



StreamFlix's Churn rate problem

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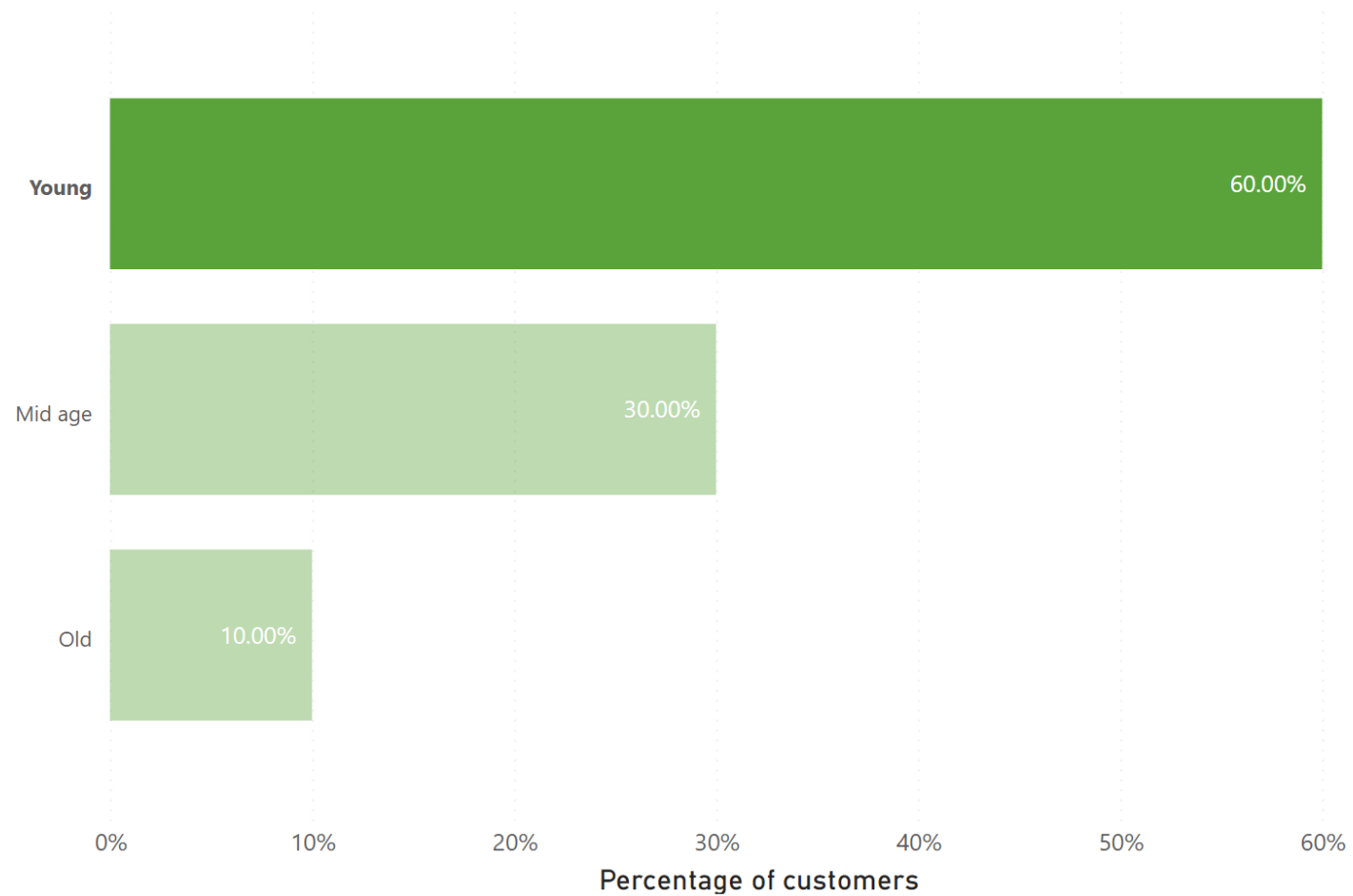
Last Updated: February 24th, 2025

