

Presented by
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REDUCING CUSTOMER CHURN FOR A SUBSCRIPTION-BASED FITNESS APP



THE TASK

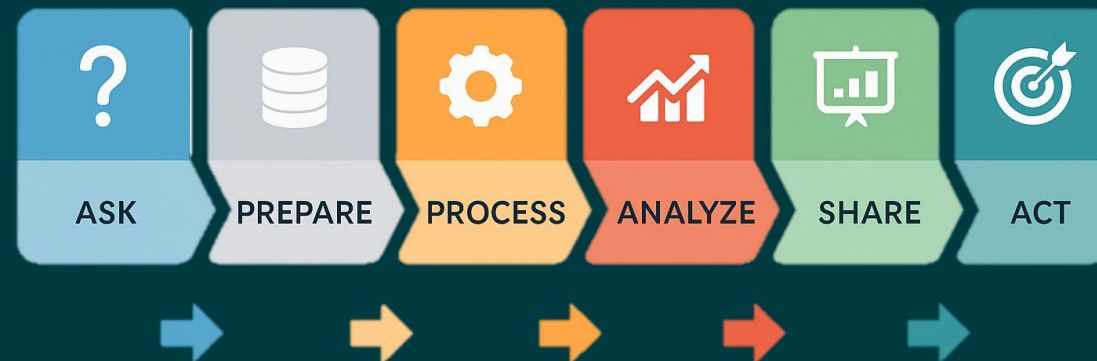
1. A data driven approach to improving retention and boosting user engagement
2. Identify which users are most likely to cancel their subscriptions and why

DATASET SUMMARY & TOOLS USED

Goal:

To identify behavioral patterns that correlate with user churn and provide actionable recommendations to improve retention.

1. 1000 users from a simulated fitness subscription service
2. 10 fields of collected data with 3 derived columns for deeper analysis
3. Tools Used
 1. Excel (data cleaning & transformation)
 2. Tableau (data viz)



Key Metrics Summary



CHURN RATE
50.4 %



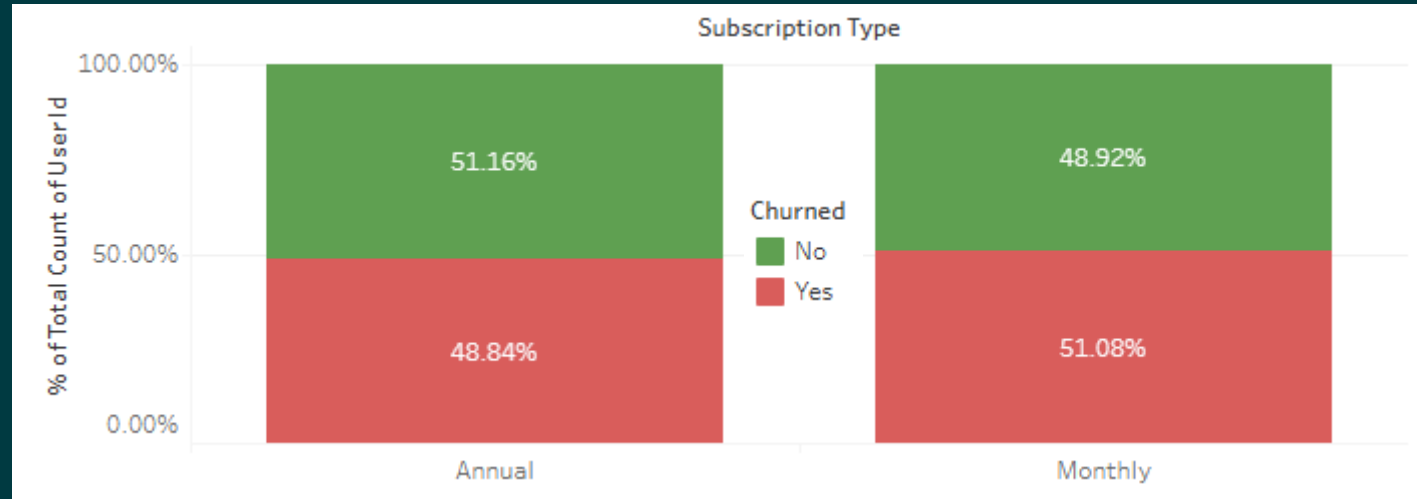
RETENTION RATE
49.6%



AVERAGE TENURE
713 DAYS

- Despite a long average tenure, churn remains high – indicating many users delay cancellation.
- Understanding behavior patterns behind churn is critical to improving long-term engagement.

