Customer Retention & Revenue Impact Analysis

Subscription Business Case Study

Business Objective
Analyze customer churn and revenue loss to identify retention risks and growth opportunities.

Dataset & Methodology
Analyzed 7043 subscription customers using SQL and Tableau. Data was cleaned and enriched with churn indicators, customer segments, and tenure buckets.

Key Insights
• Overall churn rate: 26.54%
• Monthly revenue lost to churn: $121887.3
• Active Monthly Recurring Revenue (MRR): $334229.3
• Estimated annual revenue loss: $1462647.6

Strategic Recommendations
• Improve onboarding for first 6-month customers
• Incentivize long-term subscription plans
• Proactively retain high-value customers

Tools & Technologies
SQL, Tableau, Excel