

Region

East

North

South

West



# StreamFlow Churn Intervention: Customer Engagement & Overview

Tracking total users, churn rate, and engagement distribution across regions and content genres.

October 2025

Engagement Overview

Churn Insights

Total Customers

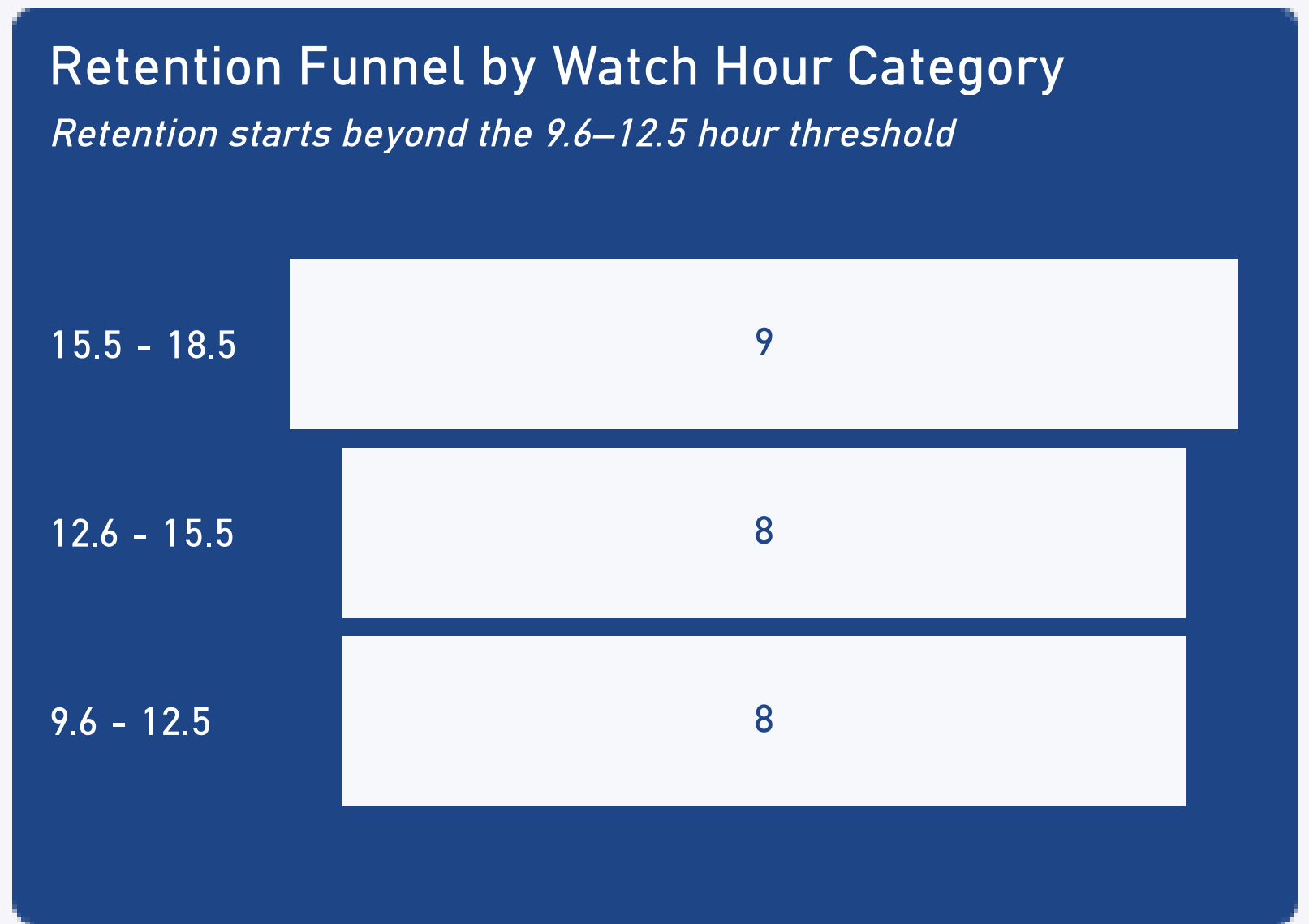
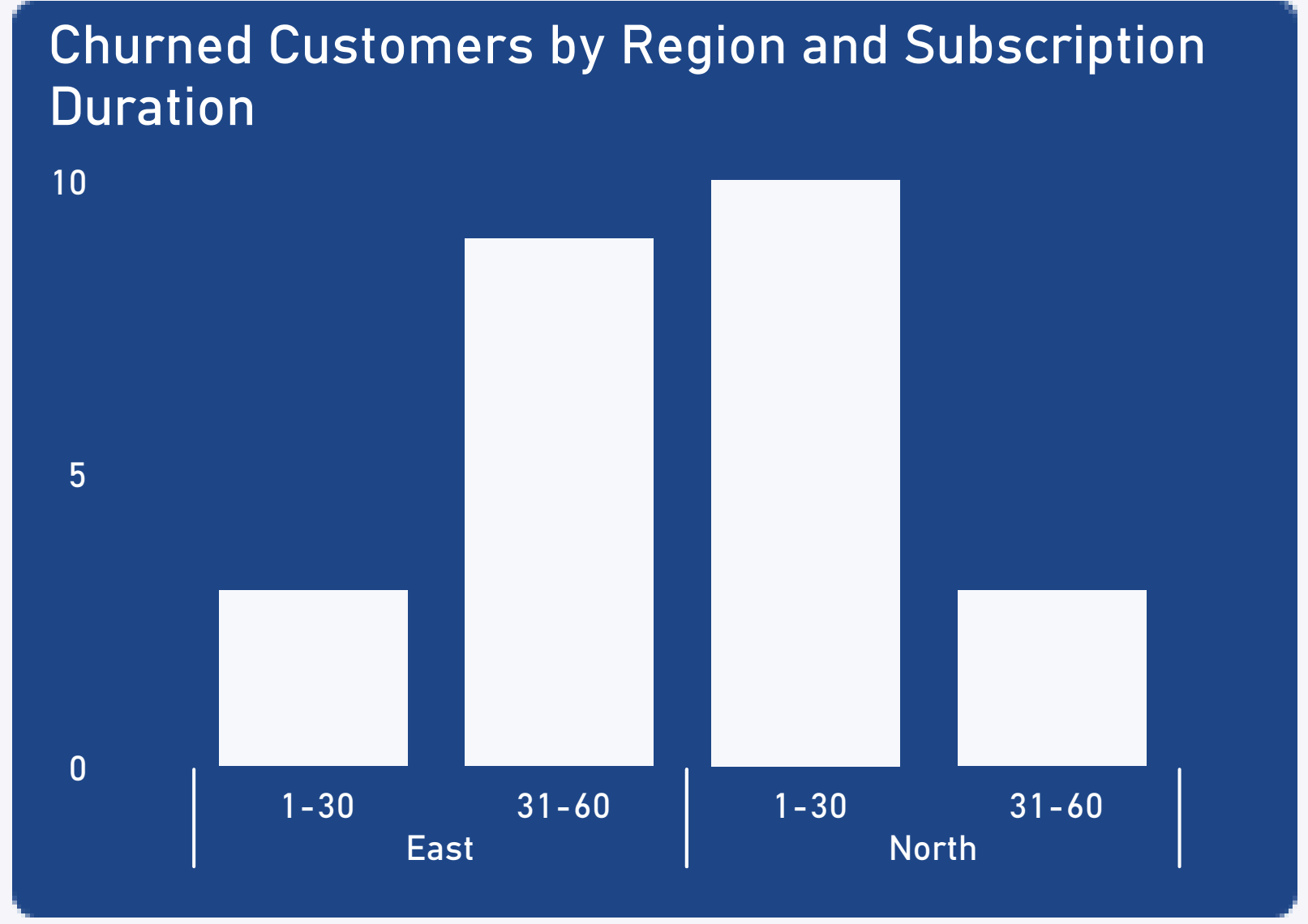