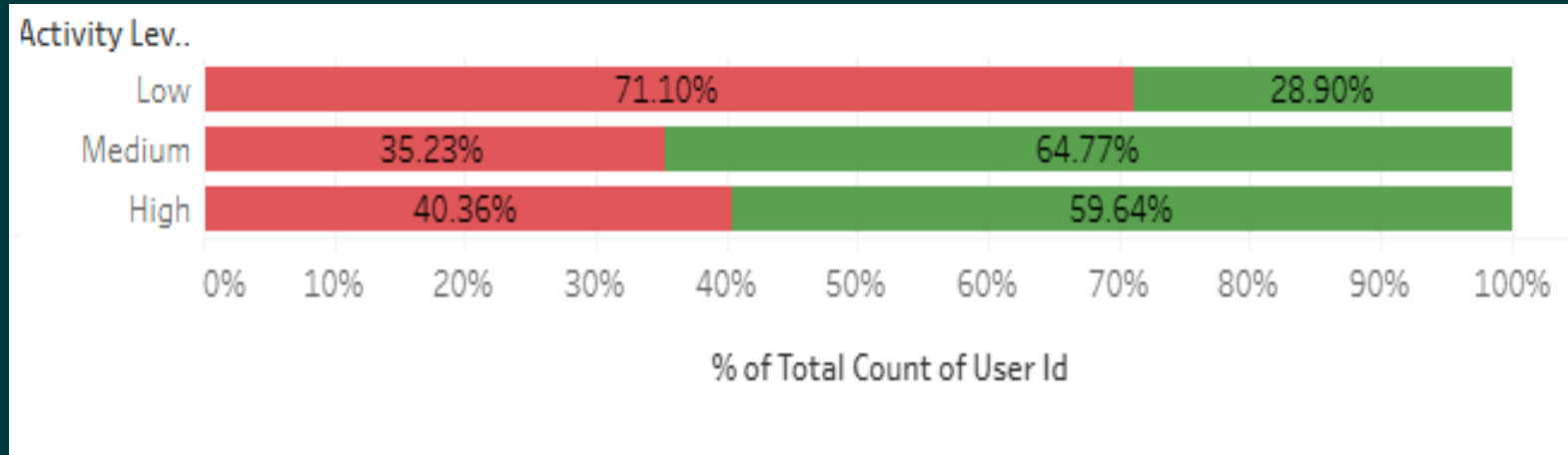
Churn by Subscription Plan



- Monthly users churn at 51.08%, slightly higher than annual users at 48.84%
- Annual subscribers retain slightly better – 51.16% retained vs 48.92% monthly
- Suggest commitment level influences churn behavior

Annual plans offer slightly better retention, hinting that increasing long-term commitment can reduce churn.

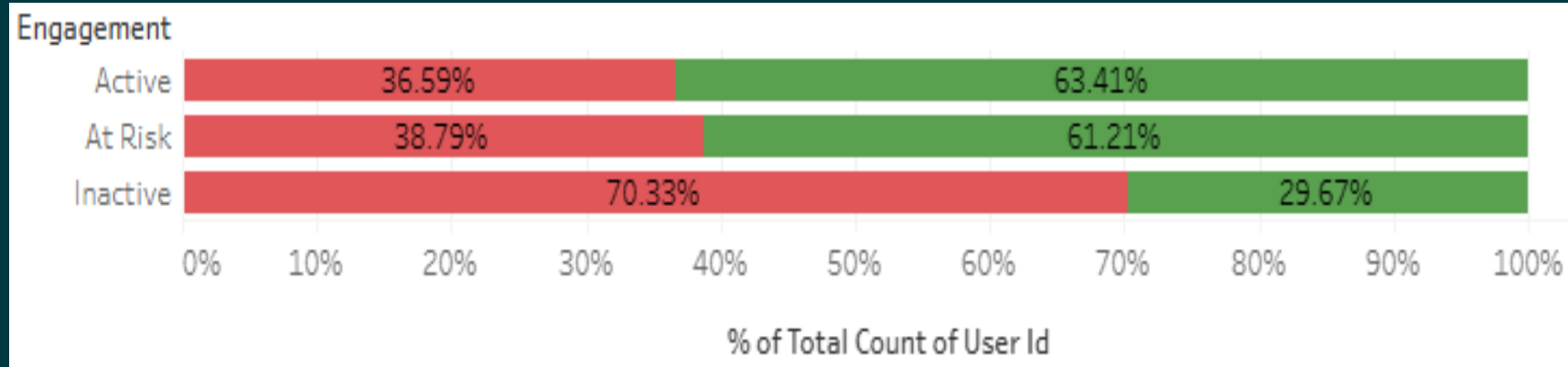
Churn by activity level



- Low activity users churn at 71.1%
- Medium activity users churn at 35.2%
- High activity users churn at 40.4%
- Strong negative correlation between workout frequency and retention

Users who average fewer than 1 workout per week are more than 70% likely to churn. Driving consistent weekly activity is critical to retention.

Churn by Engagement



- Inactive users churn at 70.33%
- At risk users churn at 38.79%
- Active users churn at 36.59%
- Engagement recency is a strong predictor of churn behavior

Churn risk increases drastically once users go 60+ days without logging in. Proactive re-engagement campaigns are essential before users become inactive.

Data Driven Retention Strategies

- Re-engage At-Risk Users
 - Send automated reminders before users go inactive (30-59 days)
 - Offer rewards or challenges to boost re-login and workout rates
- Boost Low Activity Users
 - Recommend personalized workout plans for users with <1 workout/week
 - Add motivational features: streak, badges, or trainer tips
- Promote Annual Subscriptions
 - Annual user showed higher retention
 - Offer incentives (discounts or bonus content) to upgrade from monthly plans
- Launch a Churn Prevention Campaign
 - Target segments with high churn risk (inactive + low activity + monthly)
 - Use messaging based on user behavior, not just demographics



By focusing on activity-driven segmentation and tailored interventions, the business can meaningfully reduce churn and improve customer lifetime value



Tools Used & Closing

- | | | |
|----|------------|-------------------------|
| 1. | Excel | Cleaned & explored data |
| 2. | Tableau | Visualized churn trends |
| 3. | PowerPoint | Presented findings |

Thank you!
Questions or feedback welcome.

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