StreamFlix's Churn rate problem

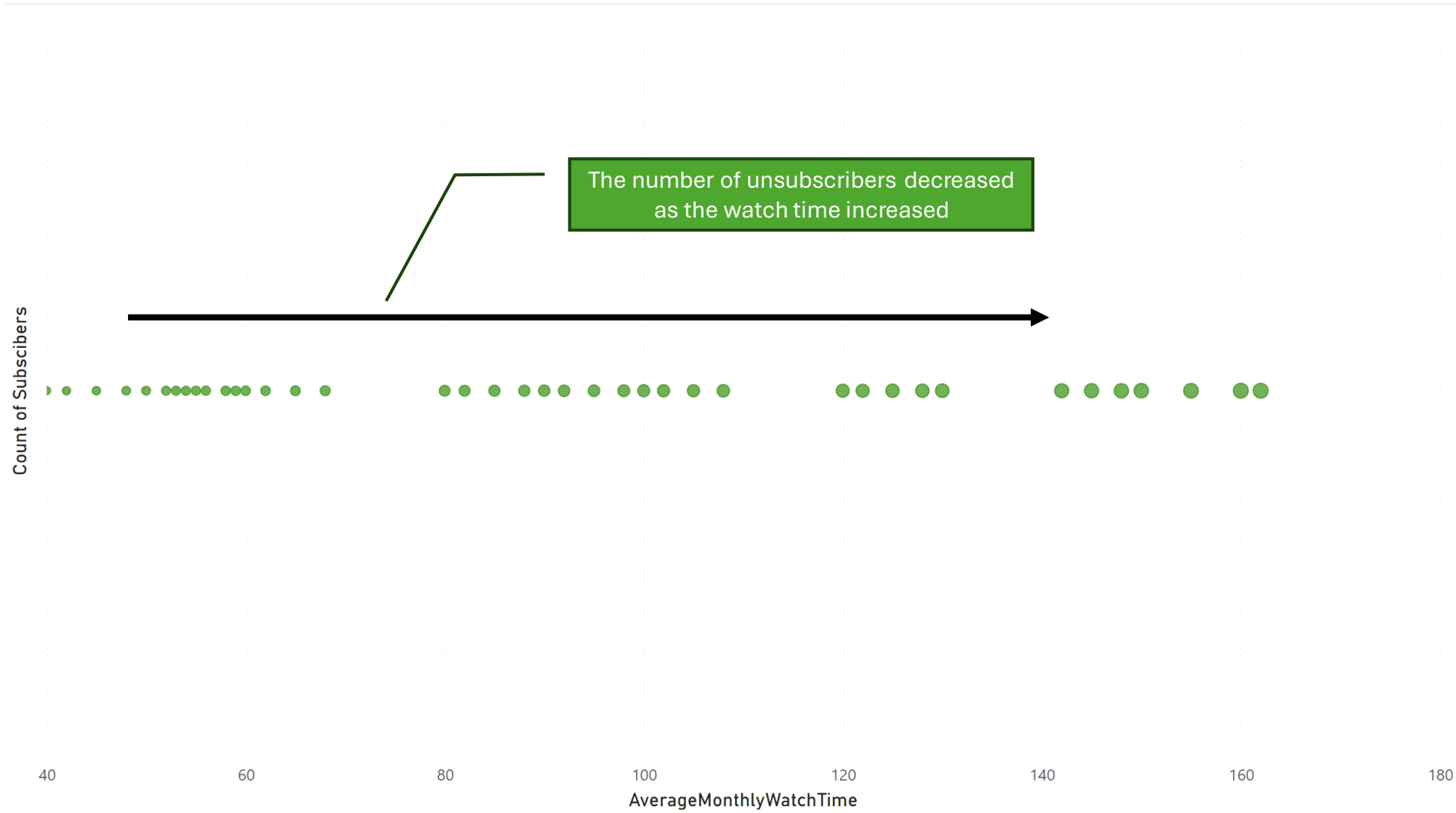
- What caused the churn rate to increase by 30% in the last three months?
- What actions can we take to increase it again?
- Conclusions