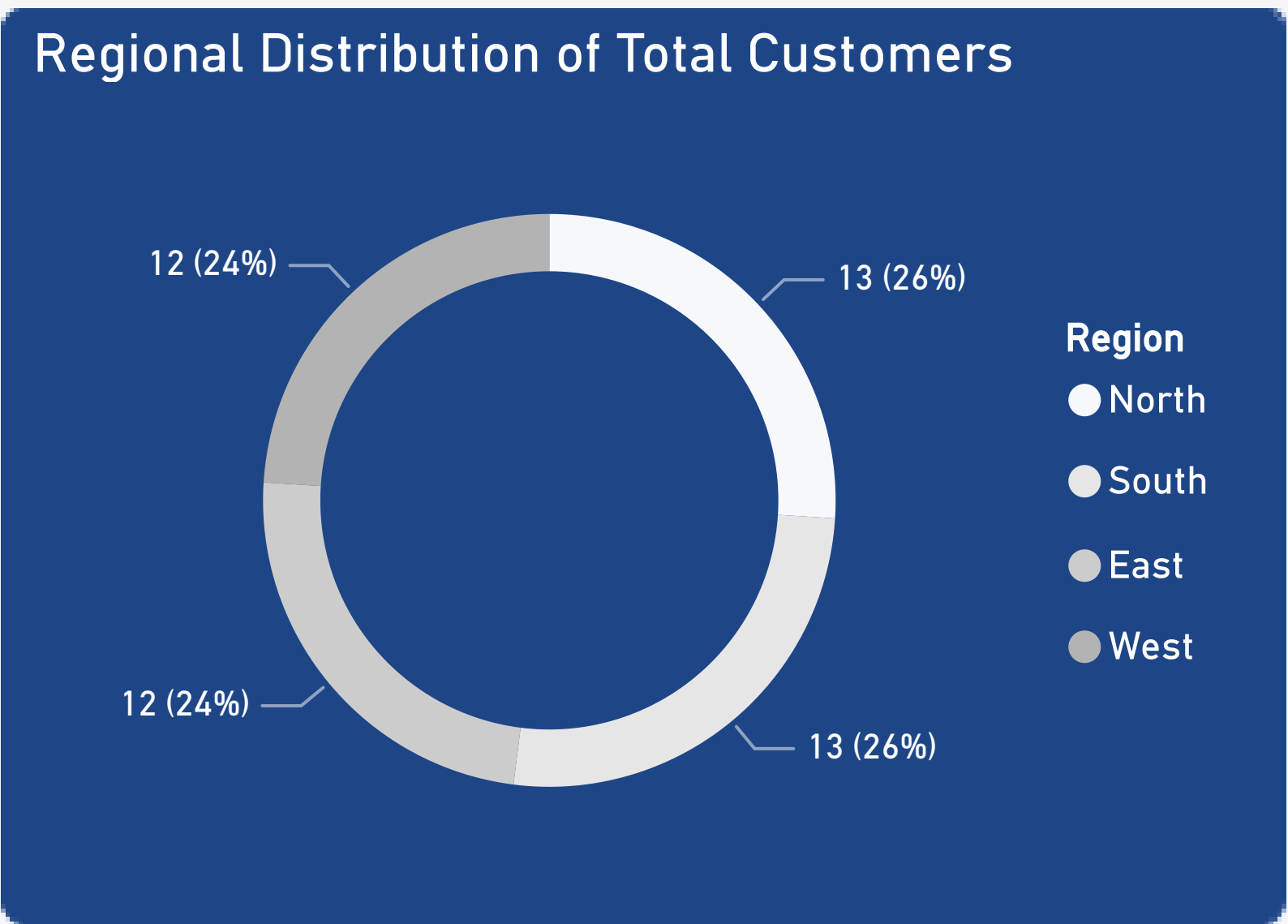
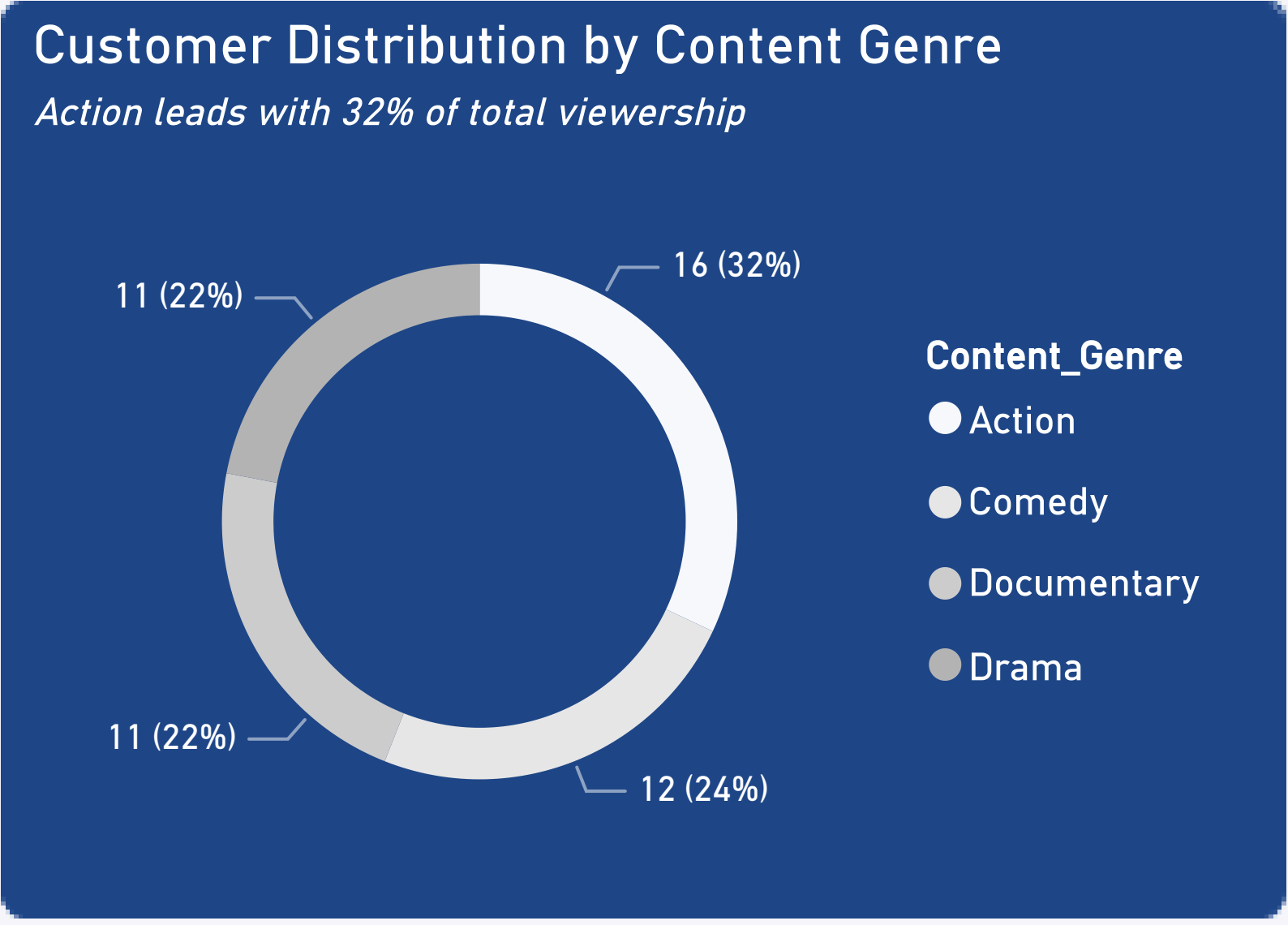
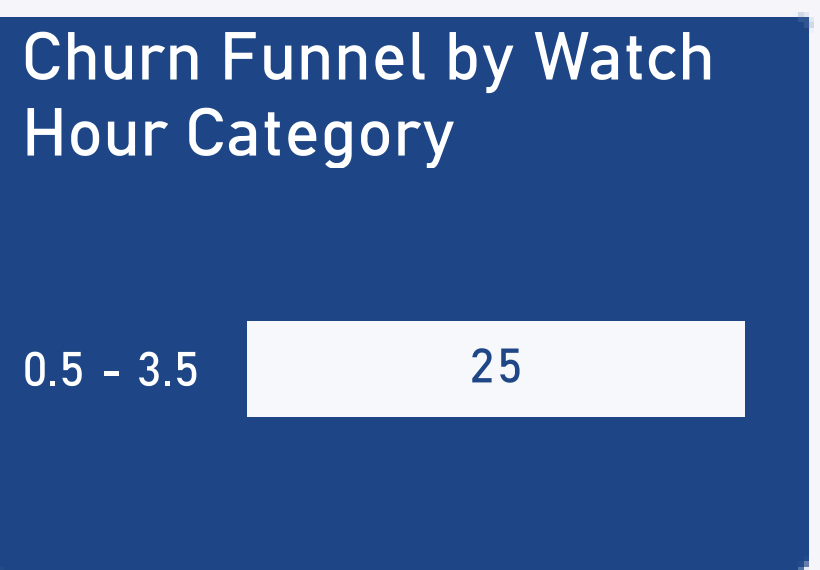
50

