

# Boxify Churn Analysis

Understanding why customers leave and how to improve retention.



# Business Scenario: Rising Churn

Boxify, an online subscription box service, has seen a rise in customer churn over the past year, with many cancelling before 6 months.



## Subscription Service

Monthly lifestyle product deliveries.



## Increased Churn

Subscribers cancelling within 6 months.



## Management Concern

Need to understand reasons for departure.



# Project Objectives

Our analysis aims to achieve clear, measurable goals for Boxify's customer retention.

## Reduce Churn Rate

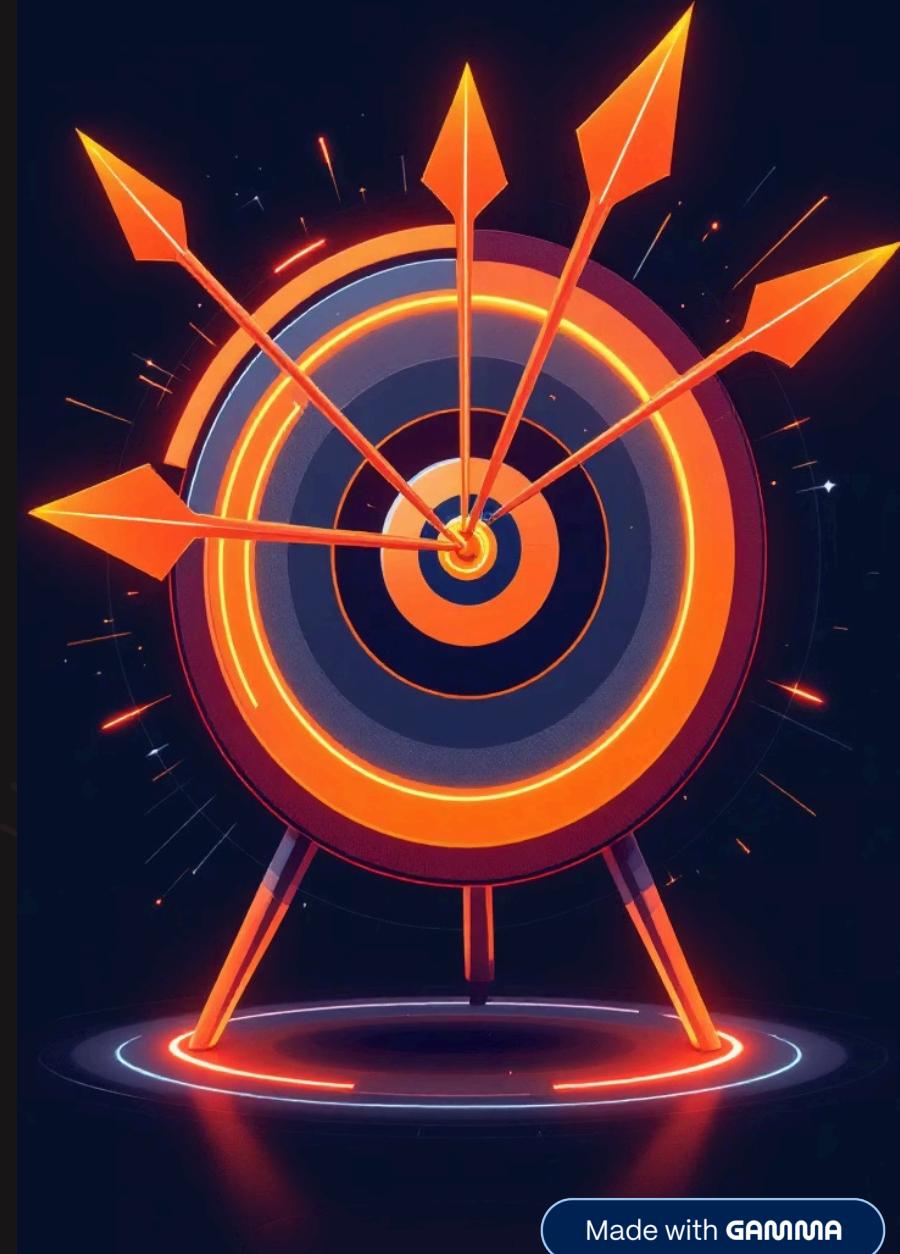
Targeting a 5-10% reduction over the next 6 months.

