

Insights:

1. Users with low engagement and high customer service support could have higher risk of cancel their subscription.
2. Annual subscribers tend to have higher engagement, while monthly users have inconsistent engagement.
3. Smartphone users engage more, while smart TV users has the less engagement which could lead churn.
4. Senior users prefer romance and action, while gen Zs and adults prefer horror, drama and action.
5. Frequent customer support interactions could lead more churn,
6. especially for user with unresolved issues.
7. .Users with low rating often have lower engagement, while higher likely to leave.

Solution:

1. Identify high risk churn user and offer personalized retention plan.
2. Increase engagement by recommending content based on user preference.
3. Focus on converting monthly users to annual users through discounts and personalized offers.
4. Optimize smart TV experience by improving smart tv user interface to retain smart tv users.
5. Reduce churn by identifying common customer complaints and enhance support.