Total Churned Customers

25

Overall Churn Rate

50%



# StreamFlow Churn Intervention: Churn Analysis & Retention Insights

Analyzing churn behavior, viewing thresholds, and retention performance by region and content type.

October 2025

Engagement Overview

Churn Insights

Region

East

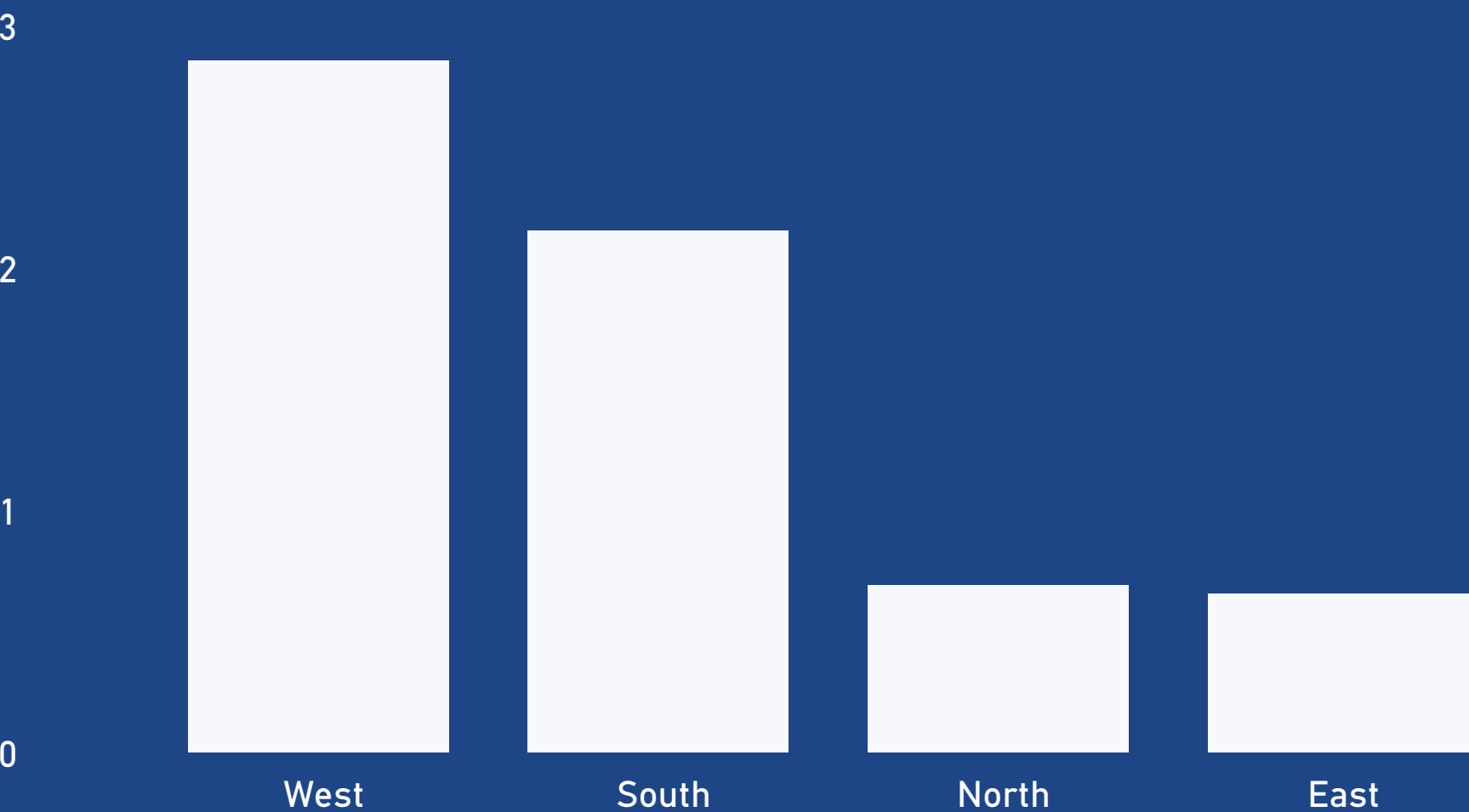
North

South

West

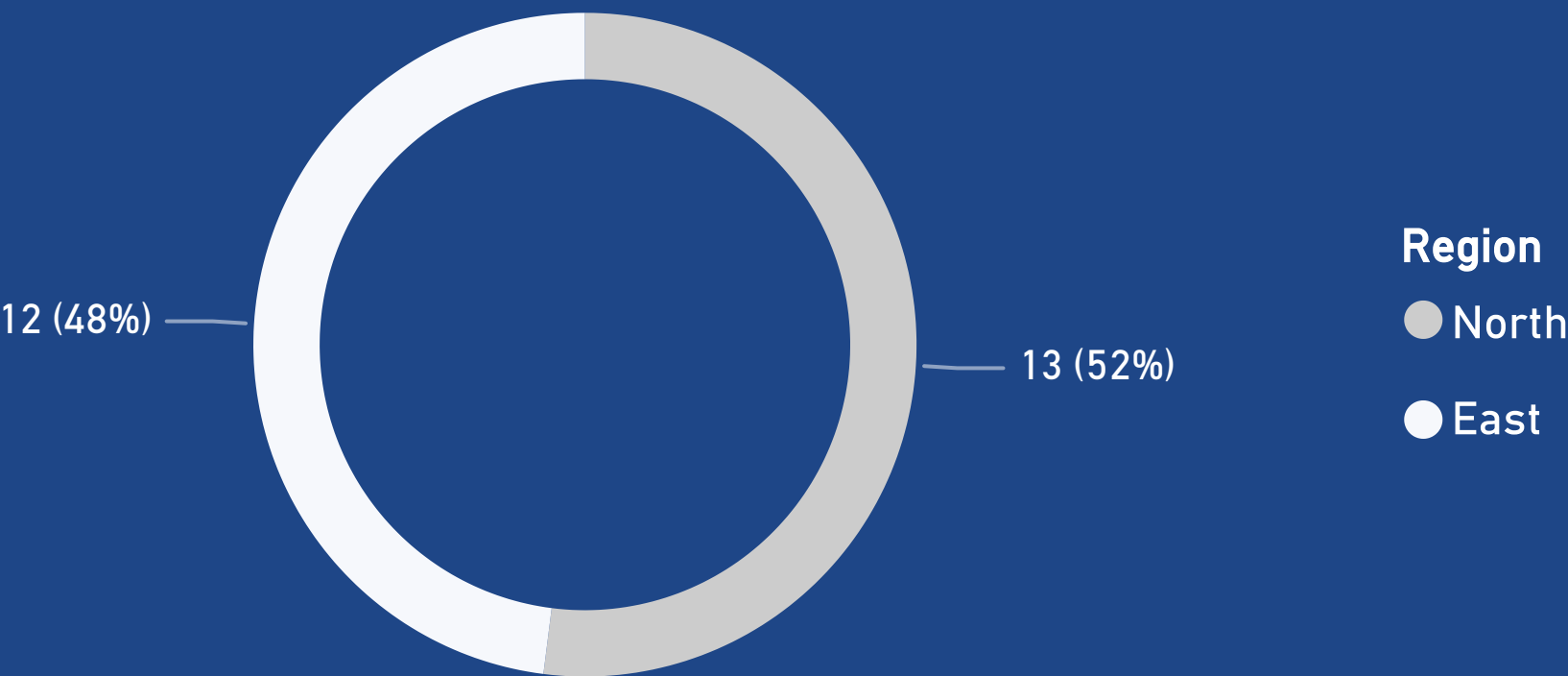


## Engagement Variability (Std. Dev. of Watch Hours) by Region