## Identify High-Risk Segments

Pinpointing customer groups most likely to churn.

## Recommend Strategies

Developing actionable plans to retain subscribers and boost loyalty.





# Data & Tools

## Dataset Overview

- Source: Kaggle.com
- Time Period: 2023-2025
- Rows: 1,200
- Columns: 11(customer\_id, join\_date, cancel\_date, age, gender, location, subscription\_type, total\_spent, boxes\_received, engagement\_score, payment\_mode)

## Tools Utilized



### Microsoft Excel

Initial data exploration and validation.



### Power BI

Data modeling, DAX measures, interactive dashboards.



# Data Cleaning & Preparation

A meticulous process to ensure data accuracy and derive meaningful insights.

01

## Data Import & Cleaning

Loaded CSV, removed duplicates, fixed data types, handled missing values, derived new columns (Subscription Status, Tenure, Age Segment).

02

## Measure Creation

Developed key DAX measures: Total Revenue, Active Customers, Average CLV, Churn Rate, Average Tenure of Churn Customers, Customers Lost, Total Customers.

03

## Visualization & Insights

Designed interactive dashboards and interpreted visuals to answer business questions and generate recommendations.



# Key Insight: Overall Churn Performance

Boxify has lost 216 customers, resulting in an 18% churn rate, but generated ₹15M in revenue.

**216**

**Customers Lost**

Total churned subscribers.

**18%**

**Churn Rate**

Percentage of customers cancelling.

**₹15M**

**Total Revenue**

Despite customer loss.

**7.09**

**Avg. Churn Tenure**

Months before customers leave.

This 7-month window offers a chance to improve engagement and retention.

# Key Insight: Churn by Demographics

Senior and mid-age customers, along with female subscribers, show higher churn rates.

## Age Group Churn

- Senior: 36.11%
- Mid-age: 35.65%
- Young: 28.24%

Senior and mid-age groups account for over 70% of churn, making them vulnerable segments.

## Gender-Based Churn

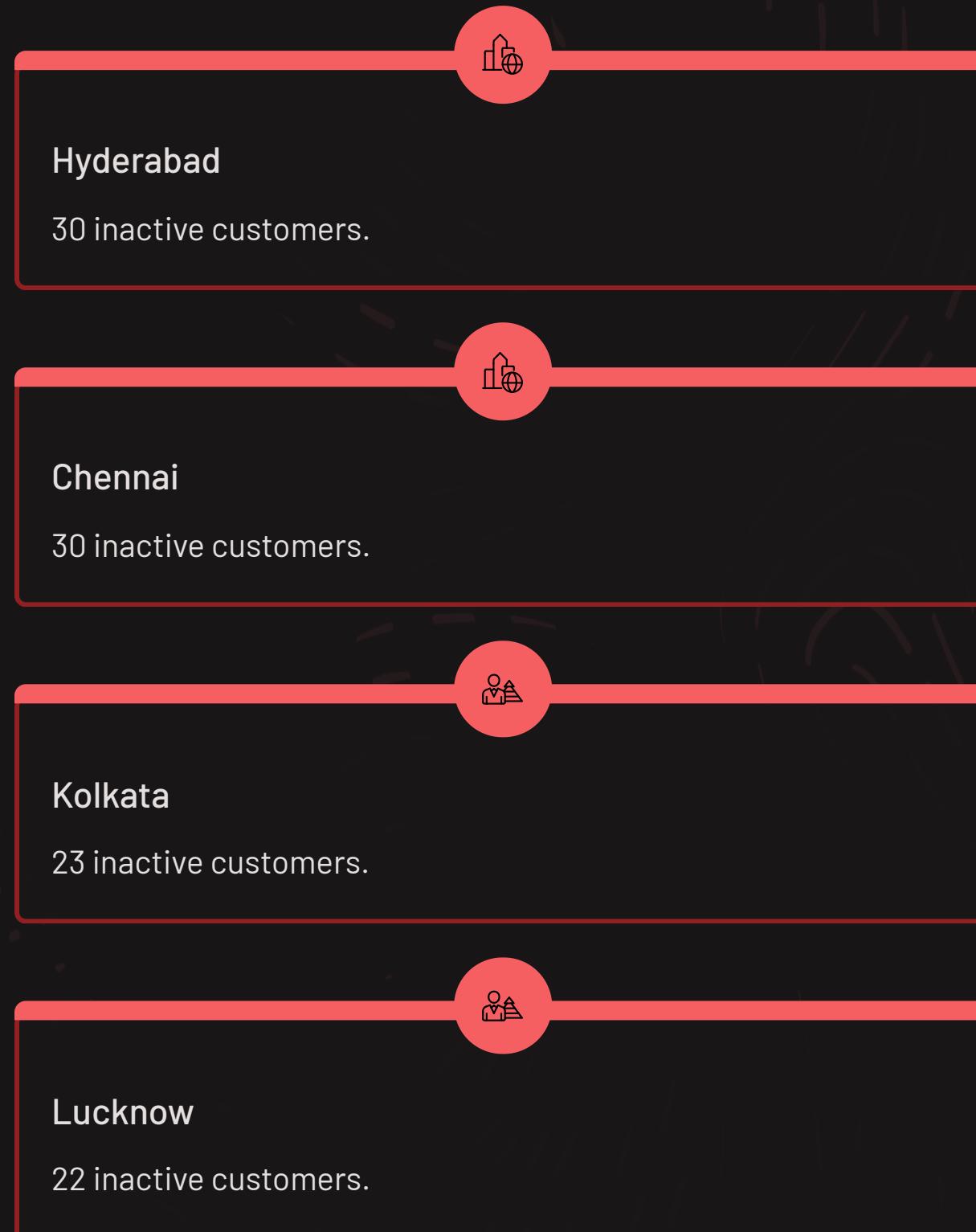
- Female: 51.85%
- Male: 45.83%
- Other: 2.31%

