

# Customer Retention & Revenue Impact Analysis

Subscription Business Case Study

## Business Objective

Reduce customer churn and protect recurring revenue by identifying high-risk customer segments and churn drivers.

## 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

- Strengthen onboarding for first 6-month customers
- Incentivize long-term subscription plans
- Proactively retain high-value customers

## Executive Dashboard Snapshot

