MavenFlix Subscription Analysis

CUSTOMER RETENTION & CHURN INSIGHTS

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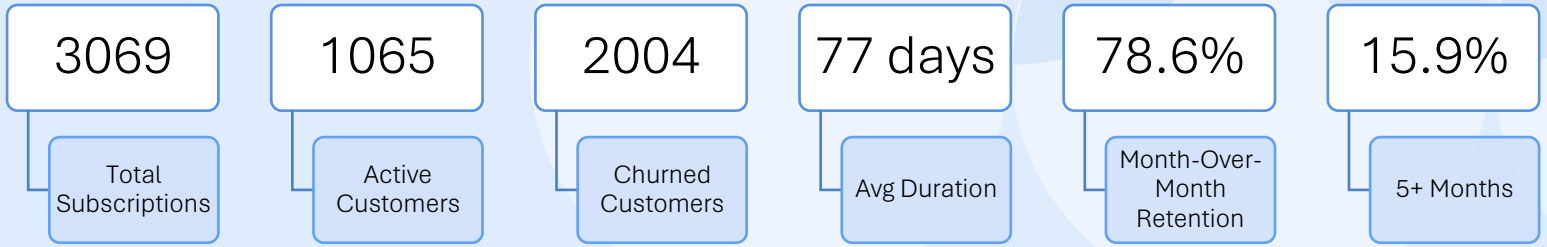
EXECUTIVE SUMMARY

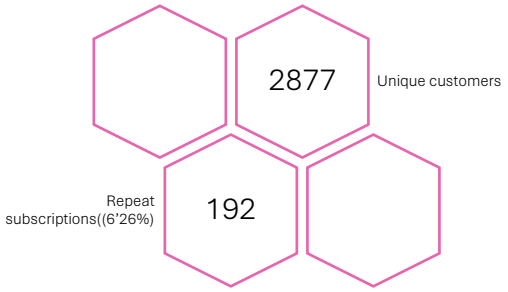
Github Repository: https://www.github.com/pandey-rakshit/mavenflix-analytics/

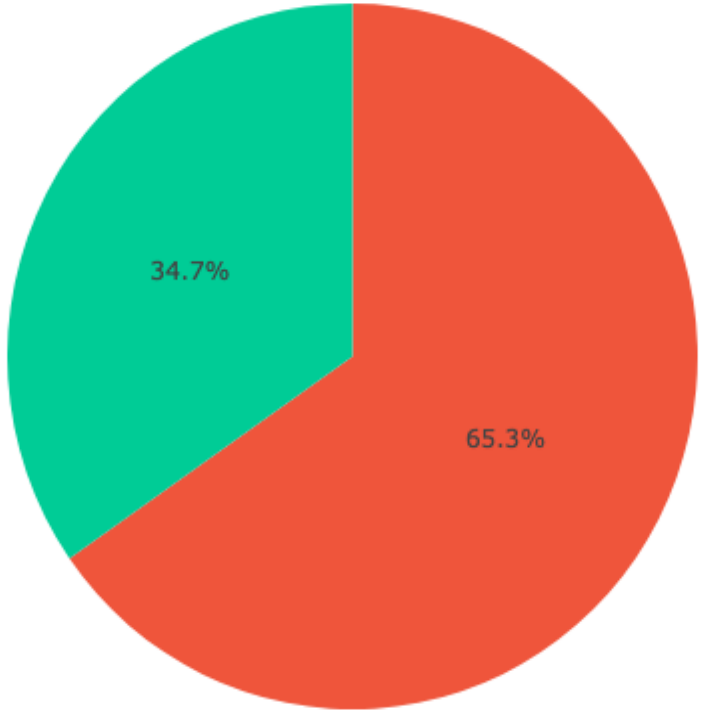


KEY TAKEAWAY

High churn rate (65.3%) with most customer leaving within first 2 months. Only 15.9% stay beyond 5 months, indicating early-stage retention problem

