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# Foodie-Fi Subscription Analysis Report

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## **Executive Summary:**

Foodie-Fi is a digital streaming platform that operates on a subscription model. This report analyzes the company's subscription data to gain insights into customer behavior, plan preferences, and churn rates. The analysis is pivotal for strategic decision-making and understanding the factors driving Foodie-Fi's success.

### **Total Customer Base:**

Foodie-Fi has had a total of **1,000 customers** since its inception.

### **Trial Plan Distribution:**

The monthly distribution of trial plan start dates in 2020 indicates the initial engagement level of new customers with the service.

### **Post-2020 Plan Subscriptions:**

The data post-2020 shows the number of customers subscribing to different plans, providing insights into the popularity and growth trends of each plan.

### **Churn Rate:**

Approximately **30.7%** of customers have churned their plans, indicating the percentage of users who discontinued the service after their subscription period ended.

### **Post-Trial Churn:**

About **10%** of customers churned immediately after their initial free trial, suggesting the need to investigate the trial-to-paid conversion process.

### **Plan Selection Post-Trial:**

After the free trial, **54.6%** chose the Basic plan, **32.5%** opted for the Pro monthly plan, **3.7%** went for the Pro annual plan, and **9.2%** discontinued the service.

### **Annual Plan Upgrades:**

In 2020, a total of **195 customers** upgraded to an annual plan, reflecting the long-term commitment of a segment of the customer base.

### **Time to Upgrade:**

On average, customers took **105 days** to upgrade to an annual plan from the day they joined Foodie-Fi.

### **Upgrade Time Breakdown:**

The average time to upgrade was further broken down into 30-day periods to understand the upgrade timeline in detail.

### **Downgrades:**

No customers downgraded from a Pro monthly to a Basic monthly plan in 2020, indicating a strong preference for the features offered in the Pro plan.

## Recommendation:

Analyzing Foodie-Fi's subscription data suggests several strategic actions to boost customer retention and business performance:

1. **Enhance Onboarding Experience:** Develop a smooth onboarding process for newcomers, particularly those moving from a free trial to a paid subscription. This could include personalized welcome emails, tutorials, and support for a smooth transition.
2. **Customize Customer Interactions:** Leverage customer data to deliver personalized experiences. Craft recommendations and content tailored to individual preferences to make customers feel valued.
3. **Improve Customer Support:** Provide strong customer support through various communication channels like live chat, email, and phone to resolve issues quickly and effectively.
4. **Establish Feedback Loops:** Consistently gather and respond to customer feedback to pinpoint improvement areas and demonstrate that customer opinions are vital in shaping the service Increases.
5. **Customer Engagement:** Engage customers consistently with updates on new features, content, and special offers. A newsletter can serve as an effective communication tool.

6. **Educate Customers:** Launch a customer education program to maximize subscription benefits, including video tutorials, FAQs, and content discovery tips.
7. **Create Loyalty Incentives:** Introduce loyalty programs or rewards for long-standing subscribers, such as discounts on annual plans or exclusive content access.
8. **Investigate Churn Triggers:** Investigate the causes of customer churn, particularly post-trial, and tackle these issues to enhance retention.
9. **Reevaluate Pricing Strategy:** If cost is a major churn factor, consider adjusting the pricing strategy. Introduce a mid-tier plan or discounts for extended commitments to keep price-sensitive customers.
10. **Expand Market Reach:** Consider entering new markets or targeting different demographics.

## **Conclusion:**

The analysis reveals that Foodie-Fi's subscription plans are well-received, with a significant portion of customers opting for long-term commitments. However, the churn rate post-trial suggests room for improvement in customer retention strategies.

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