

Churn Toggle

All

Subscription Type

All

Device Type

All

Countries

All

Total Users

8,000

Avg. Songs/Day

50

Avg. Listen/Day

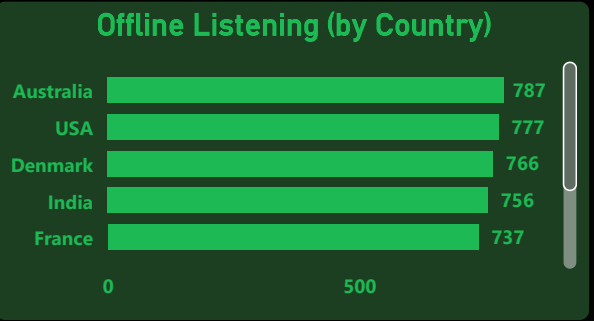
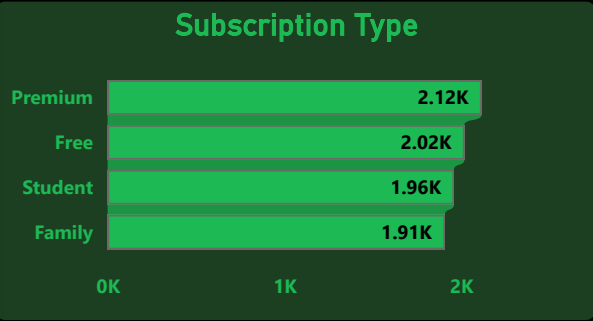
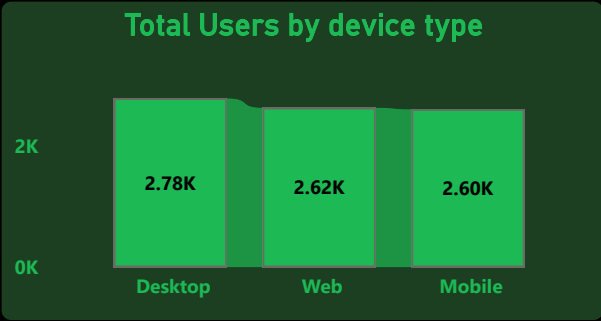
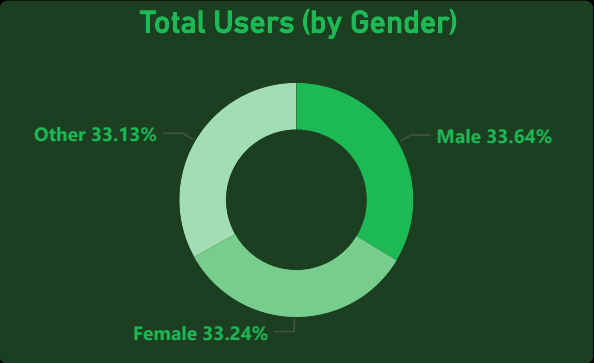
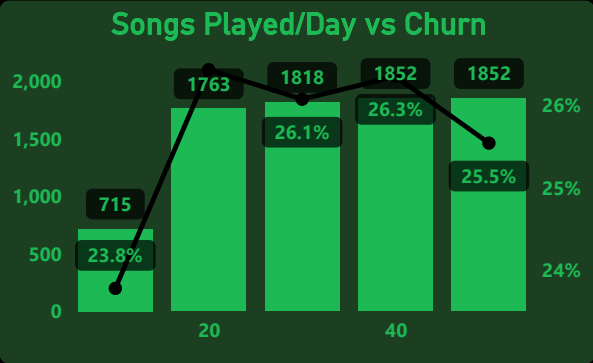
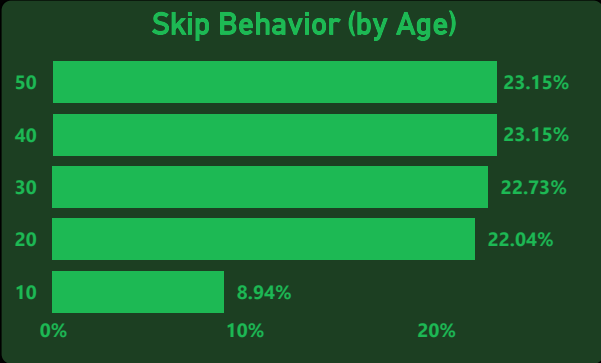
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Churn Rate

25.9%

Songs Skip Rate

30.0%



Story Behind the Numbers



Spotify is a daily ritual :

8,000 people tune into Spotify here — and it's not just background noise. On average, each listener spends about **154 minutes every single day**, and that adds up to almost **50 songs daily**. Music isn't just content for them; it's part of their routine.



But here's the catch...

For all that engagement, there's a problem: **1 in 4 users eventually churns**. A **25.9% churn rate** means people love the product enough to use it a lot, but not enough to stick around long-term. High activity doesn't always equal loyalty.



Age tells a story :

Younger listeners (under 18) skip less than **10%** of tracks — they're more forgiving. But once listeners hit their 40s, skip rates jump to over **22%**. The older the audience, the less patient they are with recommendations. And that frustration leads to churn.



Subscriptions have hidden clues :

Premium, Free, Student, and Family plans are almost evenly split — but **Student and Family plans stand out**. They use the platform heavily, yet many haven't upgraded to Premium. That's a clear upsell opportunity.



Geography reveals habits :

Offline listening is surprisingly strong in places like **Australia, the US, Denmark, India, and France**. This shows how local context matters: some people depend on offline features because of connectivity, while others just prefer downloading music.



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Turning insights into Action

Retention starts with the right tunes :

People clearly love Spotify as they're listening for hours every day. But the 25.9% churn rate says something important: we're losing almost a quarter of listeners after all that time spent. The fix isn't throwing more music at them, it's giving them the *right music*.

👉 For younger listeners, discovery is exciting (low skips). But for older listeners, too much novelty leads to frustration and churn. Smarter, age-aware recommendations are a huge opportunity to keep them hooked.

Ads where they actually work :

Not all screens are equal. On Web, listeners already sit through more ads (19K plays). That's a signal, Web is the perfect testing ground for premium ad formats or longer ad breaks, without wrecking the user experience. Meanwhile, Mobile and Desktop need a lighter touch.

Subscriptions that can grow :

Student and Family plans are power users, they're streaming a ton, but many haven't upgraded to Premium. That's like leaving money on the table. Special nudges, discounts, or bundled perks for these groups could turn heavy users into long-term paying customers.

Offline isn't just a feature, it's a market :

In countries like Australia, the USA, Denmark, India, and France, offline listening is especially popular. That's not random, it reflects things like spotty connectivity or cultural listening habits. Highlighting offline-first features in these regions could deepen loyalty and differentiate Spotify from its competitors.

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