

# Hopify Executive Summary | Churn & Retention Insights

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## BUSINESS PROBLEM

Hopify, a fictional SaaS company, initiated an exploratory analysis to understand customer churn patterns across its three primary segments: Enterprise, Mid-Market, and SMB. Leadership sought answers to three key questions:

- When are customers most likely to churn in their lifecycle?
- Which segments are at greatest risk?
- What support or product engagement factors influence early churn?

## FINDINGS

- Enterprise churn exceeds target by 49%, with losses intensifying after Month 7—making it the highest variance risk.
- SMB churn begins as early as Month 2, with sharp cohort declines before Month 7—signaling urgent onboarding risk.
- Mid-Market churn initiates around Month 3–4, with steady erosion and retention falling below 95% by Month 6.
- Support patterns differ by segment: churn rises with high ticket volume in Mid-Market and Enterprise, while SMB churns even without support requests.

## RECOMMENDATIONS

Based on these insights, the following actions are recommended:

- Strengthen onboarding in the first 60 days, especially for SMBs where churn starts by Month 2
- Trigger lifecycle interventions at key churn points:
  - SMB: Month 2–3 | Mid-Market: Month 4 | Enterprise: Month 6–7
- Expand proactive support for users not initiating tickets
- Prioritize Enterprise retention post-Month 6 to address high-late churn (+49% over target)

## NEXT STEPS

1. Launch onboarding enhancements tailored to segment behavior.
2. Create automated lifecycle touchpoints based on cohort trends.
3. Embed churn and retention KPIs in ongoing performance dashboards.

*Note: This analysis is based on [simulated data](#) for illustrative purposes only.*

# APPENDIX

Figure A1. Monthly Churn Rate vs Threshold  
*Enterprise churn has steadily climbed since 2024, surpassing its target threshold in early 2025 — signaling rising retention risk.*

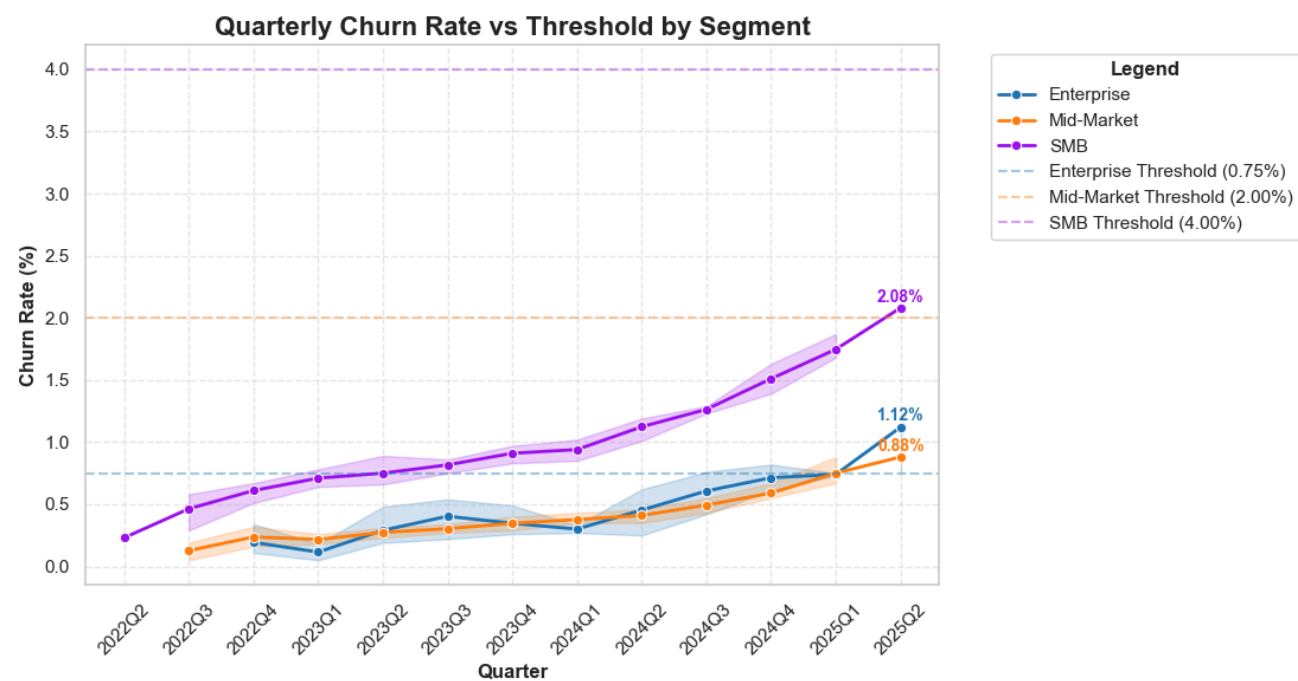


Figure A2. KPI Snapshot by Segment  
*Enterprise exceeds churn target by 49%; Mid-Market remains healthy; SMB hovers near limit.*

Segment	Target Churn	Actual Churn	Variance	Status
Enterprise	0.75%	1.12%	+49.3%	✗ Exceeds
Mid-Market	1.50%	1.32%	-12.0%	✓ Healthy
SMB	1.80%	1.75%	-2.80%	⚠ Monitor

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