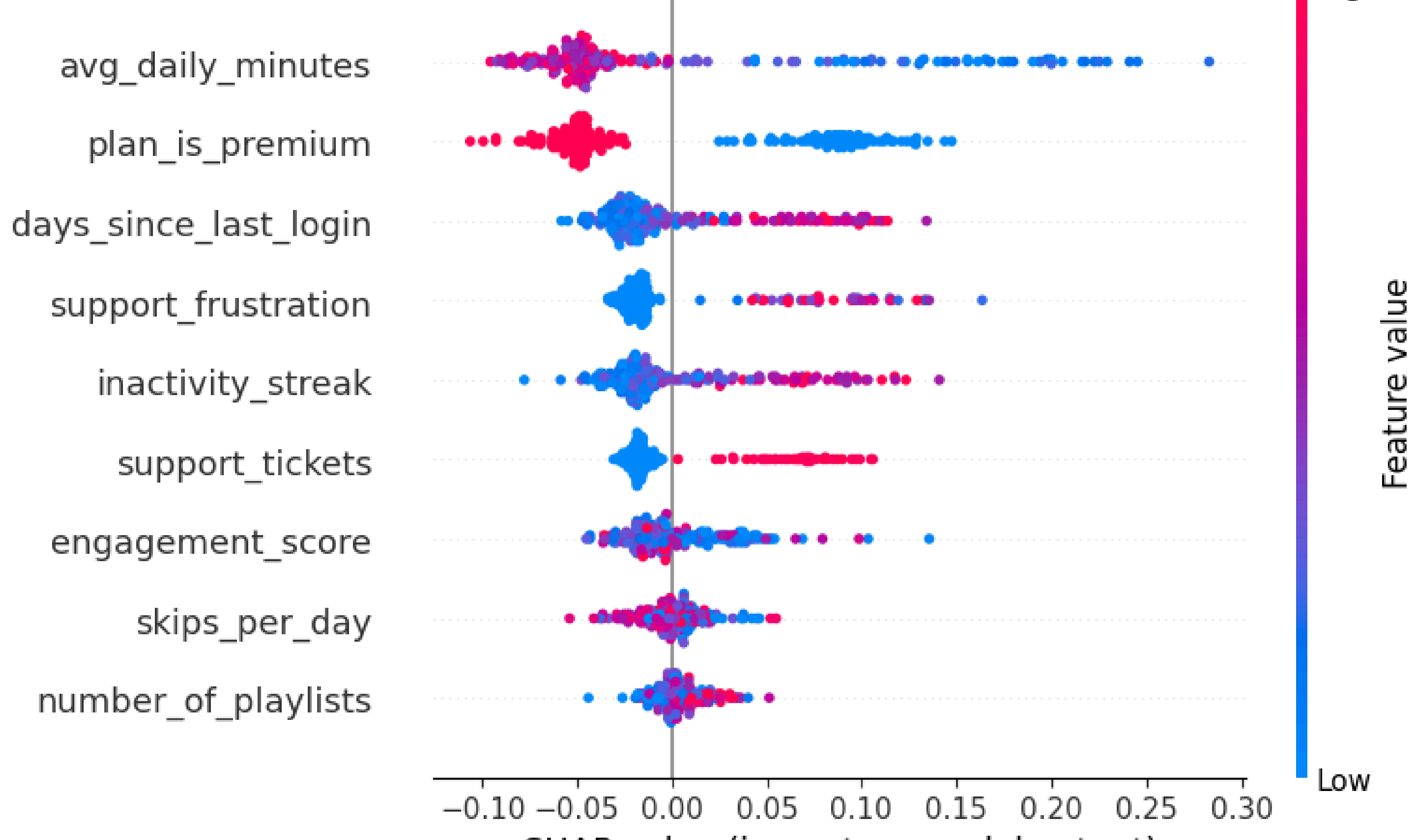




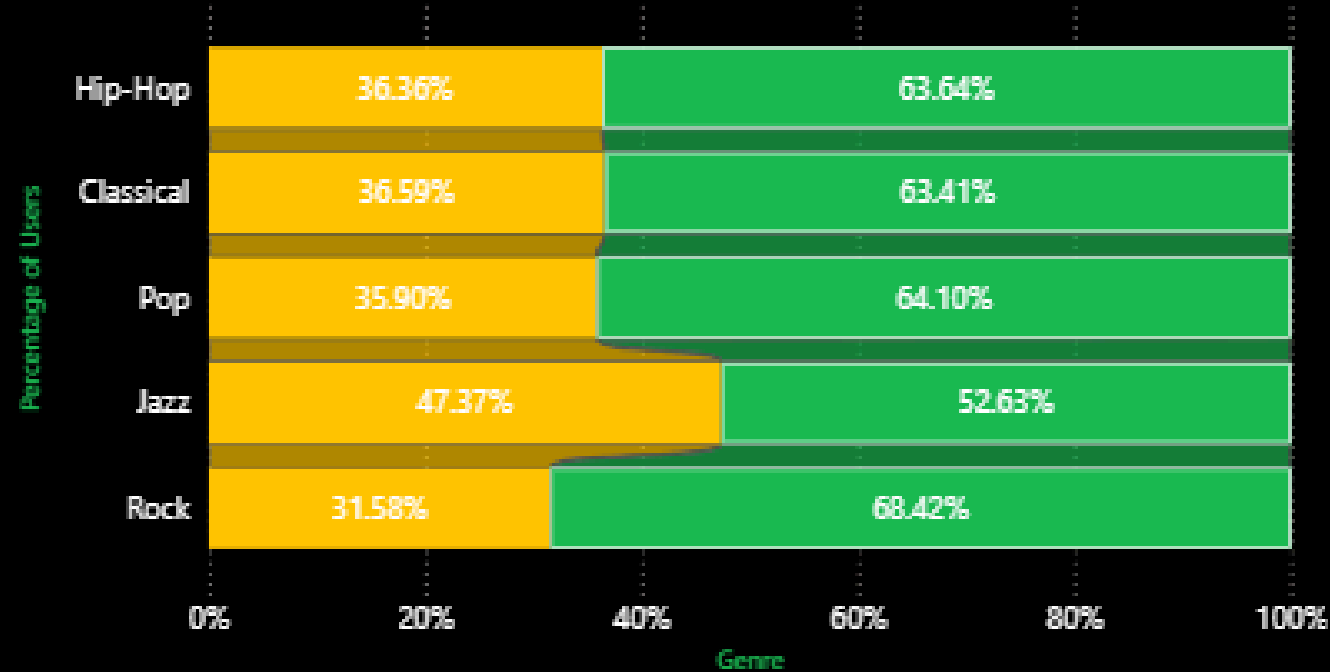
Spotify User Retention Insights

Turning data into stories of engagement 🎧



User Distribution by Genre and Plan Type

