# MavenFlix Subscription Analysis

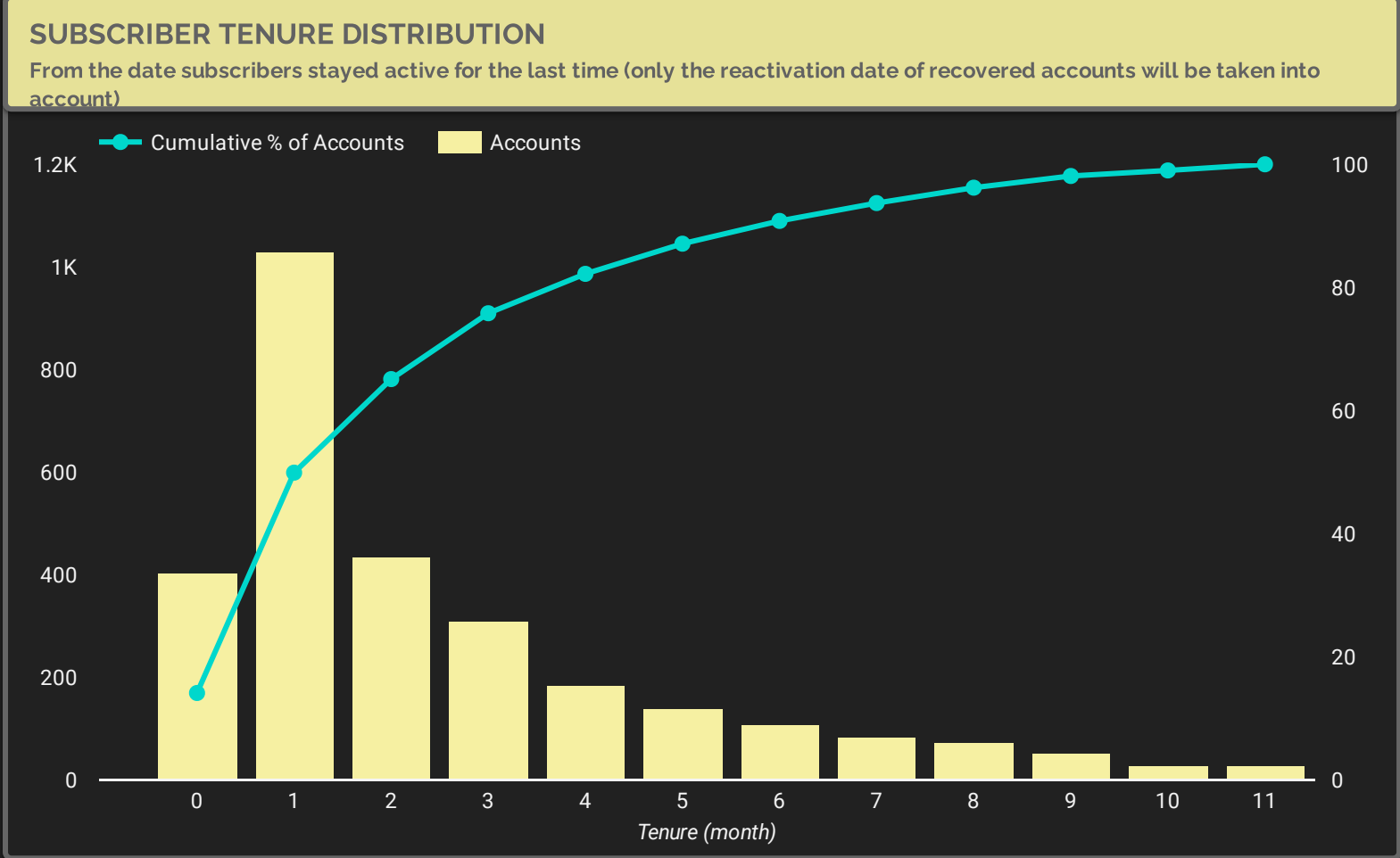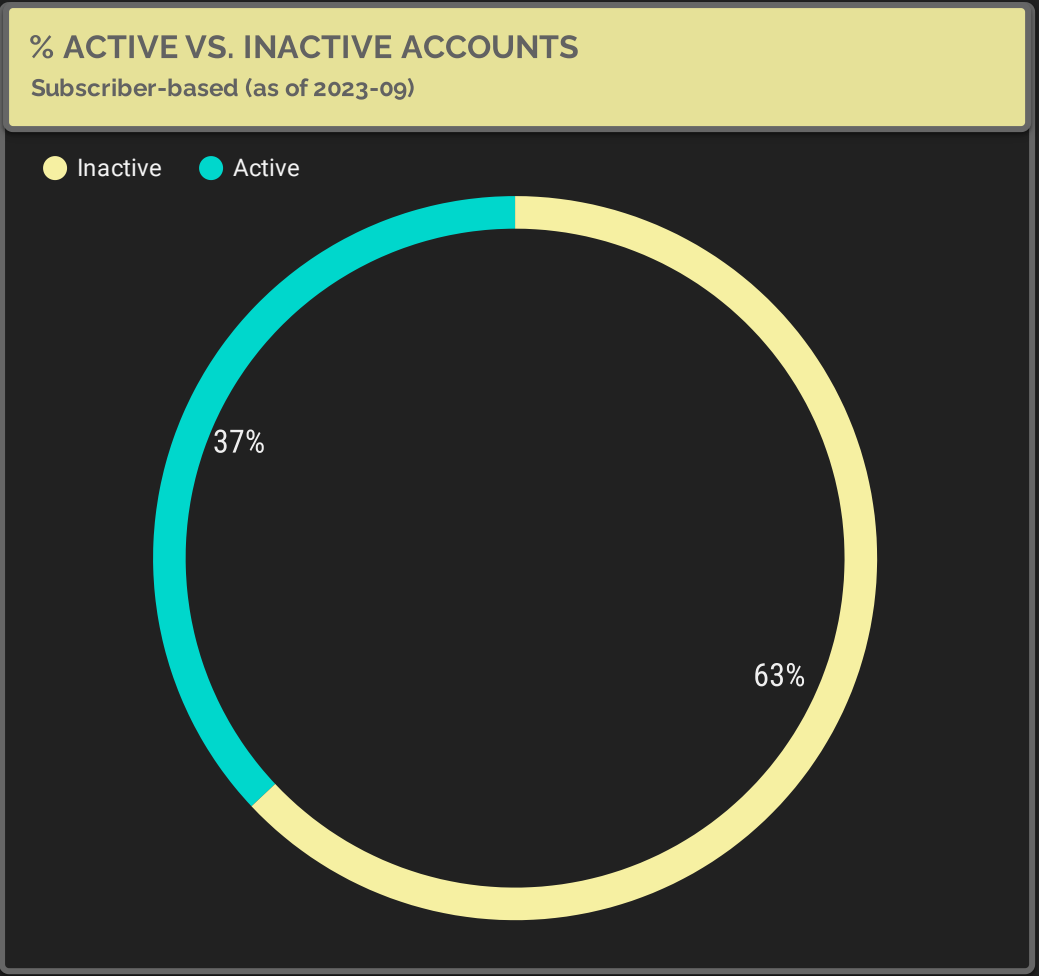