91

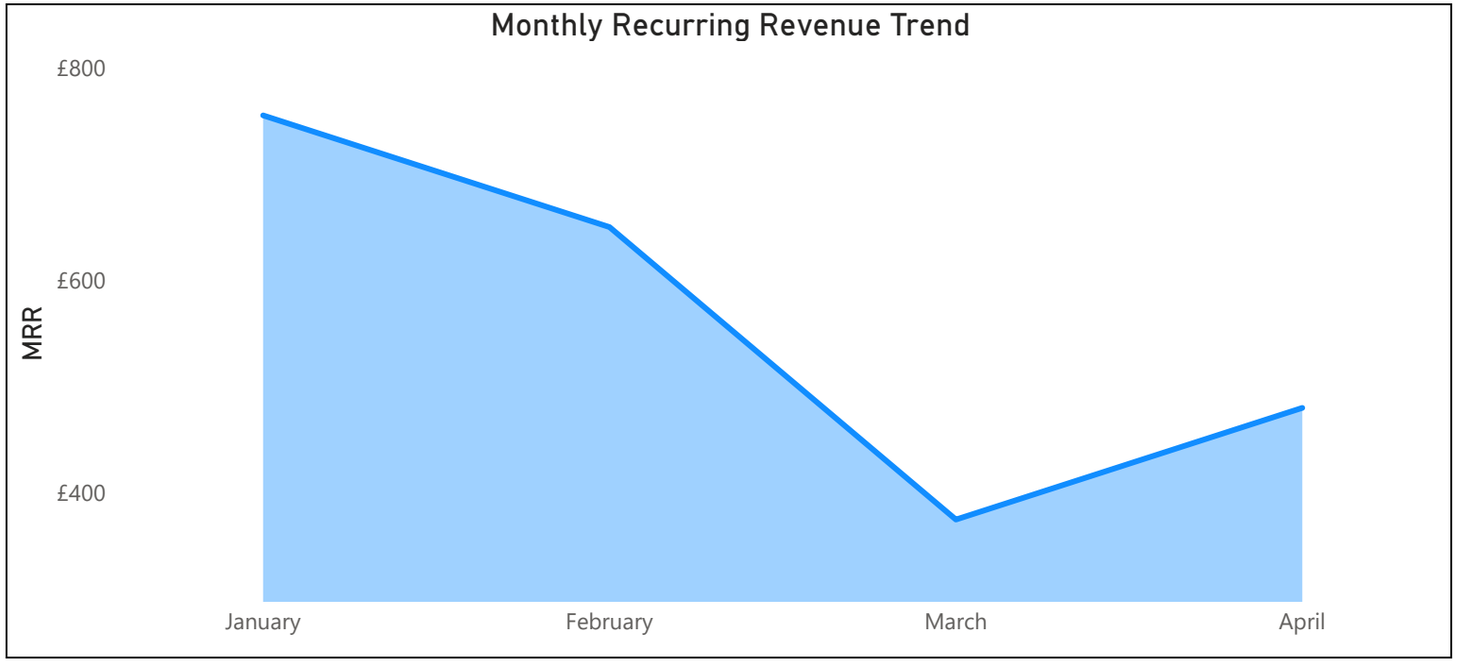
Active Subscribers

39.33%

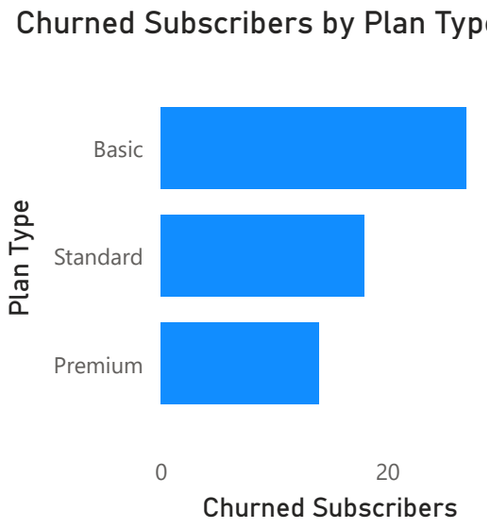
Churn Rate

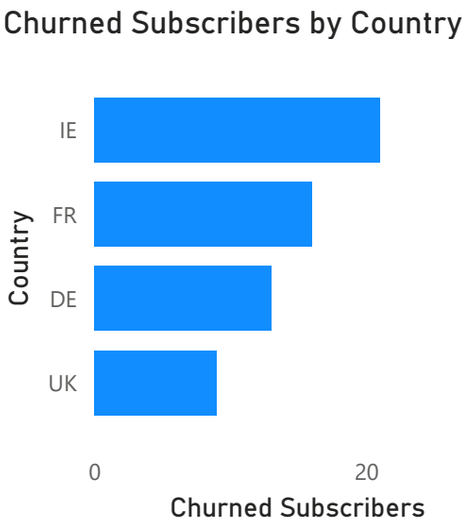
£2,260

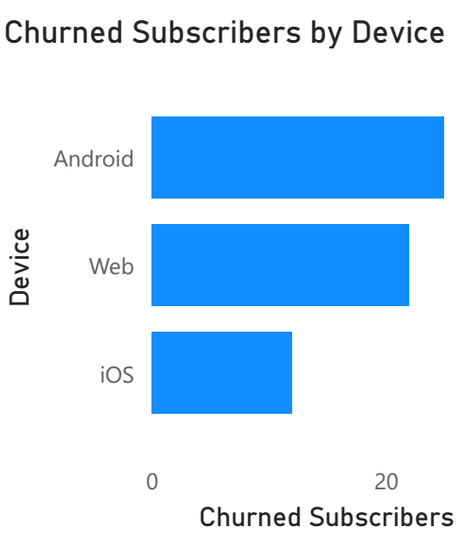
MRR

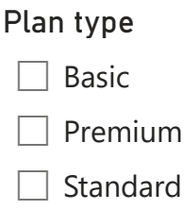


Insights:
Revenue dropped in March but shows recovery in April, suggesting short-term volatility.