SUBSCRIPTION STATUS OVERVIEW





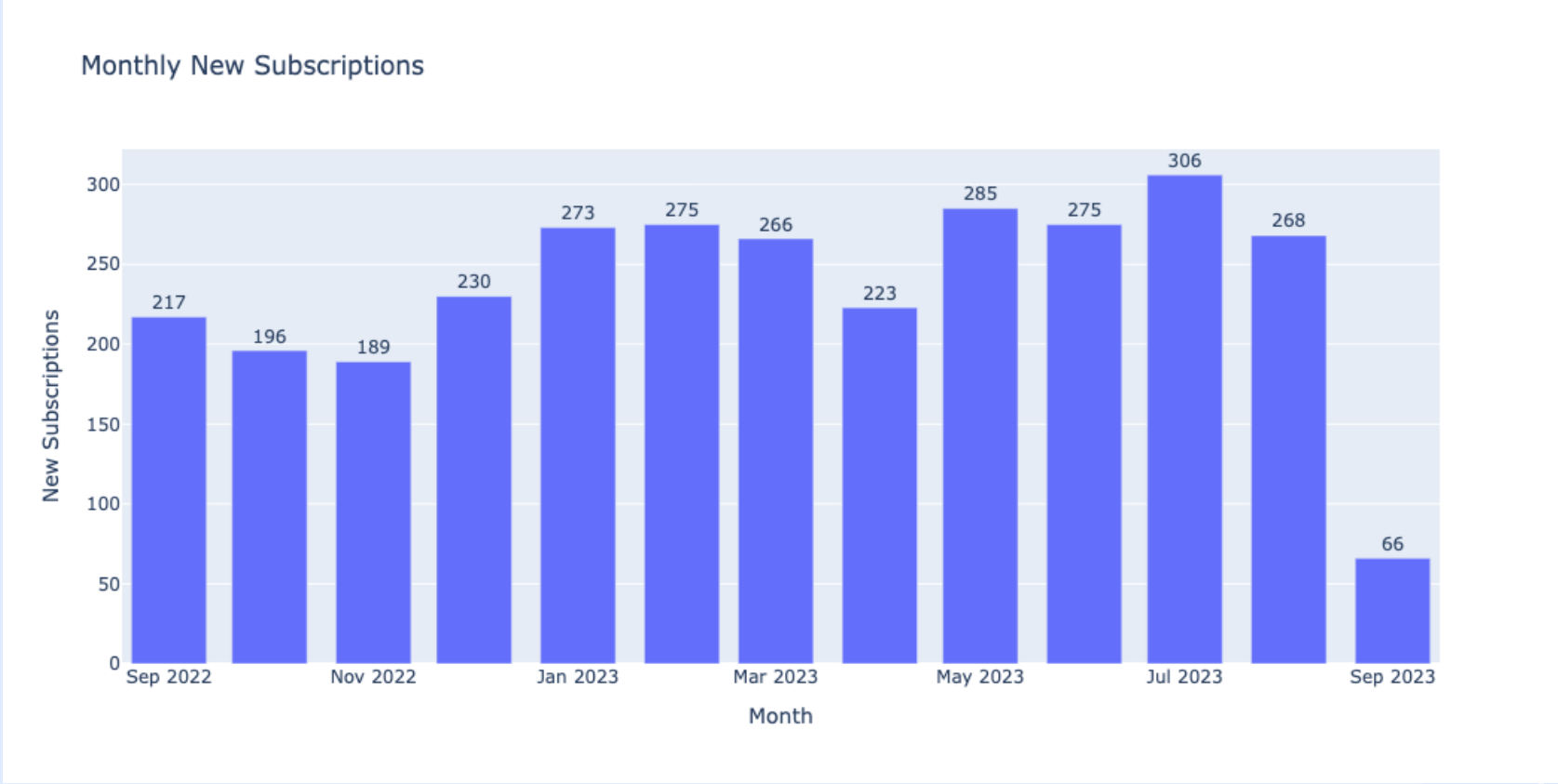
Canceled
Active

- 65% of all subscriptions have been canceled
- Only 34.7% customers remain active
- For every 3 customers acquired, 2 have left
- Indicates a significant retention problem