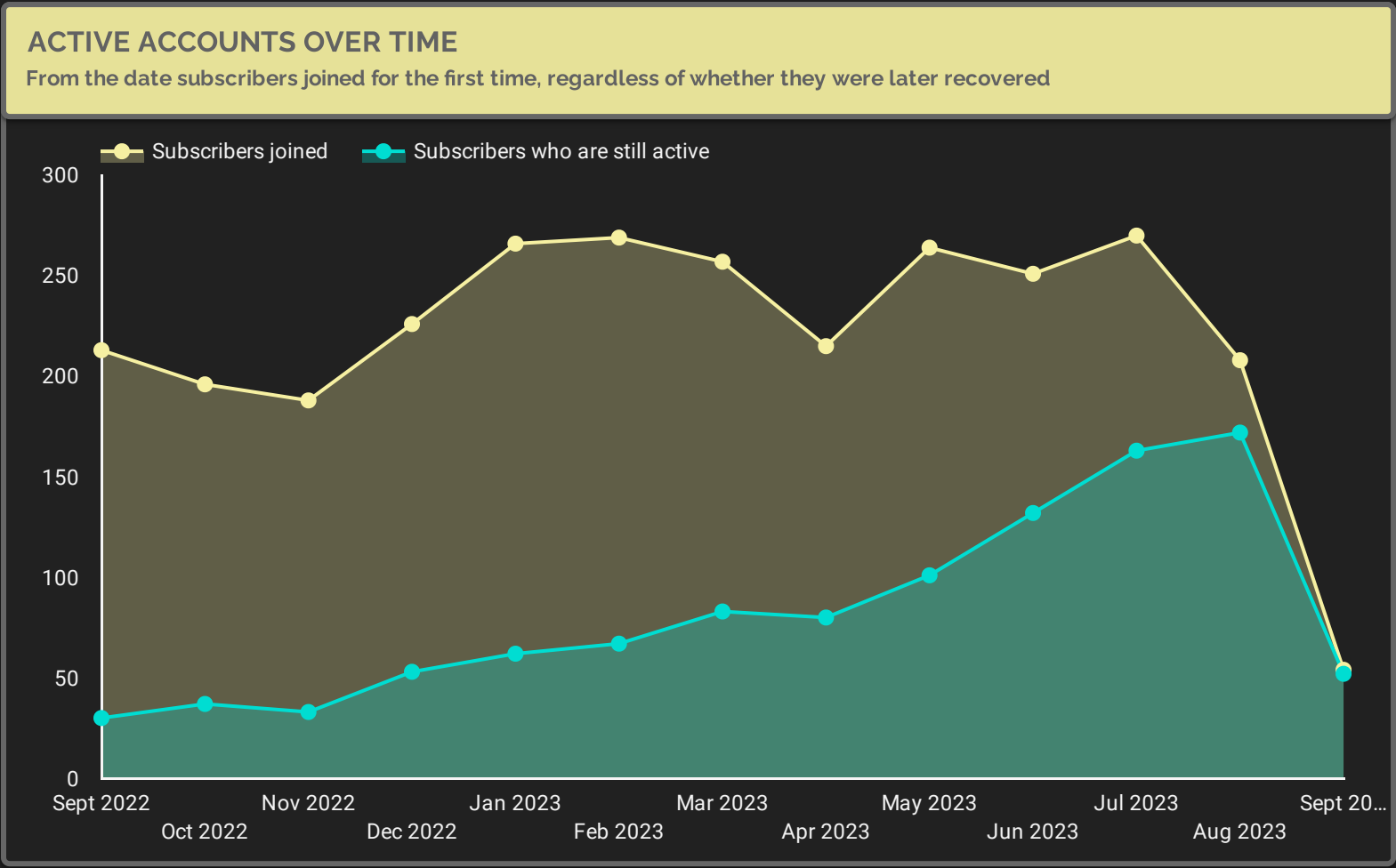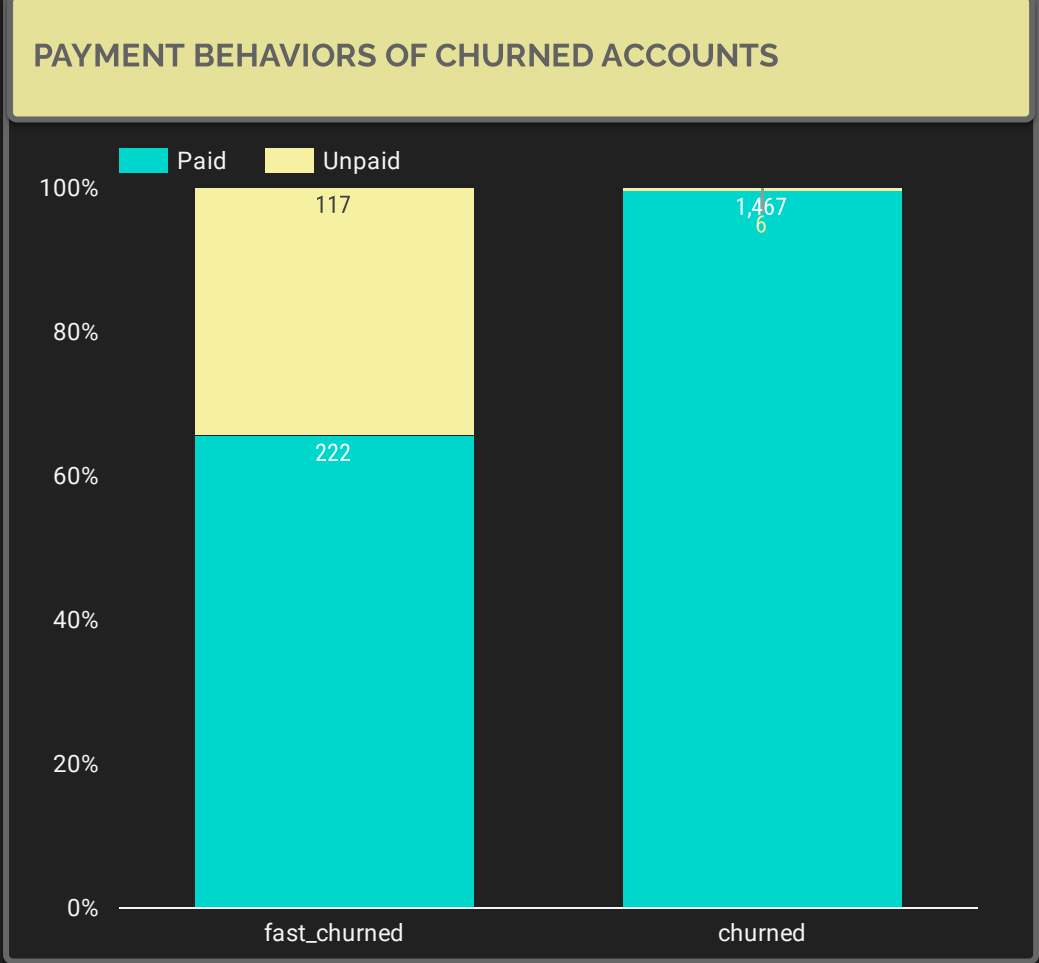| 1,065 | 1,812 | 4.6% | 16,1% | 2 |
|---|---|---|---|---|
| Active Accounts | Churned Accounts | % Unpaid Accounts | % Accounts with 5+ Month Tenure | Avg. Customer Lifetime (months) |