Insights

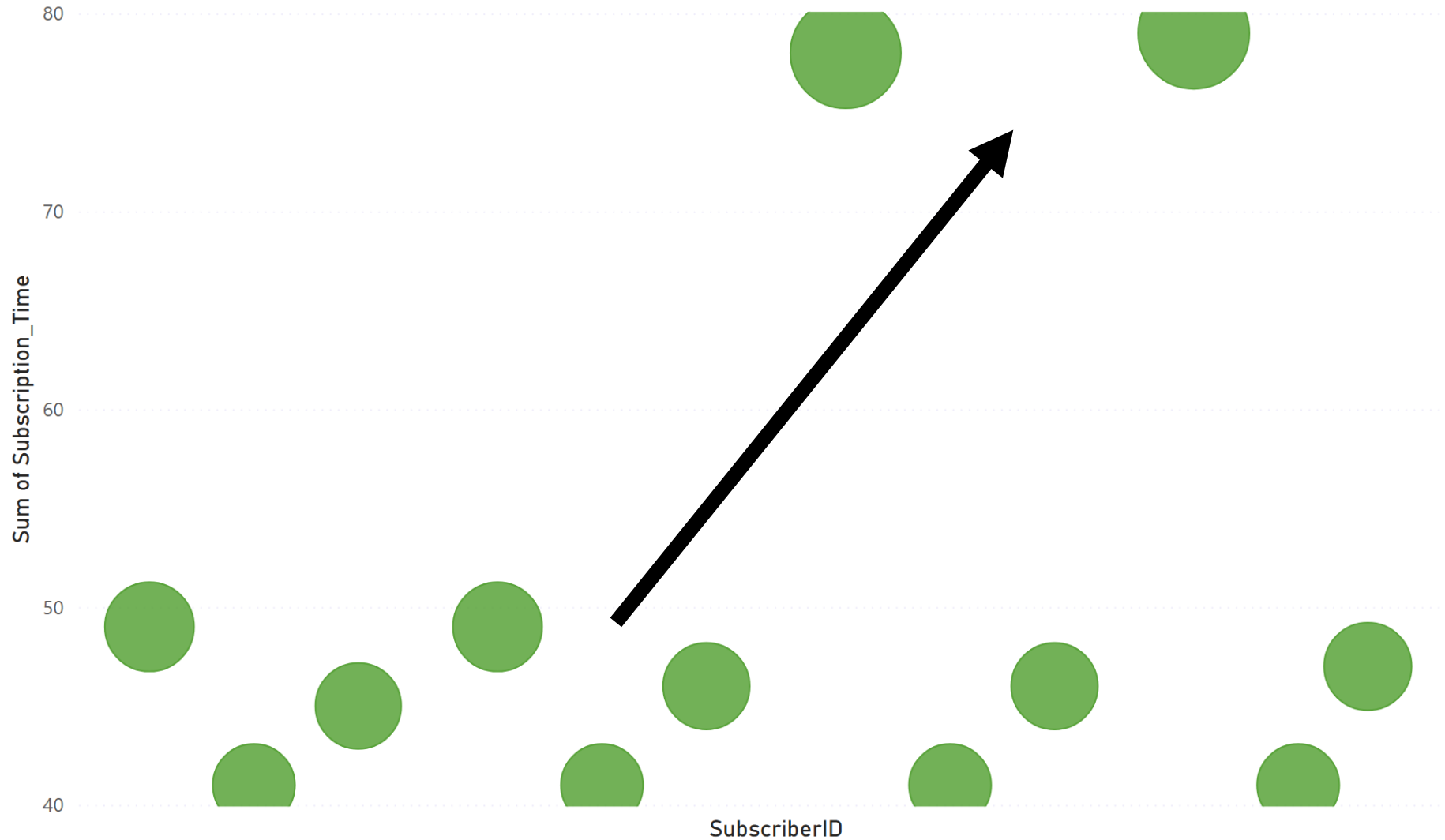
Young adults (ages 20-39) make up 60% of unsubscribers