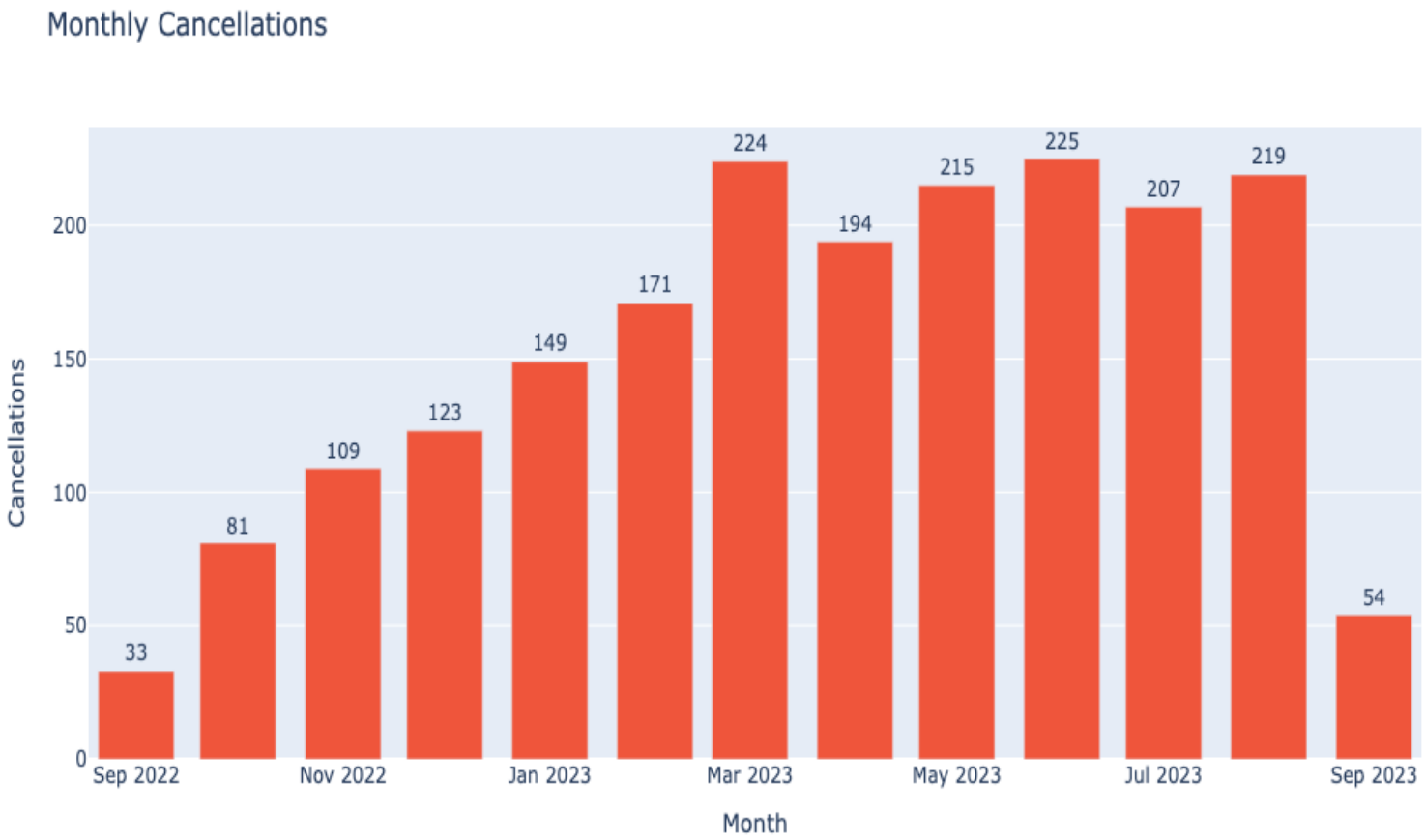
The high cancellation rate signals an urgent need to understand and address the root cause driving customers away.

MONTHLY NEW SUBSCRIPTIONS

- Acquisition ranged from 189 (Nov 2022) to 306 (Jul 2023)
- Upward trend in 2023 compared to late 2022
- July 2023 was the peak month
- Sep 2023 is incomplete (66)