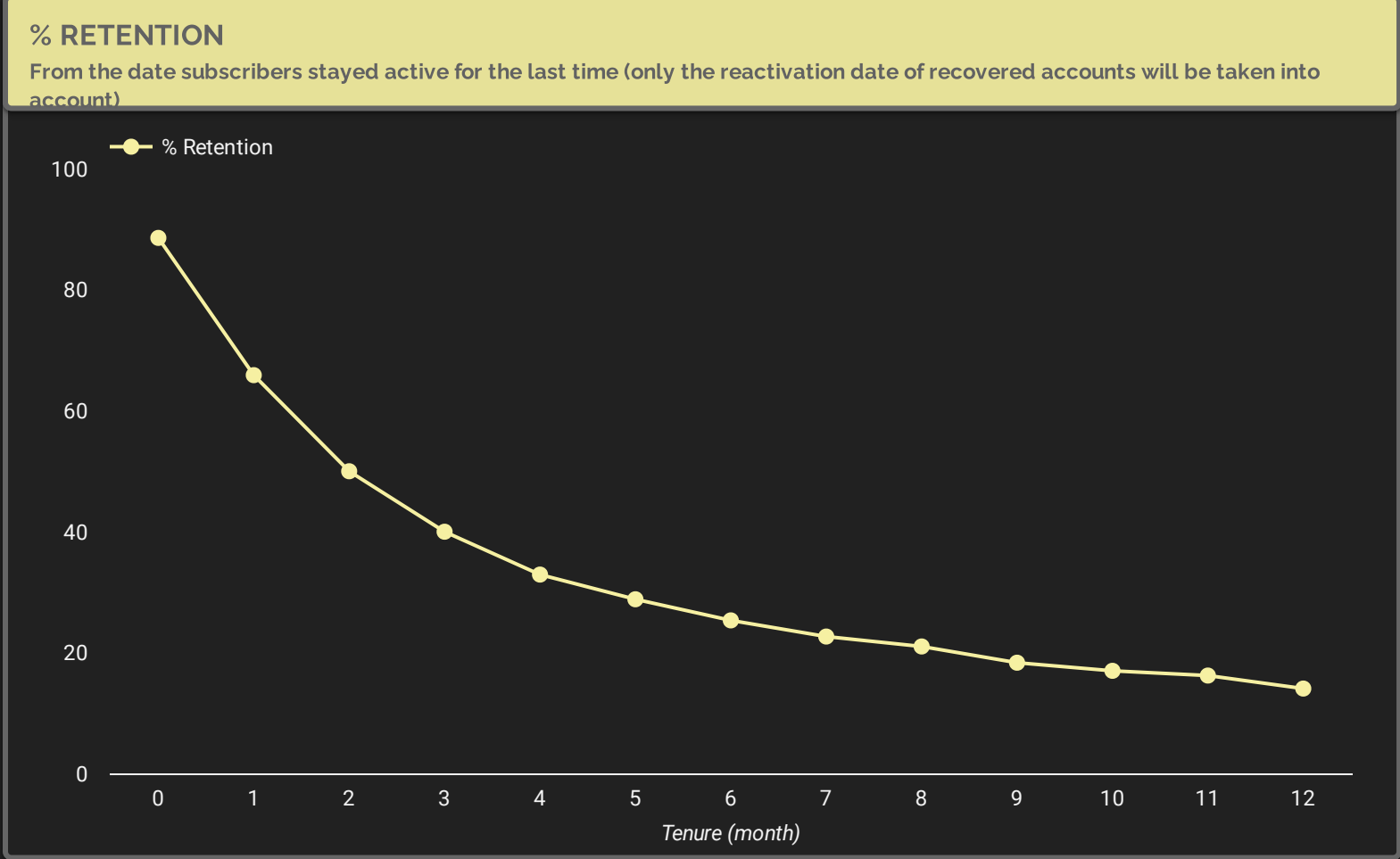