

Boxify — Customer Churn Analysis

Executive Summary

This report analyses customer churn using Boxify subscription data (synthetic for demo). Overall churn rate: **25.80%**. Average tenure: **17.8 months**. Average LTV (churned): **INR 6,293.14**. Average LTV (active): **INR 13,208.18**.

Key objectives: identify high-risk segments, recommend retention actions, and provide an approach to operationalize monthly churn scoring.

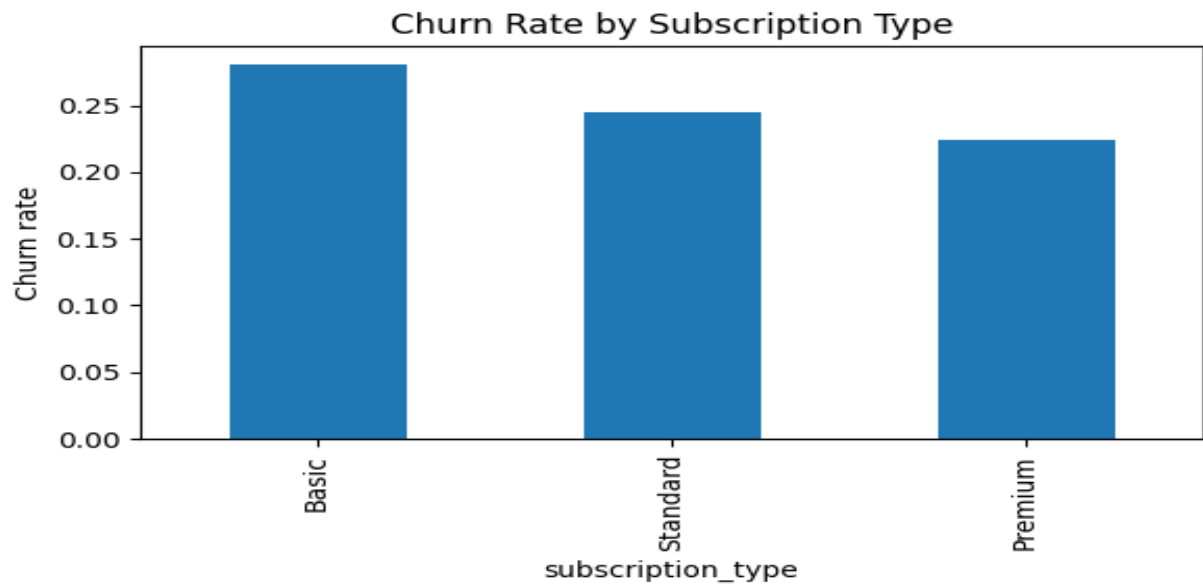
1. Data Overview

Dataset contains **3,000** customers (synthetic). Columns include signup_date, age, gender, location, subscription_type, engagement metrics, churn label, churn_date, lifetime_value, etc. This section shows quick descriptive stats.

| Metric | age | engagement_score | tenure_months | monthly_price | lifetime_value |
|--------|-------|------------------|---------------|---------------|----------------|
| mean | 43.58 | 29.73 | 17.79 | 723.17 | 11424.10 |
| std | 14.91 | 17.62 | 10.65 | 247.32 | 9226.91 |
| min | 18.00 | 0.00 | 0.00 | 499.00 | 459.47 |
| 25% | 31.00 | 16.30 | 8.75 | 499.00 | 3858.89 |
| 50% | 43.00 | 29.30 | 18.00 | 799.00 | 9514.07 |
| 75% | 57.00 | 41.52 | 27.00 | 799.00 | 16550.62 |
| max | 69.00 | 100.00 | 36.00 | 1199.00 | 45575.65 |