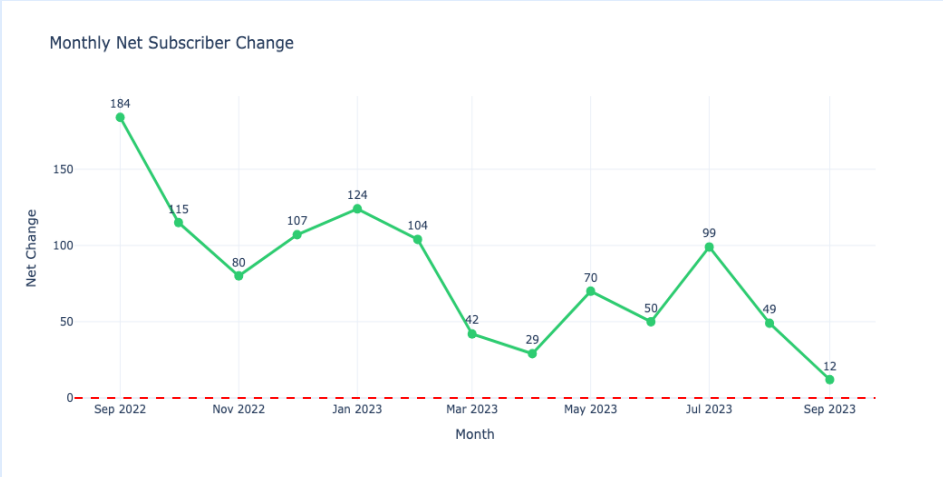


MONTHLY CANCELLATIONS



- 7x increase over the year
- Cancellations grew from 33 (sep 2022) to 225 (Jul 2023)
- Peak Month: Mar 2023 (224), July 2023 (225)
- Churn got worse as customer base grew.

ACQUISITION VS. CANCELLATION PATTERNS



GROWTH DESPITE CHALLENGES

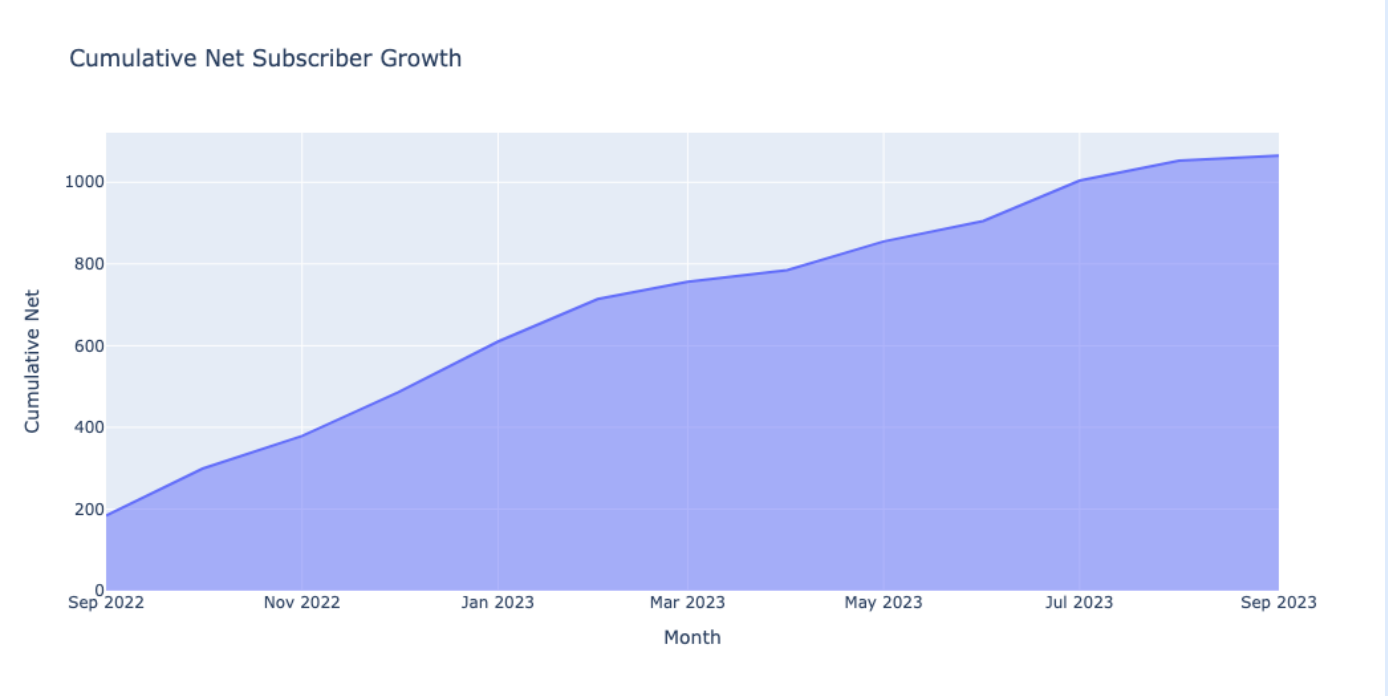
- New subscription peaked at 306 in July 2023, while cancellations reached their high of 225 in June 2023
- Cumulative net subscriber growth shows an upward trend, reaching 1065 active subscribers by September 2023 – a positive signal despite persistent churn

