Subscription records for MavenFlix, a fictitious video streaming platform. Dataset includes information for ~2,900 subscribers from September 2022 through September 2023. Each record represents an individual customer's subscription, including the subscription cost, created/canceled date, interval, and payment status.

**Key Insights from MavenFlix Subscription Data**

**1. Subscription Trend Over Time**

* Subscriptions increased steadily from Sep 2022 to Sep 2023.
* Peak subscription months identified (e.g., months with marketing campaigns or promotions).
* Helps in planning marketing and resource allocation.

**2. Long-Term Subscribers (≥5 months)**

* A significant percentage of customers stay subscribed for 5 months or more.
* Indicates loyal customer base that can be targeted for upselling or premium plans.

**3. Monthly Subscriber Retention**

* Certain months have high retention, while others show low retention.
* Understanding retention patterns allows timely interventions for churn prevention.

**4. First-Month Cancellations**

* A notable percentage of customers cancel within the first 30 days.
* Early churn is a critical metric for improving onboarding experience and initial engagement.

**5. Re-Subscribed Customers**

* Some customers resubscribe after canceling, showing potential for customer reactivation campaigns.
* Helps estimate lifetime value recovery opportunities.

**6. Average Subscription Duration**

* Average subscription duration per customer is calculated in months.
* Provides a benchmark to understand typical customer behavior and engagement.

**7. Customer Tenure Segmentation**

* Customers segmented into:
  + Short-term (<3 months)
  + Medium-term (3–6 months)
  + Long-term (>6 months)
* Helps identify high-risk churn groups and loyal customer segments.

**8. Top Paid Customers by Tenure**

* Top 50 paid customers identified along with their tenure segment.
* Critical for retention strategies and premium offers targeting high-value users.

**9. Seasonal Sign-Ups and Cancellations**

* Subscription spikes and cancellations vary by month and season:
  + Winter, Spring, Summer, Autumn trends identified.
* Seasonal insights can guide promotions, campaigns, and resource planning.

**10. Lost Revenue Analysis**

* Total revenue lost due to cancellations is quantified.
* Comparison to potential revenue if customers had stayed active helps prioritize retention campaigns and revenue recovery strategies.