

WEEKLY SUBSCRIPTION RETENTION (Nov 2020 - Jan 2021)

PARAMETERS:

- Time period of analysis : 01.11.2020 to 31.01.2021
- No. of Subscribers : 270154
- No. of Subscribers (with more than 1 subscription) : 4182
- No. of Subscriptions : 274362
- No. and Types of Categories : 3 - Desktop, Tablet, Mobile
- No. Countries with subscribers : 109

INSIGHTS:

- Overall good customer retention rates between week 0 and week 6
 - Week of **Dec 6, 2020 - Dec 12, 2020** had **maximum number of new subscriptions**
- Subscriptions made in weeks **Dec 20, 2020** and **Dec 27,2020**, though low in count, have the **best retention rates (97% - 92%)** over the following 5 weeks
- In terms of count of **weekly new subscriptions by country**, **USA** ranks the highest with an average of 9161 subscriptions per week
- In terms of count of **weekly new subscriptions by category**, number of **desktop** (12566) subscriptions are the **highest** followed by mobile(11270) subscriptions.

NEXT STEPS:

- Replicate marketing strategies implemented & products released during week of Dec 13, 2020**, since new acquisitions are high and subscription retention has been above 90% for 6 weeks.
- Conduct further analysis to understand why new acquisitions in the week of Dec 20, 2020 and Dec 27, 2020 was low**, despite the good retention later.
- Develop strategies to improve acquisitions in category Tablet.**

Weekly Subscription Retention by count								
Weekly cohorts	No. subscriptions	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Nov 1, 2020	20085	18930	18095	17671	17452	17212	17018	16912
Nov 8, 2020	16248	15314	14537	14257	14049	13847	13750	13702
Nov 15, 2020	17972	16937	16212	15866	15623	15465	15390	15367
Nov 22, 2020	19932	18868	18042	17673	17436	17342	17318	17275
Nov 29, 2020	22303	21162	20192	19812	19698	19641	19592	19520
Dec 6, 2020	26590	27196	26325	26090	26015	25888	25814	25755
Dec 13, 2020	25545	24464	23816	23742	23623	23533	23471	23394
Dec 20, 2020	18190	17606	17305	17193	17109	17040	16992	16989
Dec 27, 2020	17060	16527	16137	15968	15870	15775	15771	
Jan 3, 2021	23296	22424	21753	21491	21321	21308		
Jan 10, 2021	21811	20944	20261	20003	19987			
Jan 17, 2021	21083	20137	19313	19279				
Jan 24, 2021	20031	19989	18793					
Jan 31, 2021	2256							

Weekly Subscription Retention in %								
Weekly cohorts	No. subscriptions	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Nov 1, 2020	20085	94%	90%	88%	87%	86%	85%	84%
Nov 8, 2020	16248	94%	89%	88%	86%	85%	85%	84%
Nov 15, 2020	17972	94%	90%	88%	87%	86%	86%	86%
Nov 22, 2020	19932	95%	91%	89%	87%	87%	87%	87%
Nov 29, 2020	22303	95%	91%	89%	88%	88%	88%	88%
Dec 6, 2020	26590	95%	92%	91%	91%	91%	90%	90%
Dec 13, 2020	25545	96%	93%	93%	92%	92%	92%	92%
Dec 20, 2020	18190	97%	95%	95%	94%	94%	93%	93%
Dec 27, 2020	17060	97%	95%	94%	93%	92%	92%	
Jan 3, 2021	23296	96%	93%	92%	92%	91%		
Jan 10, 2021	21811	95%	93%	92%	92%			
Jan 17, 2021	21083	95%	92%	91%				
Jan 24, 2021	20031	95%	94%					
Jan 31, 2021	2256							

Weekly Subscription Retention(%) in USA									
Weekly Cohorts	Country	No. subscriptions	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Nov 1, 2020	United States	8799	94%	90%	88%	87%	86%	85%	85%
Nov 8, 2020	United States	7073	94%	89%	87%	86%	85%	84%	84%
Nov 15, 2020	United States	7913	94%	90%	88%	87%	86%	86%	86%
Nov 22, 2020	United States	8820	95%	91%	89%	88%	87%	87%	87%
Nov 29, 2020	United States	9753	95%	90%	89%	88%	88%	88%	87%
Dec 6, 2020	United States	12566	95%	92%	91%	91%	91%	90%	90%
Dec 13, 2020	United States	11067	96%	93%	93%	92%	92%	92%	91%
Dec 20, 2020	United States	7994	97%	95%	95%	94%	94%	93%	93%
Dec 27, 2020	United States	7496	97%	95%	94%	93%	93%	93%	
Jan 3, 2021	United States	10282	96%	93%	92%	91%	91%		
Jan 10, 2021	United States	9566	95%	93%	91%	91%			
Jan 17, 2021	United States	9160	95%	91%	91%				
Jan 24, 2021	United States	8865	95%	94%					
Jan 31, 2021	United States	959							

Weekly Subscriber Retention(%) for Desktop Subscriptions									
Weekly Cohorts	Category	No. subscriptions	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Nov 1, 2020	desktop	11630	94%	90%	88%	87%	86%	85%	84%
Nov 8, 2020	desktop	9430	94%	90%	88%	86%	85%	85%	84%
Nov 15, 2020	desktop	10334	94%	90%	88%	87%	86%	85%	85%
Nov 22, 2020	desktop	11609	95%	91%	89%	88%	86%	87%	87%
Nov 29, 2020	desktop	13041	95%	91%	89%	88%	88%	88%	87%
Dec 6, 2020	desktop	16536	95%	92%	91%	91%	91%	90%	90%
Dec 13, 2020	desktop	14751	96%	93%	93%	93%	92%	92%	92%
Dec 20, 2020	desktop	10493	97%	95%	94%	94%	93%	93%	93%
Dec 27, 2020	desktop	9972	97%	95%	94%	93%	93%	93%	
Jan 3, 2021	desktop	13465	96%	93%	92%	92%	92%		
Jan 10, 2021	desktop	12356	95%	93%	92%	92%			
Jan 17, 2021	desktop	12280	95%	92%	92%				
Jan 24, 2021	desktop	11631	95%	94%					
Jan 31, 2021	desktop	1289							