WARNING SIGNS

- Net Change dropped from 184 (sep 2022) to 12 (Sep2023)
- Growth is positive but declining
- Lowest point: Apr 2023 (+19)

CUMULATIVE NET SUBSCRIBER GROWTH

- Subscriber base grewfrom ~200 to ~1065 over the year
- 5x growth in 12 months
- Curve is flattering toward the end
- Growth is decelerating

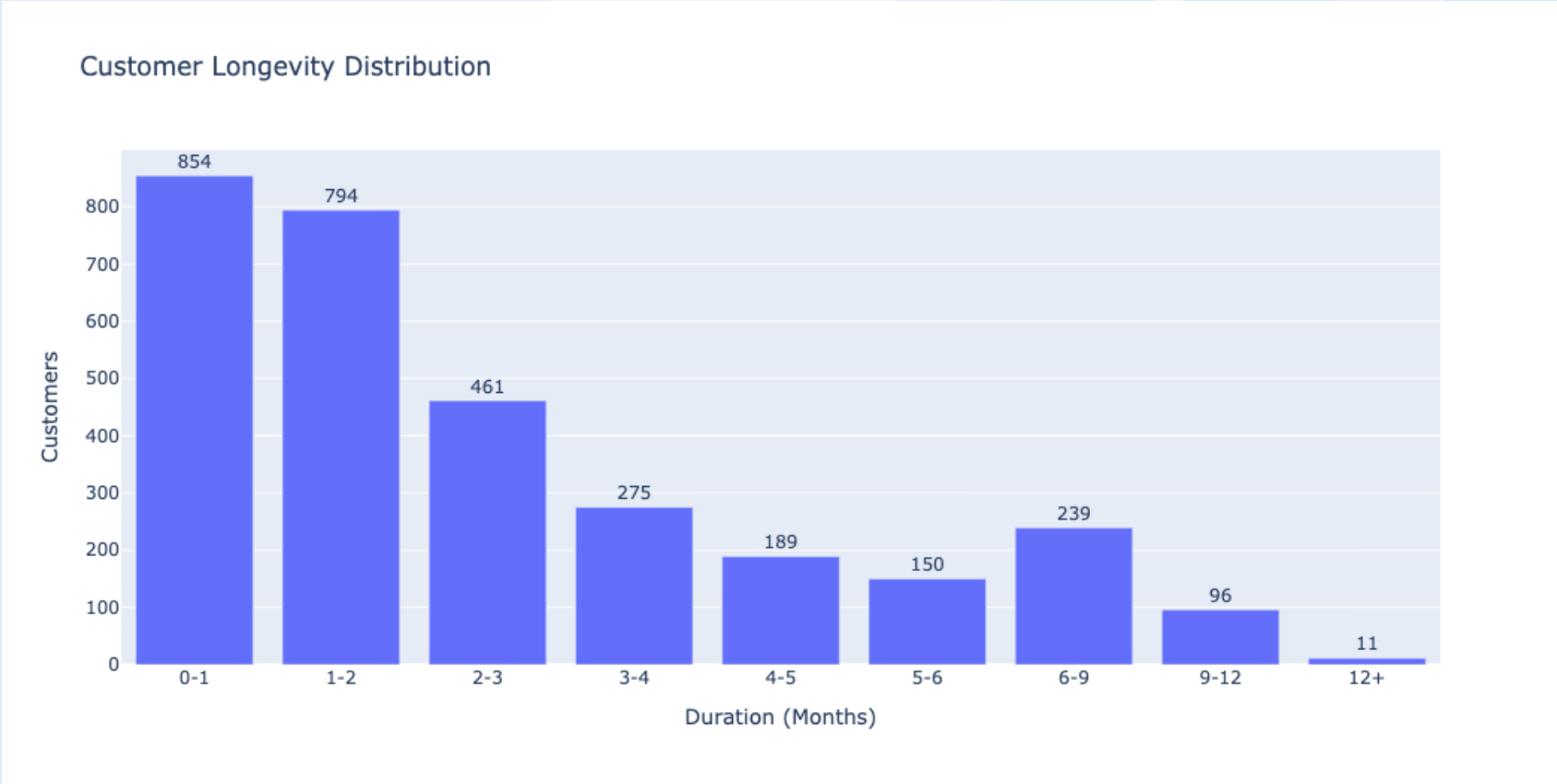


CUSTOMER LONGEVITY DISTRIBUTION

854 Customers — Churned within first month – the largest segment

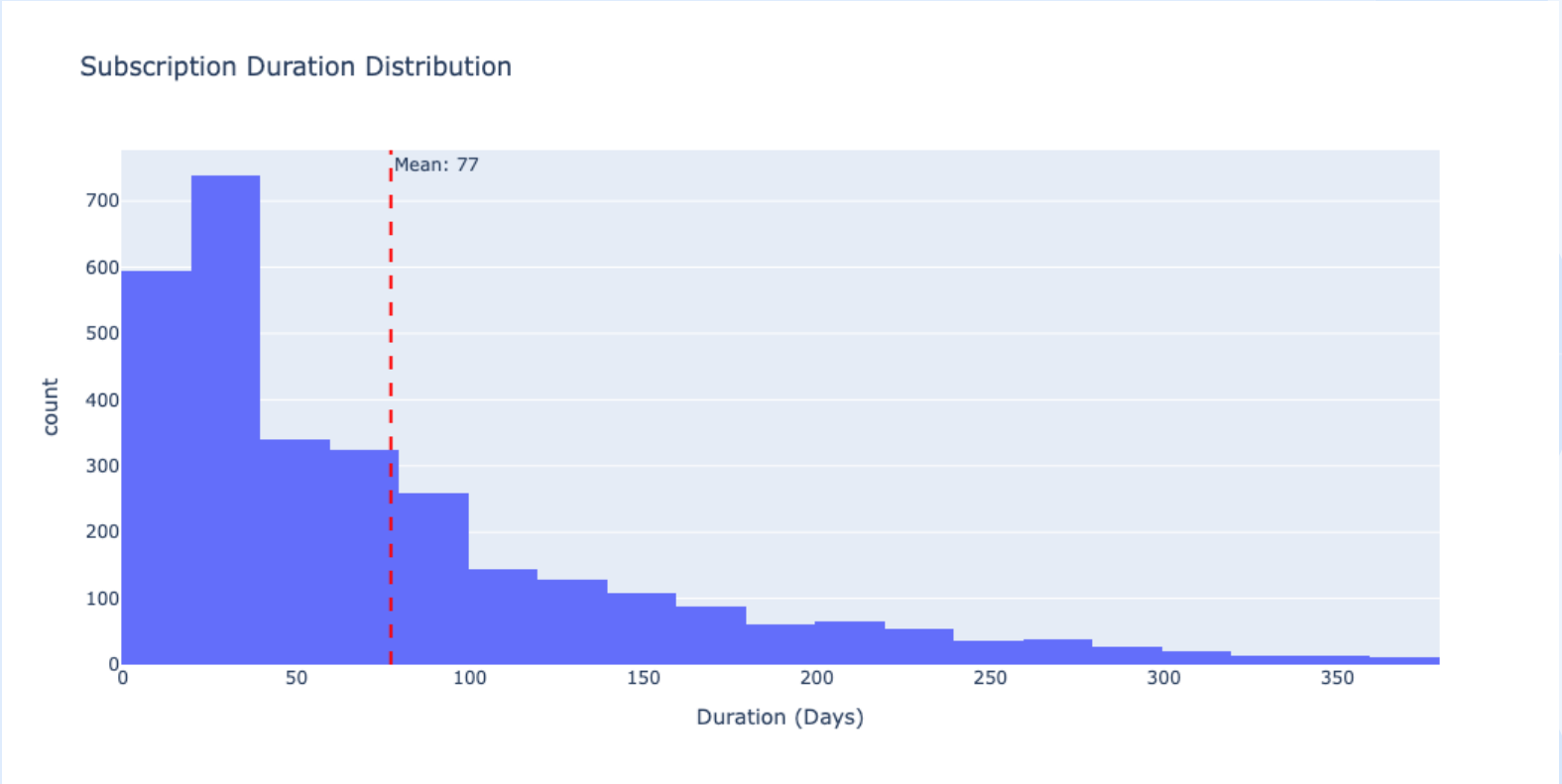
77.2 Days — Average subscription duration (median: 52 days)