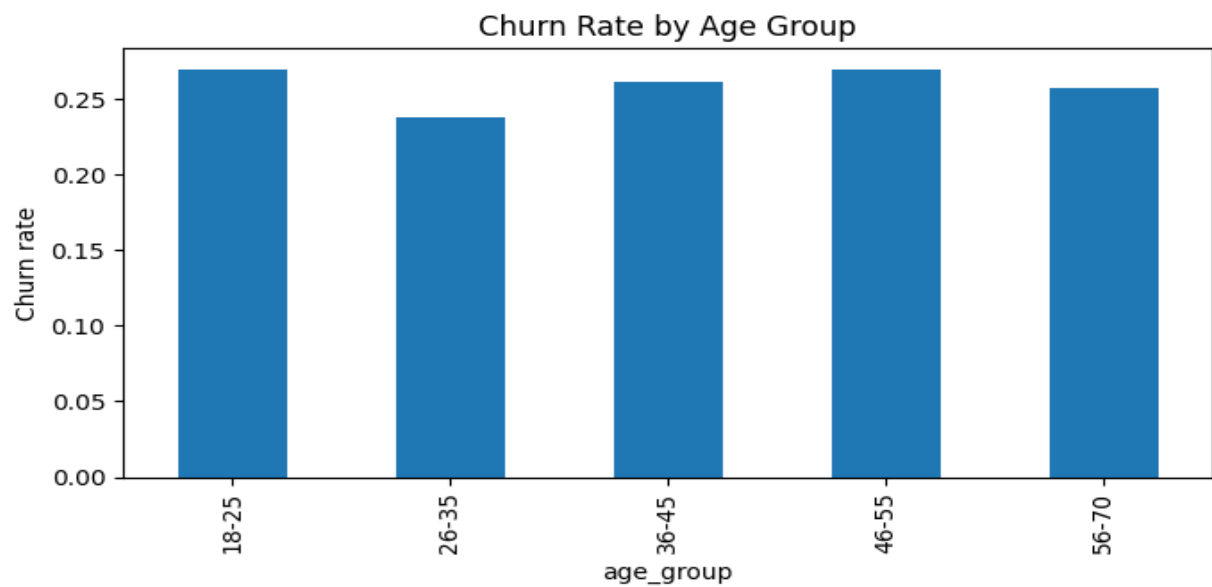
2. Churn by Subscription Type

Churn rates differ across subscription tiers. The chart below shows churn rate by subscription type.



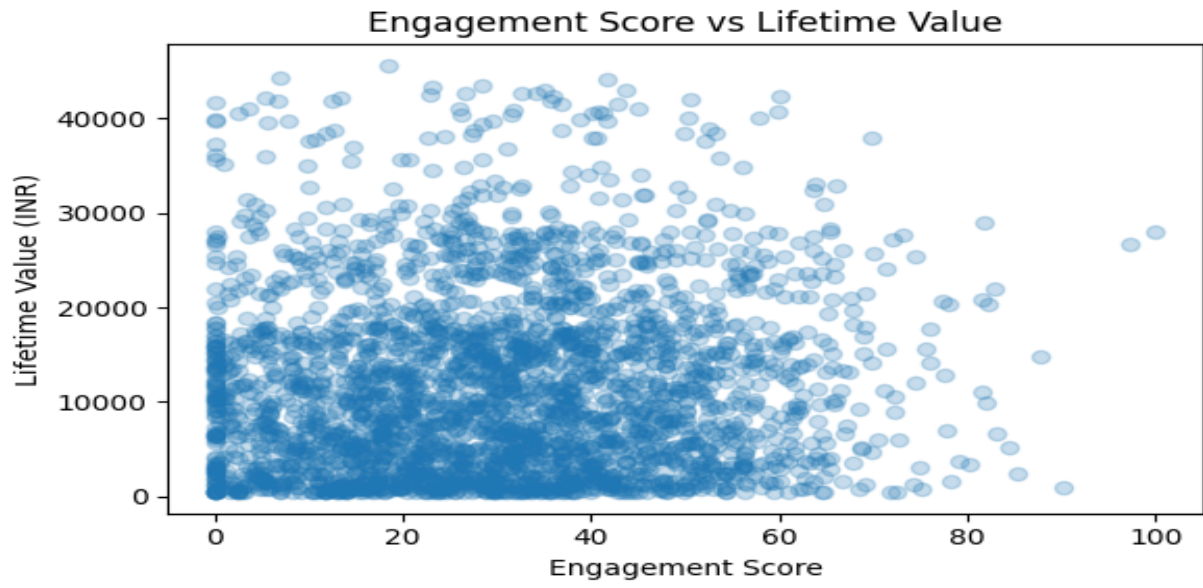
3. Churn by Age Group

Younger cohorts often show different churn patterns. The chart below shows churn rate across age buckets.