plan_is_premium ● 0 ● 1



User Insights

\$129.8542

TotalRevenueAtRisk

18.50%

Churn Rate

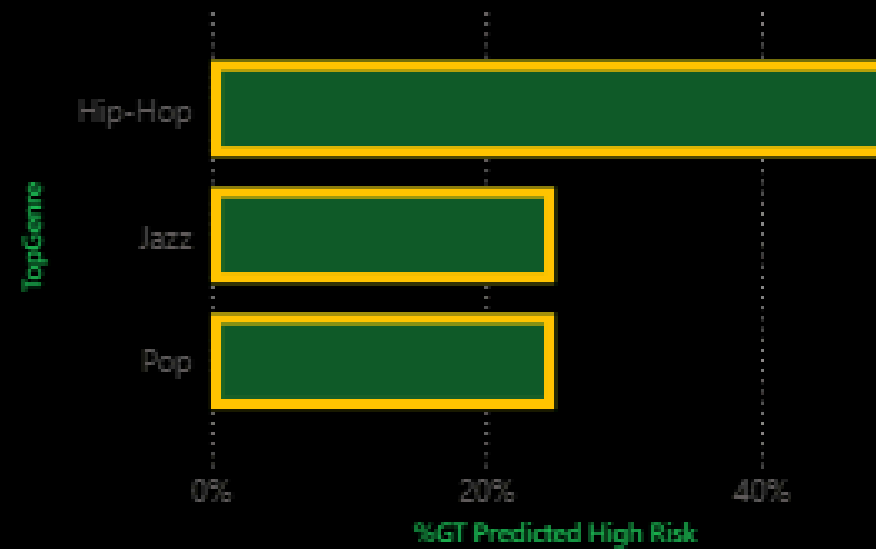
79.00%

Model Accuracy

4

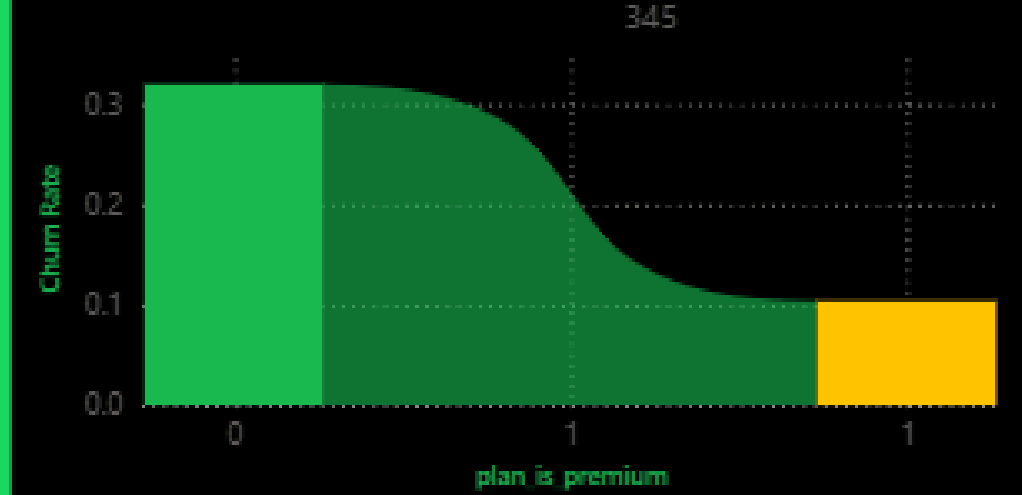