16.16% — Only 496 customers maintain subscriptions for 5+ months

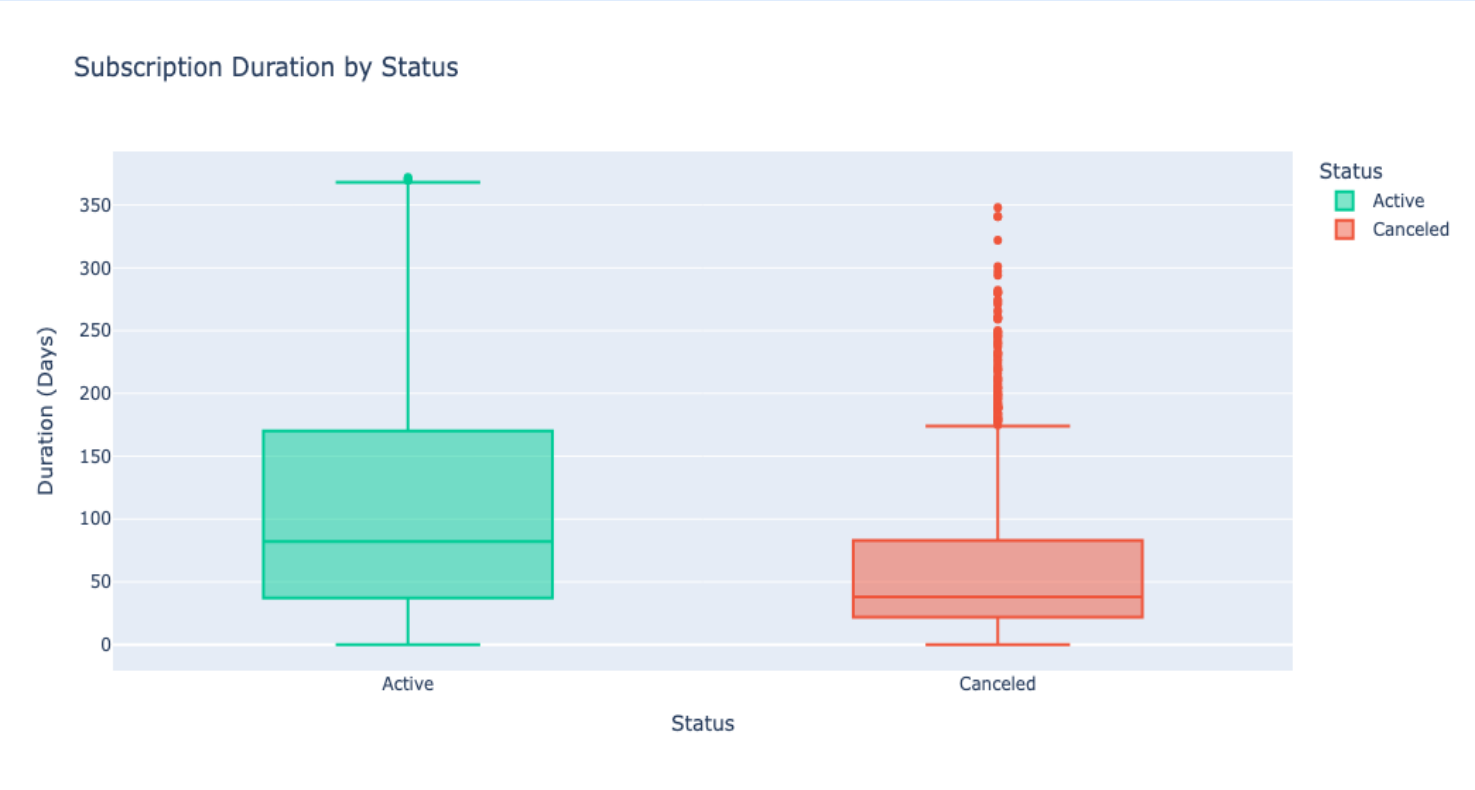


SUBSCRIPTION DURATION DISTRIBUTION

- Mean duration: 77 days (~2.5 Months)
- Distribution is heavily right skewed
- Most subscriptions last 0-100 days
- Very few last beyond 200 days