Unsubscribers Behavior: The Impact of Watch Time on Churn

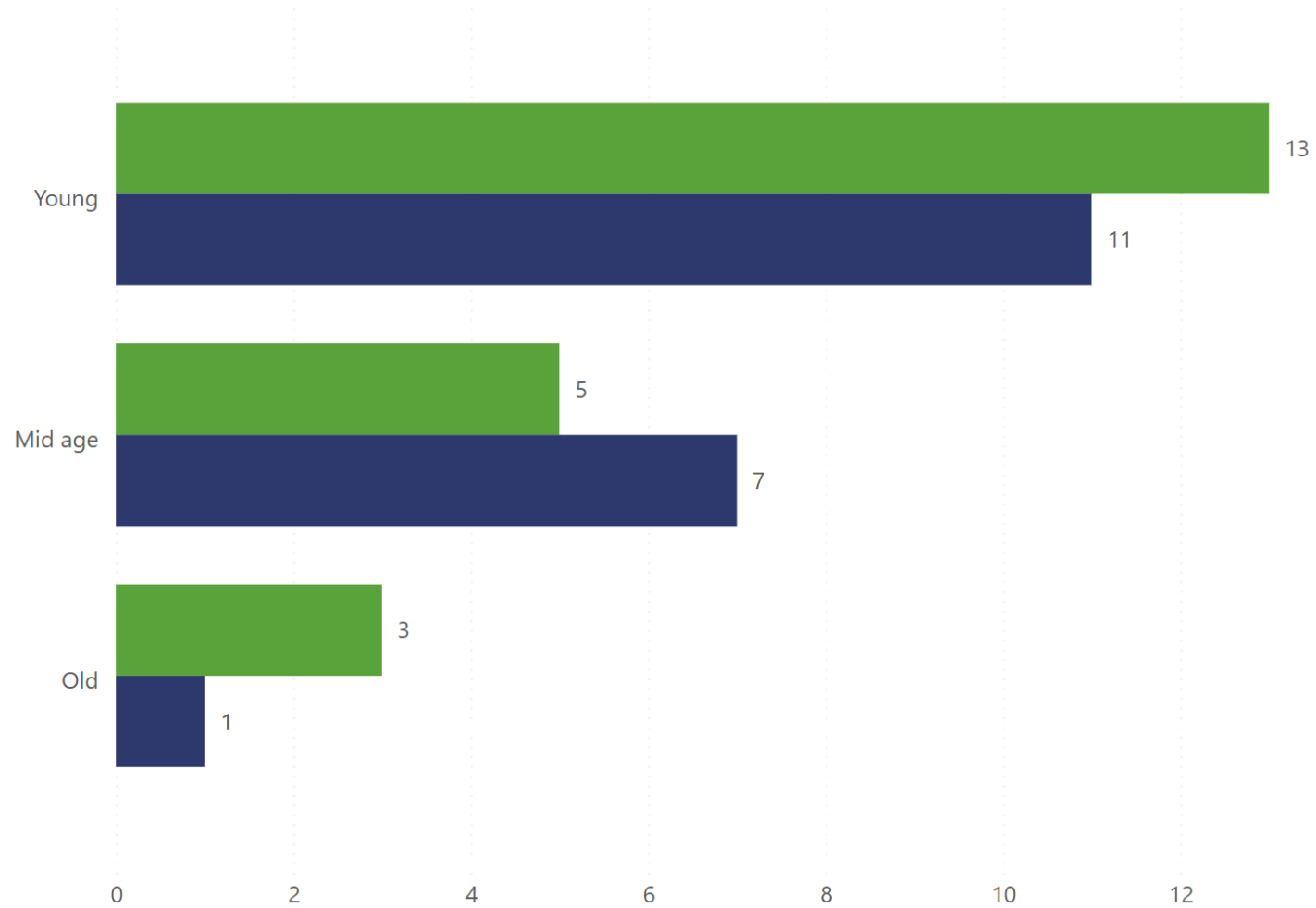


Churn rate decreases as subscription duration increases.