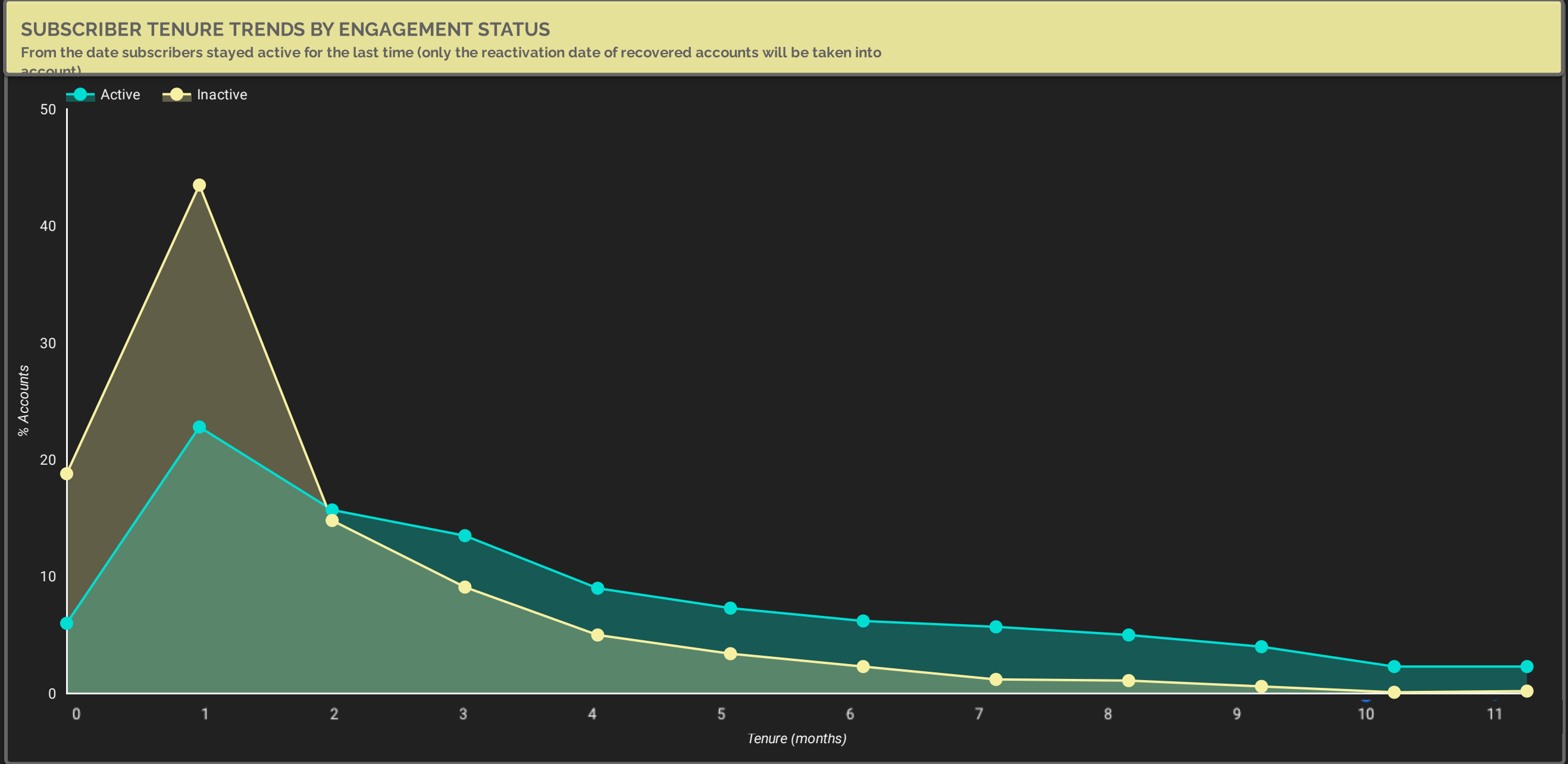**GLOSSARY** (see page 2)