Predicted High Risk

Retention by Segment

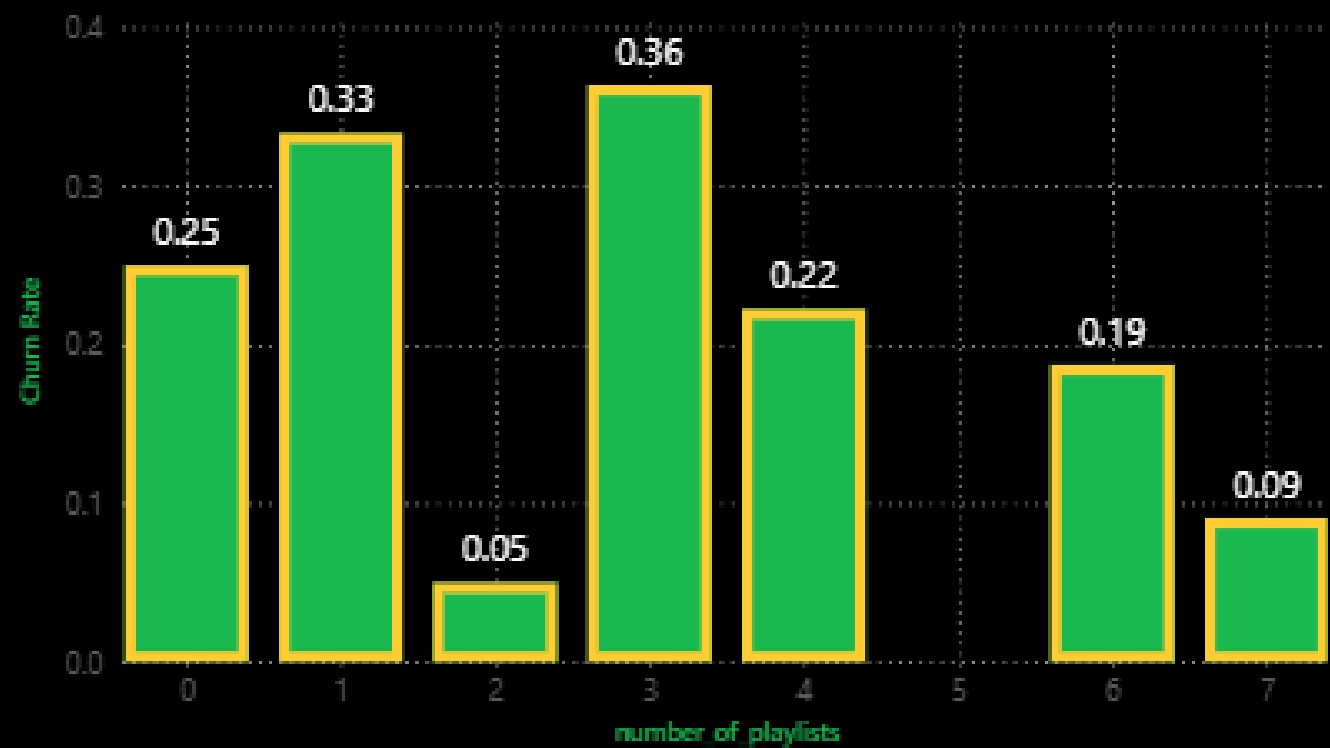


Churn by plan type

Sum of number_of_playlists 127 345 563



Plan Mix (Free vs Premium)



Main Drivers of Churn Risk

