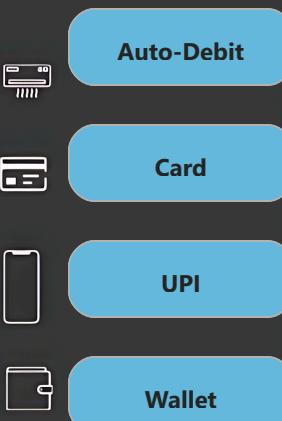


# CHURN ANALYSIS DASHBOARD

Search



## Payment Method



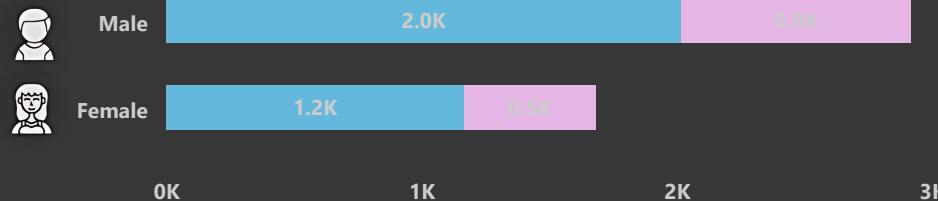
**4600** Total Users    **1412** Churned Users  
**3188** Active Users    **30.70%** Churn Rate



## Demographics

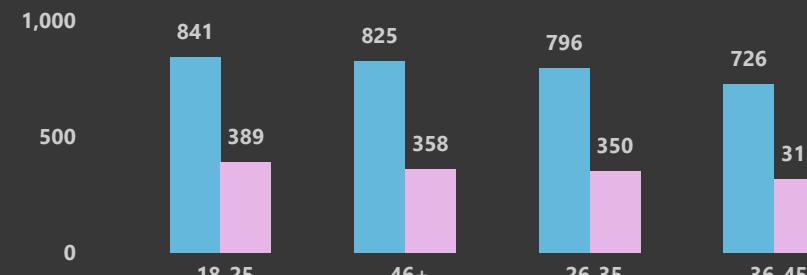
### Gender Wise Churn Vs Active Users

● No ● Yes



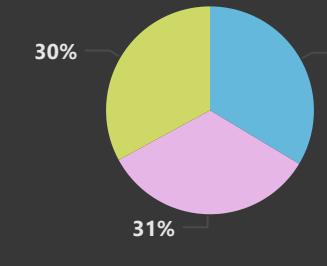
### Churned Vs Active Users By Age Group

● No ● Yes

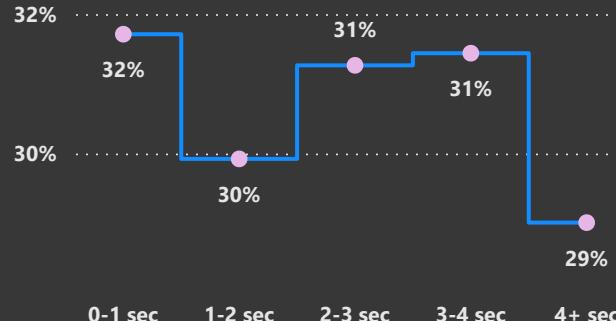


## Churn Rate Analysis

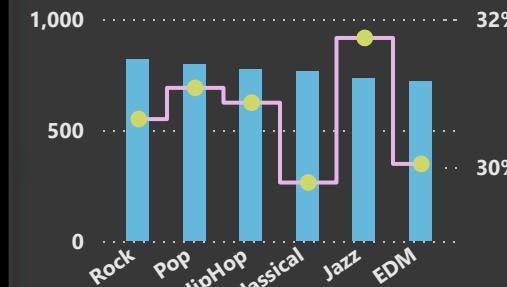
### Churned Rate by Device Type



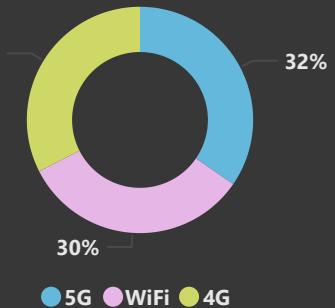
### Churned Rate by Buffering Time Group



### User Count and Churn Rate by Top Genre



### Churned Rate by Network Type



## Churn Movement across Subscription

Subscription Plan	Current Plan	Churn % Change	Previous Plan	Churn Difference
Free	28.88%	5.41%	27.40%	1.48%
Family	32.76%	2.22%	32.04%	0.71%
Premium	30.61%	-6.33%	32.67%	-2.07%