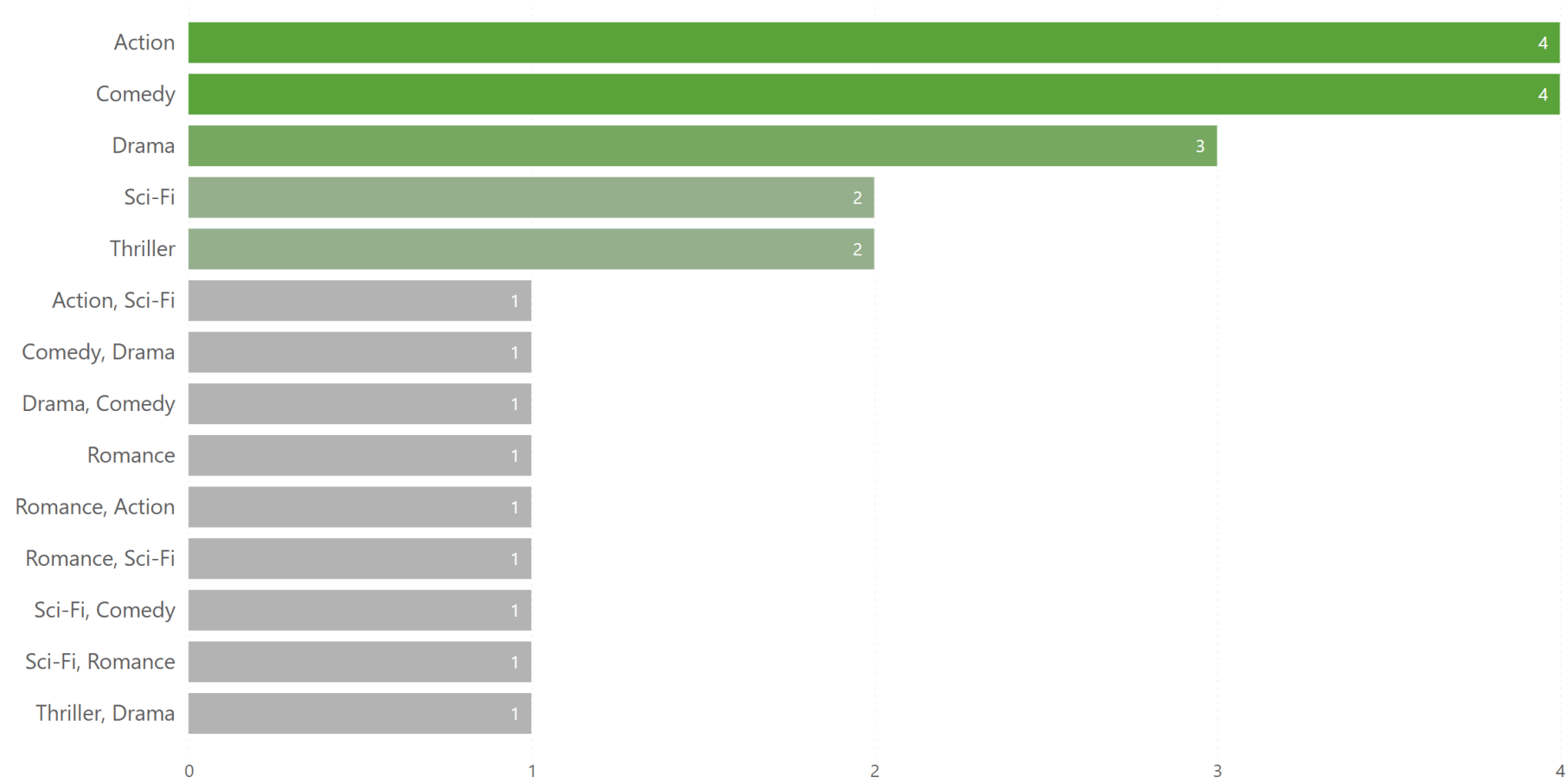
Customer Decisions Unaffected by Promotions

