SaaS Churn Analysis

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Tools: SQL | R | Tableau

Business Problem

Subscription-based SaaS companies depend on recurring revenue.
Customer churn directly impacts growth and long-term sustainability.

The objective of this project was to:

- Measure overall churn rate
- Identify high-risk customer segments
- Analyze churn trends over time

Data & Methodology

Dataset: SaaS subscription data (Kaggle)

Steps performed:

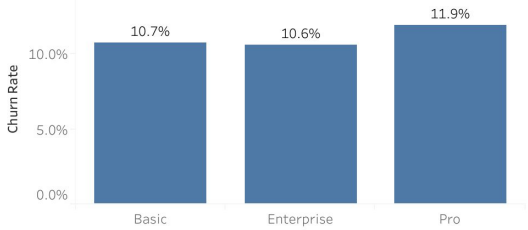
- Cleaned and standardized schema in SQL
- Created tenure metrics in R
- Built churn segmentation (plan & tenure buckets)
- Developed executive dashboard in Tableau

Key Metrics

- Overall churn rate: 11.1%
- Highest churn rate: Pro plan (11.9%)
- Increasing churn trend in late 2024
- Short-tenure customers show higher churn probability

SaaS Churn Dashboard

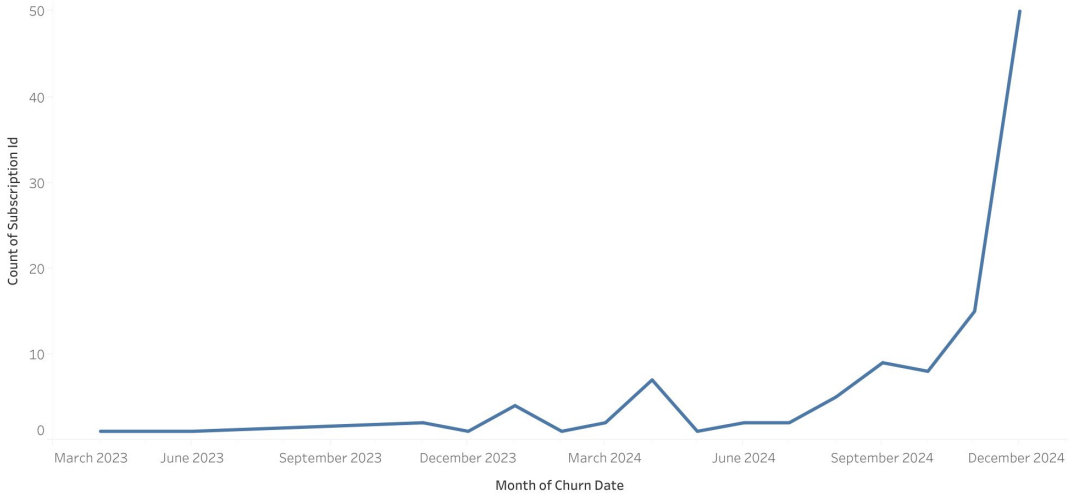
Churn by Plan



Overall Churn Rate

11.1%

Monthly Churn Trend



What This Means for the Business

- Early-stage customers require stronger onboarding
- Pro plan may need value proposition review
- Rising churn trend should be monitored closely
- Further analysis could explore pricing or usage behavior