Higher churn among female customers suggests differences in expectations or product fit.

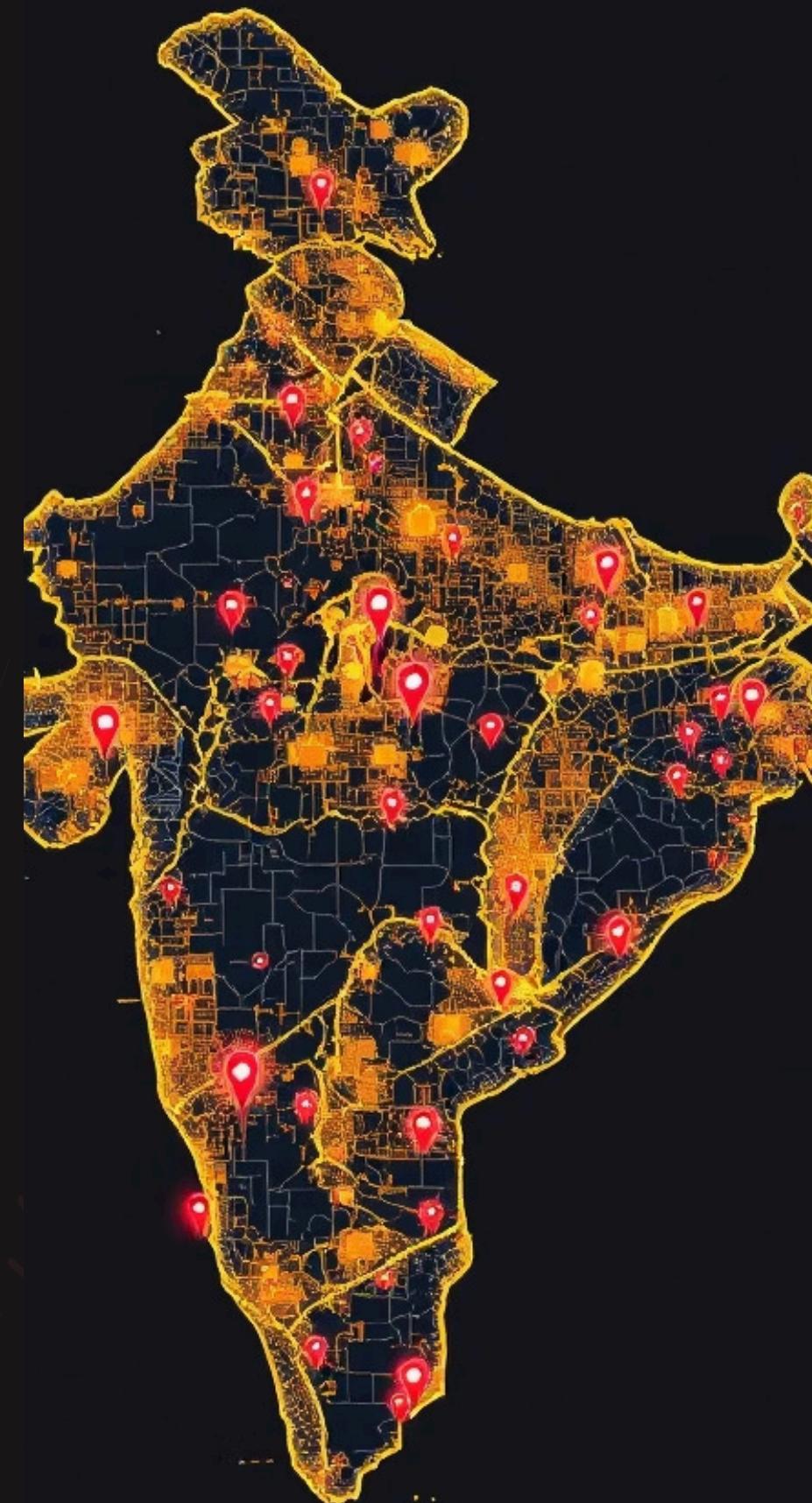


# Key Insight: City-Level Inactivity

Certain cities exhibit significantly higher inactive customer counts, indicating regional engagement issues.



Localized interventions are needed to re-engage customers in these areas.





# Recommendations: Targeted Retention

Implement strategies focusing on high-risk segments and early engagement.



## Strengthen Senior & Mid-Age Retention

Personalized communication, loyalty rewards, simplified offerings.



## Improve Female Customer Experience

Surveys, feedback sessions, feature enhancements.



