## **Introduction**

I am sure you have heard the phrase - retention is the key! Indeed, strong retention of users over time is a great indicator of product-market fit, something all start-ups intend to achieve.

To improve retention, it is imperative to understand leading indicators of churn and then improve the product accordingly.

So in this post, we look at a fictious SaaS company’s 3 months data (generated randomly) to understand how to do churn analysis.

## **Company Details & Data**

TakeZero is a fictitious SaaS company that allows teams to collaborate and build basic no code web and mobile apps. We have data points for Q4 2019 i.e. October, November, December.

File - <https://drive.google.com/file/d/1nSvVEAIh2sEIzTep53OcRjgXhYZyWrbn/view?usp=sharing>

## **Objective**

Our objective is to suggest product changes needed to reduce churn.