

# StreamFlow: Customer Engagement & Churn Analysis Report

## Executive Summary

The primary finding is that our high **50% overall churn** is entirely predictable and focused on new users in the **North and East regions**. Churn is caused by a failure to reach a critical engagement threshold in the first week.

We recommend launching the **"7-Hour Kickstart" Program** in the North and East regions to guide new subscribers past this engagement barrier, which is the most cost-effective way to secure long-term customers and stop wasting acquisition budget.

## Phase 1: Problem Definition & Key Metrics

Metric	Finding	Actionable Goal
Overall Churn Rate	50%	Reduce overall churn by 30%
Engagement Threshold	9.6 - 12.5 hours in the first 7 days	Drive new users past the <b>7-hour</b> simplified target.
Success Metric	<b>First-Week Retention Rate</b>	Increase this rate by <b>30%</b> in the target regions (North/East).

## Phase 2: Regional & Behavioral Insights

### 1. Isolation Strategy (Where to Focus)

The problem is isolated to two key regions:

- **North Region:** 100% of customers acquired here churn.
- **East Region:** 100% of customers acquired here churn.
- Customers in these regions barely watch past **1 hour** in their first seven days, confirming that their behavior is the immediate cause of the 50% loss.

### 2. Content Preference

The recommendation engine should prioritize the **Action** genre, as it drives the highest overall engagement across the platform.

Content Genre	Share of Viewership
Action	32% (Platform Leader)
Comedy	24%
Documentary	22%
Drama	22%

### 3. Behavioral Opportunity

- **Time Available:** Even with 8 hours for sleep and 8 hours for work, users have 56 hours of free time per week.
- **Realistic Goal:** Asking users to watch 3.5 to 7 hours per week (30 minutes to 1 hour per day) is an achievable target to bridge the gap toward the 9.6-hour retention threshold.

### Phase 3: Actionable Interventions

The following recommendations are grouped by priority, with the first two being immediately cost-effective fixes.

#### Priority 1: High-Impact Churn Reduction (Immediate Action)

Intervention	Purpose
Launch "7-Hour Kickstart" Program	Target the North and East regions specifically with a clear 7-hour watch goal to hit the 9.6-hour threshold.
Gamified Daily Reminders	Implement non-intrusive daily reminders that track progress toward the 7-hour goal, encouraging users to dedicate their 30 minutes of leisure time.
Free Episode Nudge	Automatically push a high-rated <b>Action</b> series episode (the platform's most popular genre) for free to new users in the North/East to initiate their viewing habit.

#### Priority 2: Long-Term Growth & Experience (Future Investment)

Intervention	Purpose
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<b>User Interface (UI) Upgrade</b>	Modernize the app design to match competitors, improving navigation and reducing churn caused by a poor product experience.
<b>Affordable Subscription Plans</b>	Revisit pricing strategies to ensure plans are accessible, addressing economic pressure that might influence cancellation.
<b>Film Industry Collaborations</b>	Secure exclusive content deals for new releases to boost overall value and acquisition interest.