PromotionUsed ● No ● Yes

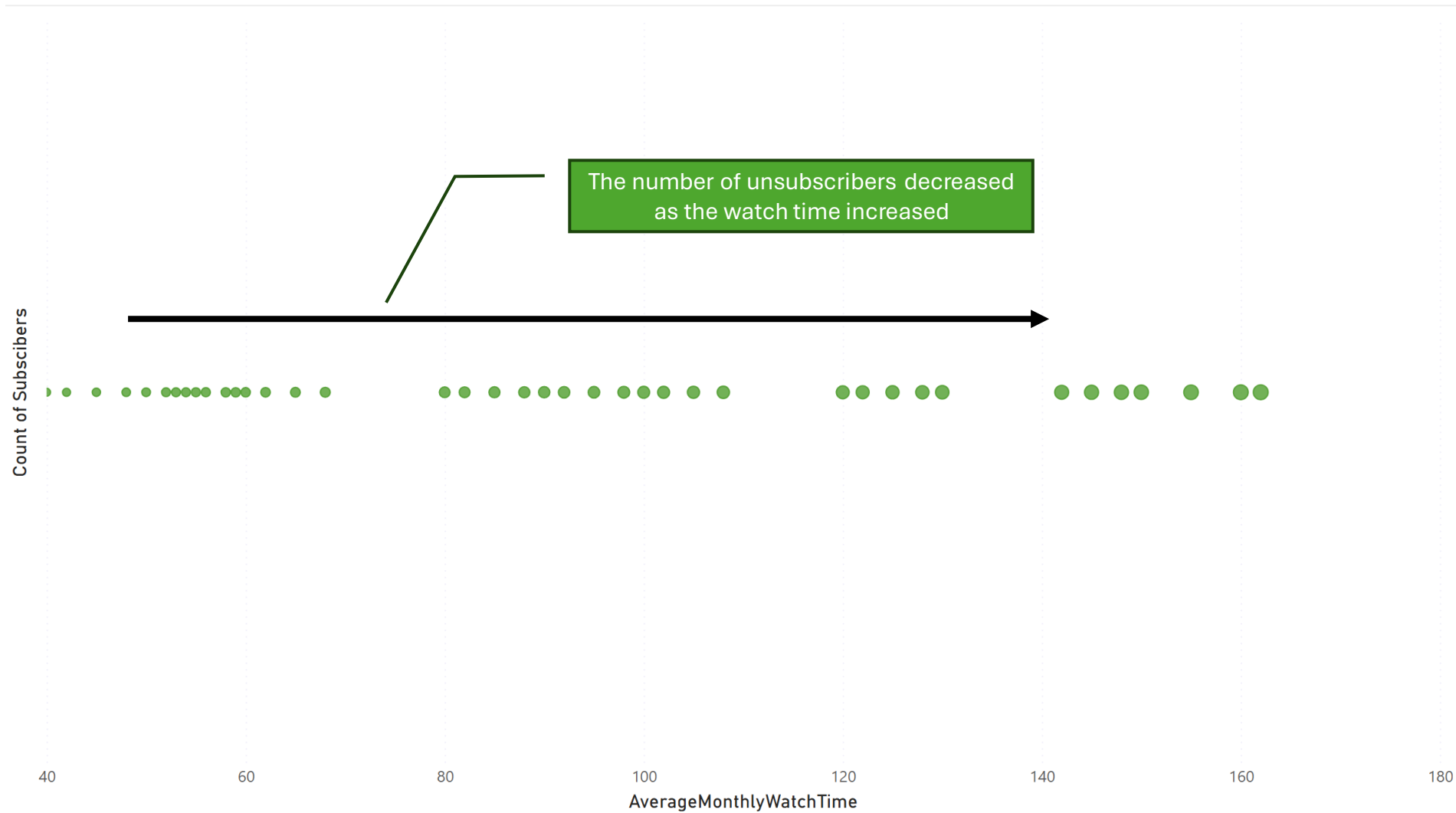


Actions

Target Young Adults with more Action, Comedy, Drama

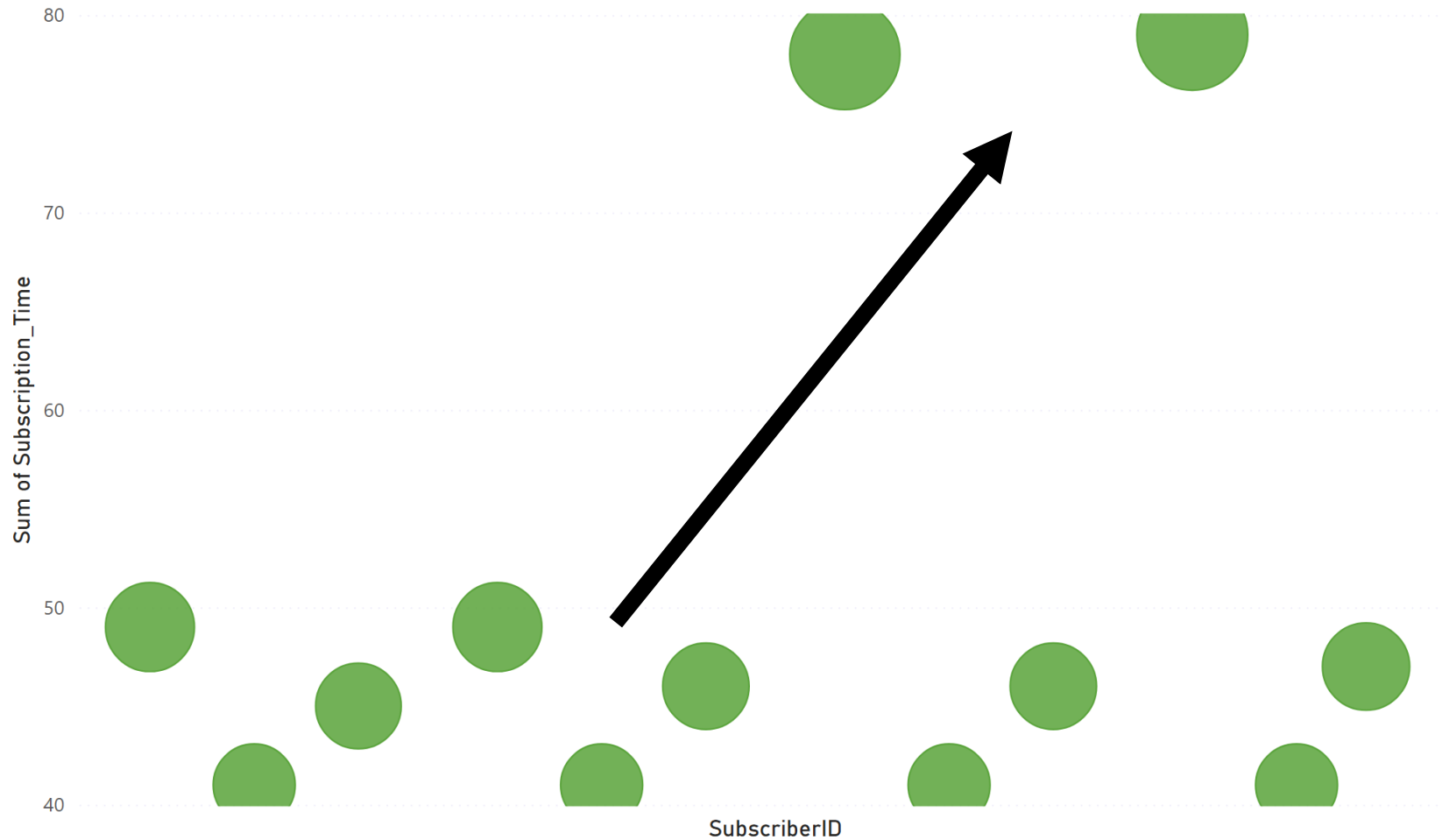


Personalized Recommendations on past behaviors to increase watch time



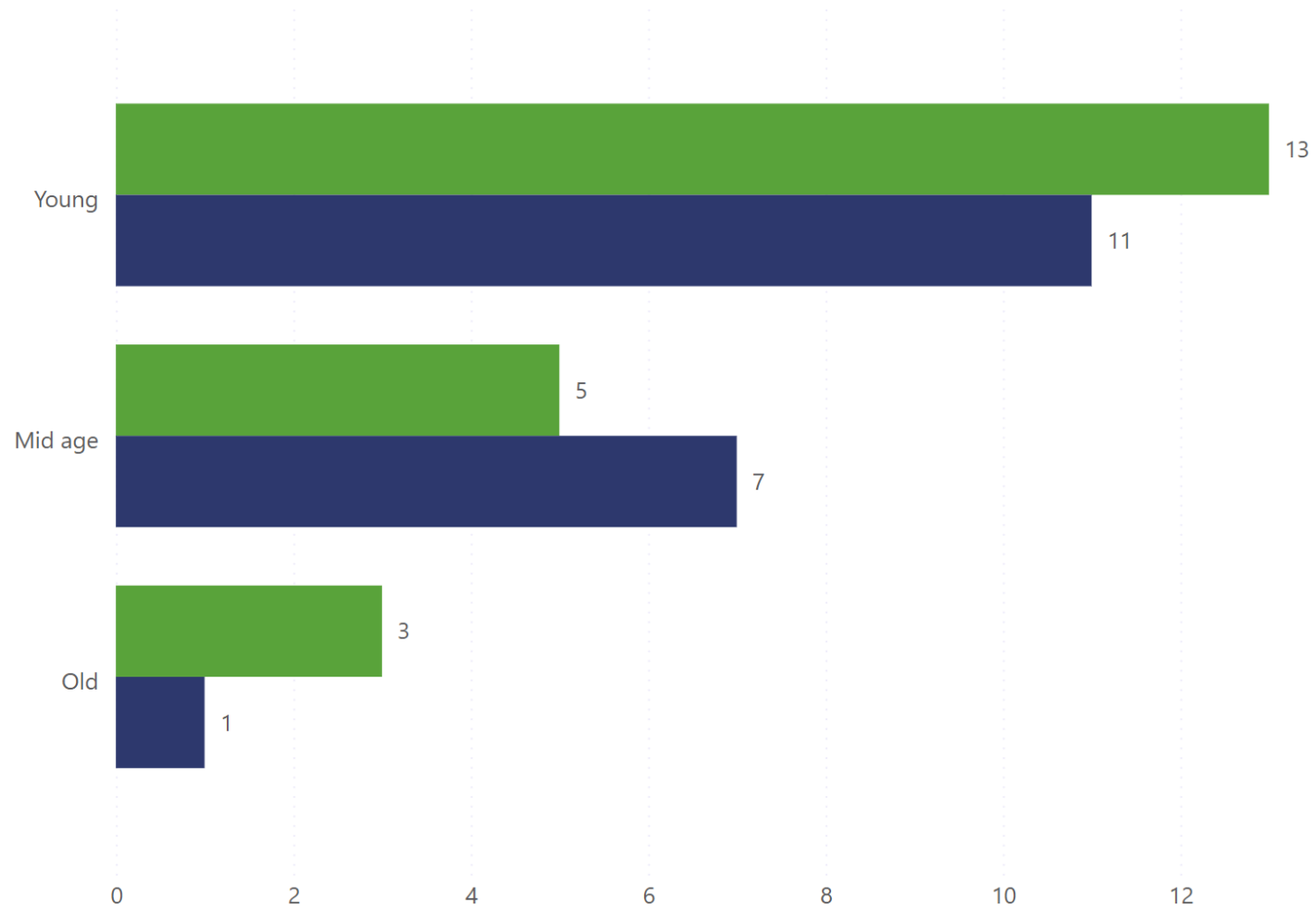
Higher Commitment = Lower Churn: 3-Month Discount

- Loyalty Programs: Offer exclusive discounts to long-term subscribers



Effective Marketing Campaigns for the young adults that Connect

PromotionUsed ● No ● Yes



Conclusions

In summary

- **Objectives:**

- Young adults (ages 20-39) make up 60% of unsubscribers
- Unsubscribers Behavior: The Impact of Watch Time on Churn
- Churn rate decreases as subscription duration increases.
- Customer Decisions Unaffected by Promotions

- **Goals:**

- Target Young Adults with more Action, Comedy, Drama
- Personalized Recommendations on past behaviors to increase watch time
- Higher Commitment = Lower Churn: 3-Month Discount
- Effective Marketing Campaigns for the young adults that Connect