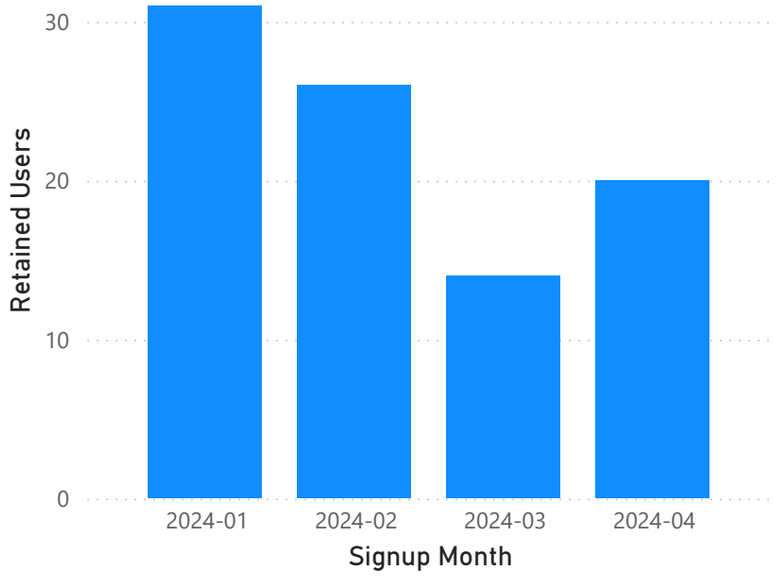




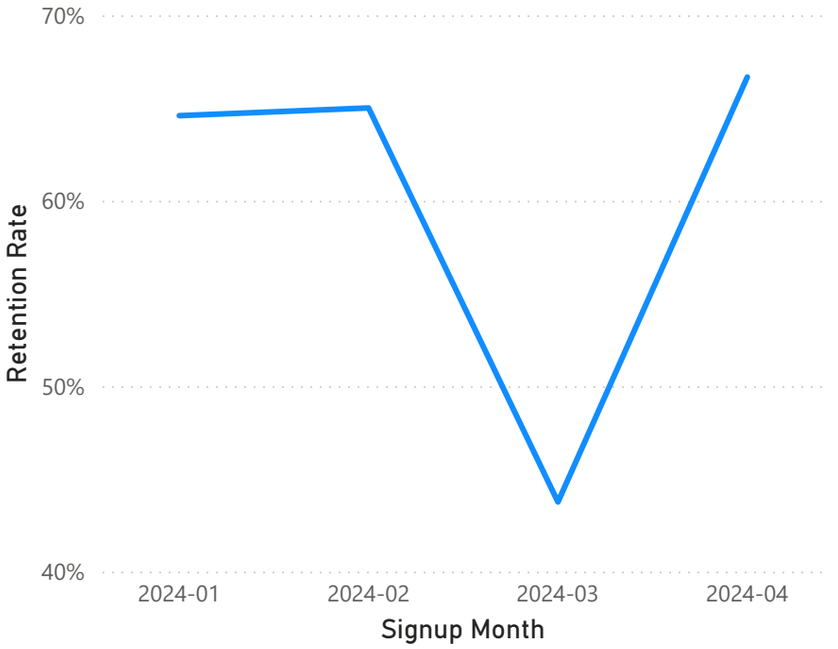
Insights:

- Churn is highest on the Basic plan, indicating weaker value retention.
- Mobile users show higher churn than web users, indicating potential mobile UX or performance issues.
- Certain regions show higher churn and may need targeted investigation.