## ACTIVE ACCOUNTS OVER TIME
From the date subscribers joined for the first time, regardless of whether they were later recovered

Legend: Subscribers joined — Subscribers who are still active



## % ACTIVE VS. INACTIVE ACCOUNTS
Subscriber-based (as of 2023-09)

Legend: Inactive — Active

37%
63%



## SUBSCRIBER TENURE DISTRIBUTION
From the date subscribers stayed active for the last time (only the reactivation date of recovered accounts will be taken into account)

Legend: Cumulative % of Accounts — Accounts



## ACCOUNT BREAKDOWN
Subscriber-based (as of 2023-09)

| USER TYPE ▲ | ACCOUNTS | % ACCOUN... |
|---|---|---|
| new | 52 | 1.8 |
| reccuring | 887 | 30.8 |
| recovered | 126 | 4.4 |
| fast_churned | 339 | 11.8 |
| churned | 1,473 | 51.2 |
| | 2,877 | 100 |

## SUBSCRIBER TENURE TRENDS BY ENGAGEMENT STATUS
From the date subscribers stayed active for the last time (only the reactivation date of recovered accounts will be taken into account)

Legend: Active — Inactive



## % RETENTION
From the date subscribers stayed active for the last time (only the reactivation date of recovered accounts will be taken into account)

Legend: % Retention



## PAYMENT BEHAVIORS OF CHURNED ACCOUNTS

Legend: Paid — Unpaid

| | fast_churned | churned |
|---|---|---|
| Unpaid | 117 | 1,467 |
| Paid | 222 | |