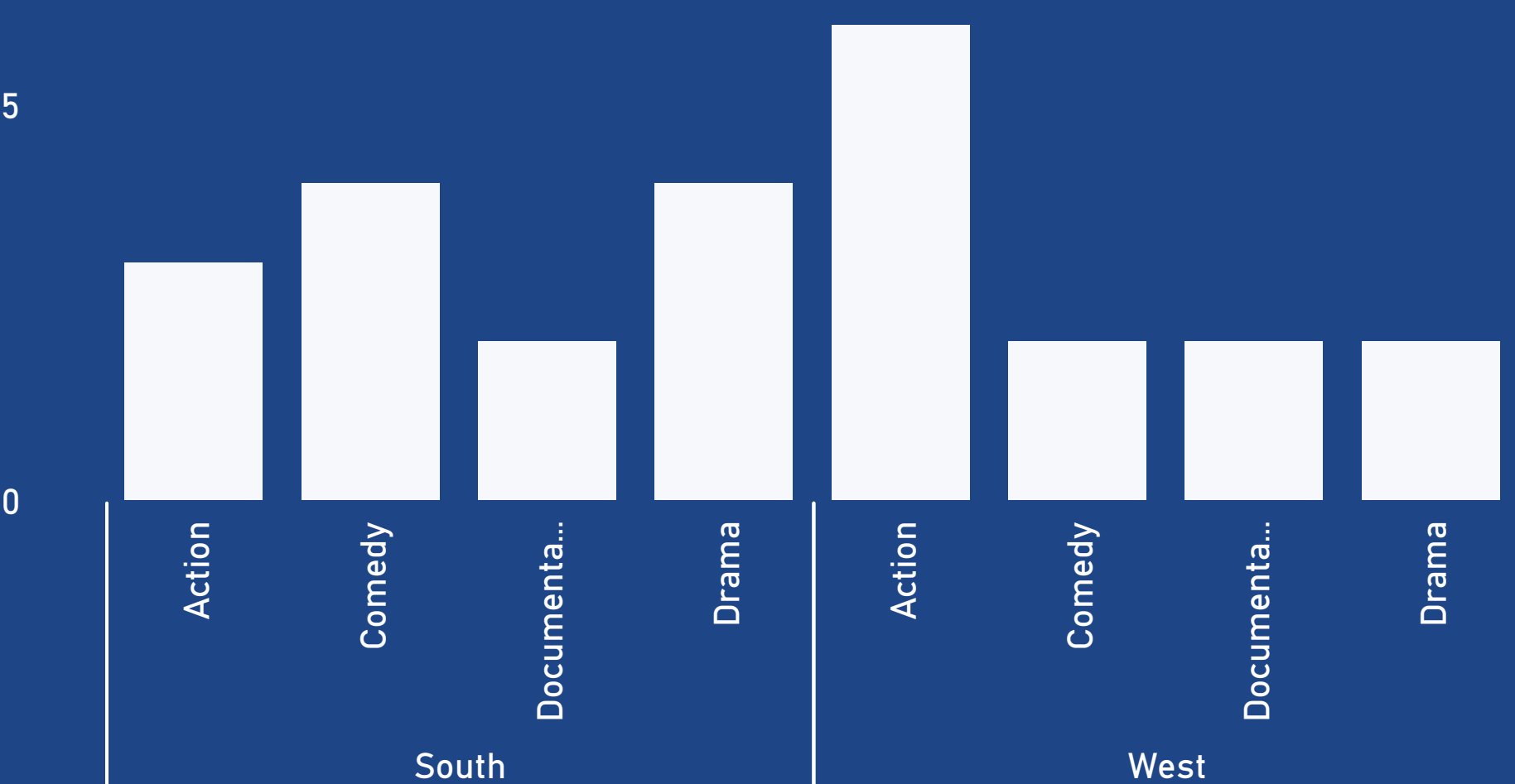


## Churn Distribution by Region

Churn is concentrated in the North and East regions



## Active Customers by Region and Preferred Genre



## Churned Customers by Region and Content Genre