Retained Users by Signup Cohort



Retention Rate by Signup Month

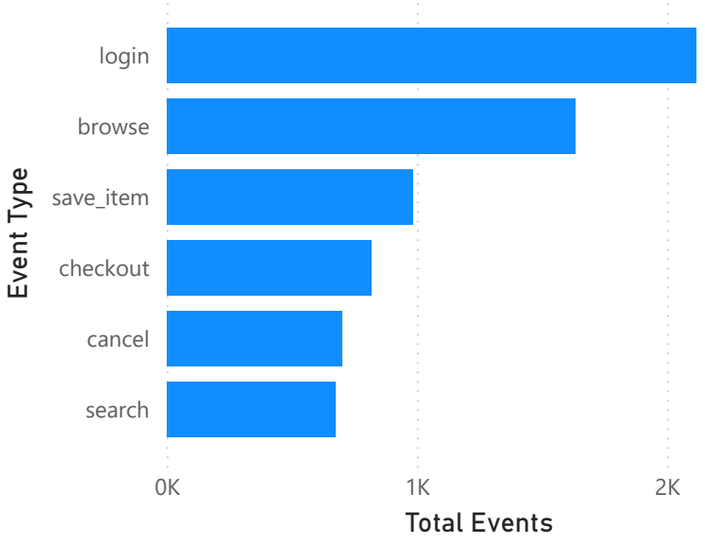


Each cohort represents users grouped by their signup month.

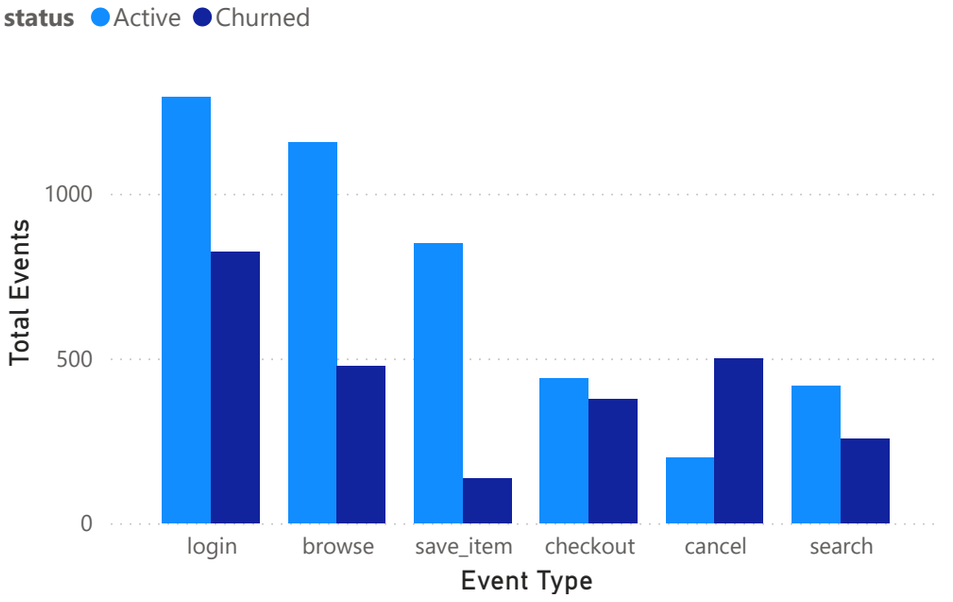
Insights:

- Earlier cohorts retain better than recent ones, suggesting declining acquisition quality or onboarding gaps.
- Retention stabilises after the first month, indicating users who stay early tend to remain loyal.

Feature Usage by Event Type



Feature Usage: Active vs Churned Users



Plan Type

- [ ] Basic
- [ ] Premium
- [ ] Standard

Device Type

- [ ] Android
- [ ] iOS
- [ ] Web

User Activity by Country

Insights:

- Retained users engage more with “save_item” and browsing features.
- Churned users show higher “cancel” activity and lower overall engagement.
- Encouraging early adoption of key features like “save_item” may improve long-term retention.