## Focus on Underperforming Cities

Localized campaigns, improved service, better onboarding.



## Enhance Early-Stage Engagement

Personalized recommendations, proactive check-ins, reward programs.

# Conclusion: Unlocking Growth Potential

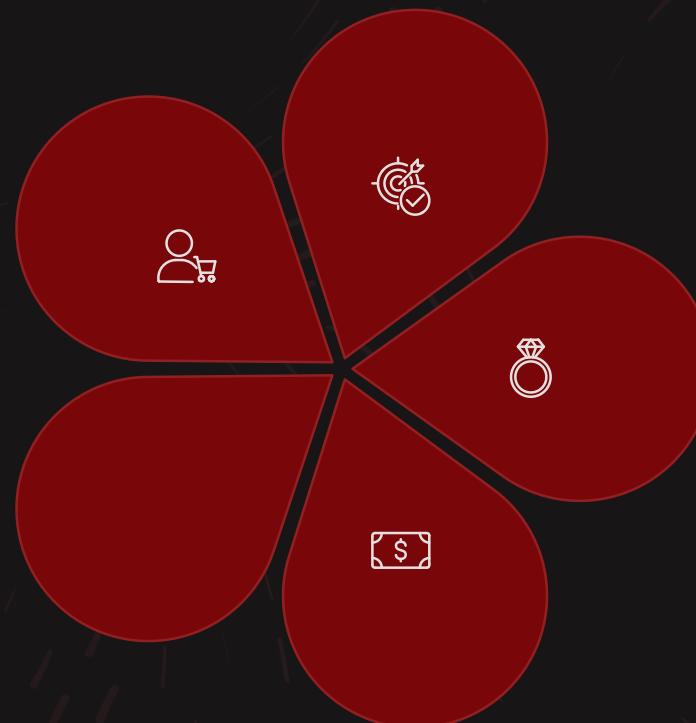
Focused retention strategies are crucial for stabilizing the customer base and driving long-term profitability.

## Critical Improvement

Retention is key despite strong revenue.

## Unlock Growth

Stabilize base, enhance profitability.



## Targeted Efforts

Focus on senior, mid-age, female, and specific cities.

## Early Engagement

Strengthen interactions in initial months.

## Leverage CLV

Prioritize high-value customers for strong returns.