## COHORT ANALYSIS (including Fast-Churn)
Tip: switch to 'Users (#)' metric using the 'Optional Metrics' button on the top-right of the pivot chart

| Cohort | Cohort Size | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sept 2022 | 213 | 87.3 | 60.1 | 44.6 | 35.7 | 30 | 25.8 | 21.6 | 18.8 | 16 | 13.6 | 14.1 |
| Oct 2022 | 196 | 89.3 | 64.3 | 49.5 | 39.3 | 33.7 | 28.6 | 25 | 24 | 20.4 | 19.4 | 19.4 |
| Nov 2022 | 188 | 87.2 | 64.4 | 47.3 | 34.6 | 25.5 | 20.7 | 21.3 | 21.3 | 21.3 | 17 | 17.6 |
| Dec 2022 | 226 | 88.5 | 65.9 | 48.7 | 38.5 | 31.9 | 28.8 | 26.5 | 23.9 | 24.3 | 23.5 | - |
| Jan 2023 | 266 | 88.7 | 68.8 | 51.5 | 40.6 | 33.8 | 28.9 | 25.2 | 23.3 | 23.3 | - | - |
| Feb 2023 | 269 | 89.2 | 63.9 | 48 | 39.4 | 29.7 | 28.6 | 25.7 | 24.9 | - | - | - |
| Mar 2023 | 257 | 85.6 | 64.2 | 47.5 | 37.4 | 35 | 32.3 | 32.3 | - | - | - | - |
| Apr 2023 | 215 | 87 | 61.4 | 47.4 | 40.9 | 38.6 | 37.2 | - | - | - | - | - |
| May 2023 | 264 | 89.4 | 64.8 | 50.4 | 41.3 | 38.3 | - | - | - | - | - | - |
| Jun 2023 | 251 | 87.3 | 64.9 | 55 | 52.6 | - | - | - | - | - | - | - |
| Jul 2023 | 270 | 88.1 | 65.6 | 60.4 | - | - | - | - | - | - | - | - |
| Aug 2023 | 208 | 88 | 82.7 | - | - | - | - | - | - | - | - | - |
| Sept 2023 | 54 | 96.3 | - | - | - | - | - | - | - | - | - | - |

Month / Retention (%)
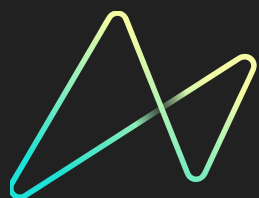
# Glossary

**- Active Account:**    Subscriber whose account has not been canceled within a specific time frame (the payment status doesn't affect the access to the service in this case).

**- Active Account with 5+ month tenure:**    Subscribers whose accounts have remained active for 5 or more consecutive months after the last active subscription.

**- Avg. Customer Lifetime (months)**    Average number of months a subscriber remains subscribed after the last active subscription.

**- Churned Account:**    Subscriber whose account has been canceled within a specific time frame and has not been returned (churn can only be voluntary in this case, as the subscriber chooses to stop the subscription by not renewing).

**- Fast Churn:**    Subscriber who has canceled the subscription within the same month they signed up and has not been returned.

**- Inactive Account:**    Subscriber that has been stopped engaging for the subscription (see definition of 'Churned Account')

**- New Account:**    Subscriber who has just signed up for the subscription. It's basically it's first step in their journey.

**- Paid Account (%):**    Percentage of subscribers that have successfully paid the subscription within the billing cycle.

**- Recovered Account:**    Subscriber who previously stopped engaging with the subscription, but has returned.

**- Recurring Account:**    Subscriber who has remained continuously active with the subscription, without any interruptions. If there was a break in activity, even if the subscriber has now been active for consecutive months, they are considered recovered.

**- Subscriber joined:**    Subscriber who has signed up for the plan for the first time (see definition of 'New Account'). For recovered accounts, the original sign-up date is used to determine when they initially joined.

**- Subscriber joined still active:**    Subscriber who has signed up for the plan for the first time and remain active to this today (see definition of 'Active Account'). For recovered accounts, the original sign-up date is used to determine when they initially joined.

**- Unpaid Account (%):**    Percentage of subscribers that have not paid the subscription within the billing cycle.