Link to Document:

[Churn Analysis](https://docs.google.com/document/d/1hw_HidZWS3h-XWWFhGTGtZCF2iSbQMwJIvPN2c8FowM/edit?usp=sharing)

**Customer Churn Prediction Analysis**

### **Why This Data Matters:**

* **User Engagement Patterns**: Understanding how frequently users interact with key features helps in identifying those who are likely to churn due to lack of engagement.
* **Feature Usage**: Pinpointing features that users are not engaging with helps in improving them or offering personalized re-engagement strategies.
* **Customer Satisfaction**: Satisfaction scores and support data provide insights into the overall user experience and potential areas for improvement.
* **Subscription Data**: Tracking cancellations, downgrades, or renewals helps in pricing optimization and understanding how different pricing models impact churn.

### **1. User Demographics and Profile Data**

* **User age, location, and occupation**: This helps you understand if certain user groups are more likely to churn.
* **Subscription plan**: Whether users are on the Basic, Standard, or Premium plan.
* **Referral source**: How users found out about Lightforth (e.g., organic search, referral, social media).

### **2. Feature Engagement Data**

* **AI Resume Builder usage**:
  + How many resumes are being built?
  + Frequency of resume updates.
  + Time spent creating resumes.
* **AI Assistant (AI Companion)**:
  + Number of interactions with the AI Assistant.
  + Frequency and length of conversations.
  + Time spent using the AI Assistant.
* **Job Auto-application usage**:
  + Number of job applications submitted via the Auto-Apply feature.
  + Frequency of auto-applications.
* **Cybersecurity and other courses**:
  + Course enrollment and completion rates.
  + Time spent on course materials and assignments.
  + Frequency of interaction with course content.
  + User feedback on course quality.
* **Mock Interview usage**:
  + Frequency of mock interviews.
  + Progress in interview prep and feedback.

### **3. User Engagement Data**

* **Login frequency**: How often users log in to the platform.
* **Session duration**: Time spent per session across different features.
* **Inactive periods**: Length of inactivity before a user logs back in or churns.
* **Time to first job offer**: Whether users receive job offers and how quickly.
* **Job search progress**: How far users get in their job search journey using the platform.
* **Notifications and reminders interaction**: Whether users respond to emails, push notifications, or alerts about new jobs, resume suggestions, or course updates.

### **4. Subscription and Financial Data**

* **Subscription length**: How long users have been subscribed to their current plan.
* **Renewal and cancellation data**: Insights into when and why users cancel subscriptions.
* **Lifetime value (LTV)**: The total revenue each user has brought in during their time on the platform.
* **Discounts or promotional offers**: How discounts and promotions influence churn.

### **5. Customer Support and Feedback**

* **Support tickets**: Number of support tickets raised and resolved, along with the nature of the issues.
* **User feedback and satisfaction surveys**: Qualitative data on user satisfaction, feature requests, and overall platform experience.
* **Net Promoter Score (NPS)**: Measuring users’ likelihood of recommending Lightforth to others.
* **Churn reasons**: Categorical data on why users leave (e.g., found a job, dissatisfied with features, cost, etc.).

### **6. Competitor Usage**

* **Competitor tracking**: If possible, gather data on whether users are also using other platforms like Coursera, Udemy, or LinkedIn Learning.

### **7. Engagement with Personalization Features**

* **Personalized content usage**: How often users engage with personalized study plans, job recommendations, or AI-driven check-ins.
* **Milestone achievements**: Track whether users reach key milestones (e.g., first job offer, course completion) and how this impacts churn.

### **8. Platform Interaction Data**

* **Device and browser type**: Device preferences (e.g., mobile, desktop) and how they affect engagement and churn.
* **Interaction heatmaps**: Which parts of the platform users engage with the most or the least.

From Telco Churn Analysis:

Payment method, Online Back up, Internet service, Tech support, Online security, Senior citizen, Tenure, Monthly Charges, Total Charges