

# Netflix-Style Churn Analysis – Business Outlook Report

## Executive Summary

- This project analyzes user churn behavior using engagement, subscription, and behavioral metrics.
- The primary finding is that churn is driven mainly by inactivity and low engagement rather than demographics or pricing alone.

## Key Strategic Takeaways

1. Churn is driven more by engagement than demographics
  - Watch behavior > age, gender, household size
2. Mobile users are the highest-risk segment
  - This is the clearest operational insight
3. Premium ≠ retention
  - Pricing alone does not secure loyalty
4. Early lifecycle intervention is critical
  - Tenure is a natural churn filter

## Business Strategy Fix:

- **User engagement is the strongest retention driver.**  
Heavy viewers with high completion rates are significantly less likely to churn, regardless of pricing or demographics.
- **Mobile-only users show the highest churn risk.**  
Shorter sessions and lower engagement on mobile suggest UX and content delivery gaps that directly impact retention.
- **Premium pricing does not guarantee loyalty.**  
Premium subscribers churn more when perceived value does not meet expectations, indicating the need for clearer differentiation.
- **Early-stage users are most vulnerable.**  
Churn risk drops sharply with tenure, making the first 30–90 days critical for retention interventions.
- **Churn patterns vary by region and usage context.**  
Country and device type influence churn, highlighting the importance of localized and device-specific strategies.

## Strategic Focus:

- Improve early engagement, **optimize mobile viewing experience**, and align subscription value with user expectations to reduce churn effectively.