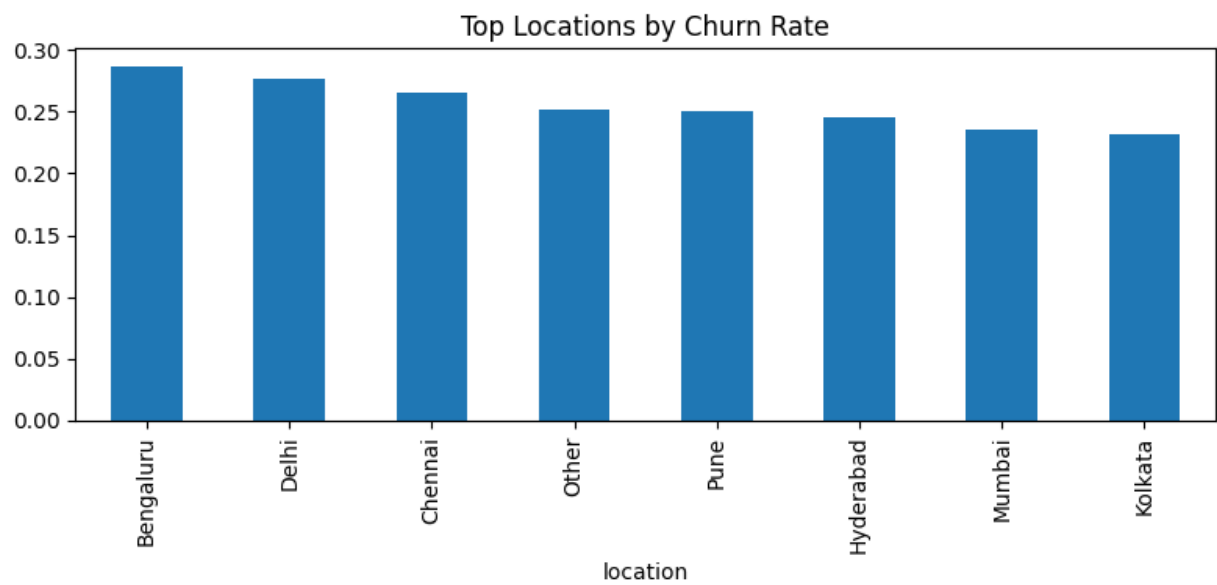
4. Engagement and Lifetime Value

Higher engagement is correlated with higher LTV on average. Scatter plot below visualizes this relation.



5. Location Insights

Some locations show higher churn rates—prioritize these areas for campaigns.



6. Key Insights & Patterns

- Basic plan customers show higher churn — price/value mismatch or feature gaps could be the reason.
- Low engagement_score strongly correlates with churn — prioritize reactivation.
- Early months (tenure < 6) have elevated churn risk — improve onboarding.
- Some metro locations have higher churn and deserve localized campaigns.

7. Recommendations

Quick wins: Re-engagement campaign for engagement_score < 30; 20% trial upgrade for Basic users in months 1-3; automated in-app messages.

Medium term: Improve onboarding flow (videos, first-box personalization); targeted offers by preferred_category and signup_source.

Long term: Loyalty & referral program; monthly churn scoring using improved models; product bundling to increase perceived value.

8. Implementation Plan & Next Steps

1. Operationalize monthly scoring pipeline: generate features (rolling engagement, change in logins), score with model, push top risk segment to CRM workflows. 2. Pilot: run two retention offers A/B test for Basic plan users for 8 weeks. 3. Measure: track churn rate, uplift in LTV, and engagement over 3 months. 4. Iterate: refine offers, personalize by location and category.

Prepared by: Boxify Analytics Team — Generated 2025-11-15