.
- **Value Perception Gap:** Premium plan benefits are not clearly communicated to Free users.
- **Stagnant Lifecycle:** Over 70% of users never change plans, indicating a lack of journey progression.

4. Key Findings

4.1 User Demographics

- **Total Users Analyzed:** 10,000
- **Free Plan Users:** 6,976 (69.76%)
- **Premium Plan Users:** 3,024 (30.24%)
- **Top Age Group:** 50–64 years (dominant but also most churned)
- **Gender Split:** ~50/50 Male/Female
- **Device Distribution:** iOS (5,081 users), Android (4,919 users)
- **Location Hotspots:**
 - **Manchester:** Highest active users



- **Glasgow:** Highest churn rate

4.2 Churn Dynamics

- **Total Churn Rate:** 29.9%
- **Free User Churn:** 2,109 users (70.5% of churners)
- **Premium Churn:** 880 users (29.4% of churners)
- **High Churn Demographics:**
 - Age 50–64: 31.9% churn
 - Glasgow and Edinburgh: Most frequent
- **Top Churn Reasons:**
 - Low Engagement – 26.13%
 - Price Sensitivity – 25.26%
 - Feature Dissatisfaction – 24.46%
 - No feedback – 24.16%

4.3 Subscription Behavior

- **Conversion Rate:** 19.9% (Free → Premium)
- **Plan Changes:**
 - 579 upgrades (Free → Premium)



- 294 downgrades (Premium → Free)
- **Stable Users (No Plan Change):** ~7,000

4.4 Revenue Performance

- **Total Revenue (2023):** £60,583.36
- **Avg. Premium Payment:**
 - Churned Users: £20.14
 - Retained Users: £19.99
- **Avg. Usage Duration:** 104 mins
- **Avg. App Rating:** 3 out of 5

4.5 Feature Utilization

- **Workout Tracking:** Most frequently used across both plans
- **Nutrition Tracking:** Highly used in both Free and Premium
- **Advanced Analytics:** Heavily used in Premium, linked to retention
- **Personalized Plans:** Strong indicator of Premium retention
- **Underutilized Features:** Social Sharing, Yoga, Strength Training

5. Insights

5.1 Engagement is More Important Than Price



Amdari Limited UK

128, City Road, London, EC1V 2NX, UNITED KINGDOM

The negligible difference in Premium pricing between churned and retained users reveals that **experience, not cost**, is the primary churn driver.

5.2 Upgrade Triggers are Not Present

Users are not naturally progressing from Free to Premium. The app lacks **incentive nudges, progress milestones**, or **tiered exposure** to premium value.

5.3 Critical Feature Gaps Among Free Users

Key drivers of retention like **Advanced Analytics** and **Personalized Plans** are completely absent in the Free experience. This creates a **value blindness** problem.

5.4 Segment Risk: Older Users

Although they represent the largest group, users aged 50–64 also churn the most. Usability, messaging, or content relevance for this age group may be misaligned.

5.5 Device and Location-Based Churn Disparities

- iOS users convert more to Premium but still churn frequently
- Glasgow has higher churn despite decent feature engagement – possibly due to external regional factors or mismatched promotions

5.6 Lifecycle Inertia

More than 70% of users do not change plans—indicative of a **flat funnel** with no lifecycle nudging or reactivation strategy.



6. Recommendations

6.1 Feature Exposure for Free Users

- Launch **7-day Premium trials** with access to Advanced Analytics and Personalized Plans
- Add **UI banners and tooltips** prompting users to try advanced features

6.2 New Subscription Tier

- Launch a **“Basic Plus” Plan** (~£9.99/month) that includes select Premium features to bridge the value gap
- Bundle mid-tier features for long-term Free users with >60 days of activity

6.3 Churn Reduction Campaigns

- **Exit Surveys:** Collect qualitative data upon downgrade or churn
- **Segmented Retargeting:** Win-back emails focused on high-churn cohorts (Glasgow, 50–64 age group)
- **Loyalty Offers:** Give discounts to long-time Free users nearing churn thresholds

6.4 Lifecycle Marketing

- **Progress-Based Triggers:** Prompt upgrade offers after hitting milestones (e.g., 10 workouts logged)



- **Feature Unlock Gamification:** Reward users for engaging with more features (e.g., try Social Sharing = 1 week Premium)

6.5 Optimize Regional & Demographic Engagement

- Launch **location-based campaigns** in high-churn cities like Glasgow
- Customize content and onboarding for 50+ demographic with larger fonts, fewer steps, and senior-friendly UI

6.6 Pricing and Messaging A/B Testing

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

7. Operational Implications

Implementing these recommendations requires collaboration across product, marketing, analytics, and customer experience teams:

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

8. Summary of Findings and Insights



Amdari Limited UK

128, City Road, London, EC1V 2NX, UNITED KINGDOM

Key Findings Summary:

- A large portion of the user base (69.76%) remains on the Free plan, and over 70% of users show no plan change.
- Conversion from Free to Premium is low (19.9%), limiting revenue expansion.
- Churn rate is high (29.9%), dominated by Free users (70.5%).
- The most vulnerable group to churn is users aged 50–64, especially from Glasgow.
- Premium users are more engaged with high-value features like Advanced Analytics and Personalized Plans.
- Underutilized features such as Social Sharing and Yoga offer room for engagement strategies.
- Despite higher iOS usage and conversion, churn remains significant across devices.
- The average revenue per Premium user (~£20) shows that price is not the main issue.

Key Insights Summary:

- User experience and engagement matter more than pricing when it comes to churn and retention.
- Feature discoverability for Free users is a critical weakness, reducing upgrade motivation.
- Lifecycle stagnation indicates missed opportunities for reactivation and monetization.



- Retention can be improved through targeted onboarding, region-specific offers, and trial-based feature exposure.
- Users lack sufficient prompts to explore or understand Premium benefits.
- There's an opportunity to introduce intermediate pricing tiers and reward loyal users.

8. Conclusion

FitTrack has a substantial user base, but 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.

Prepared by: Edidiong Emmanuel - Senior Business Data Analyst, Amdari inc.

Date: August 2025