SUBSCRIPTION DURATION BY STATUS

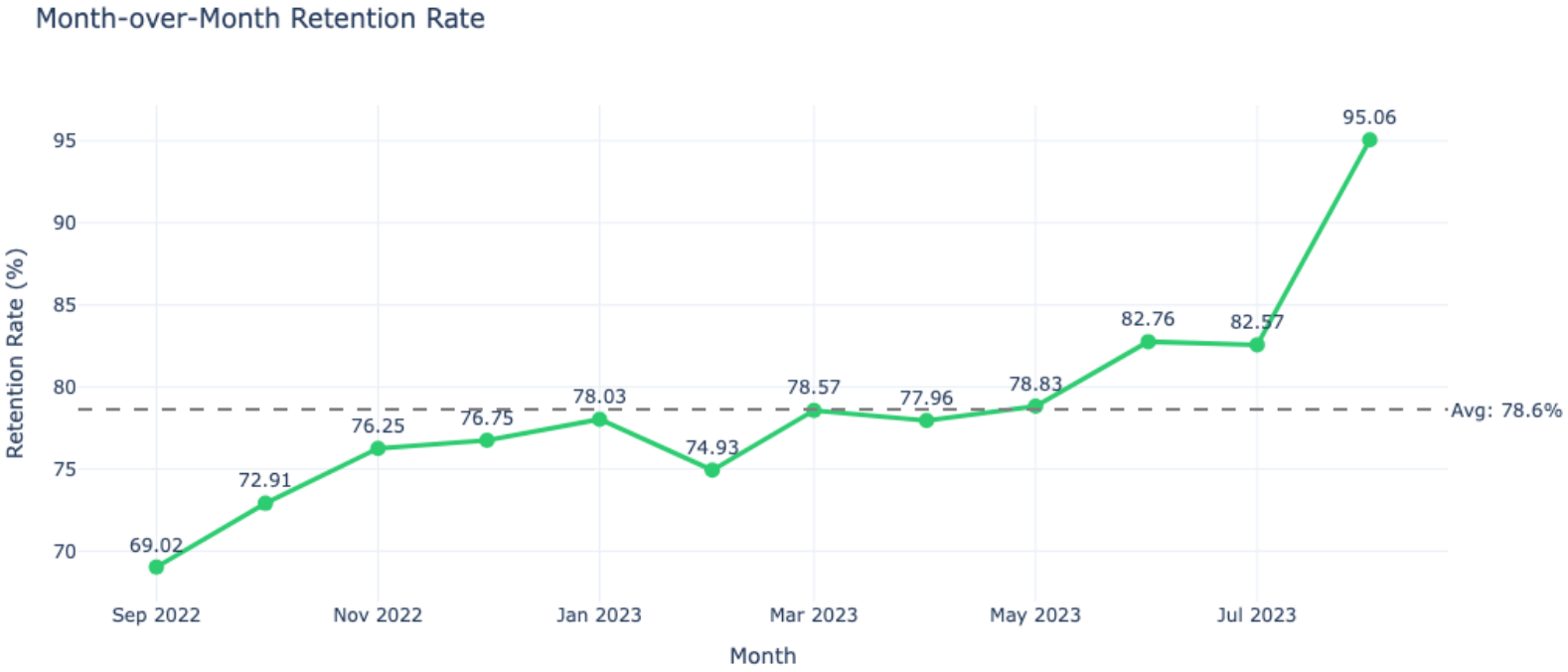


- Active median: ~90 days
- Canceled Median: ~40 days
- Canceled customers left within first 1-2 months
- Active customers have been around longer

THE PAYMENT PROBLEM

- Paid subscriptions: 2,936 (1,055 active, 1,881 canceled)
- Unpaid subscriptions: 133 (10 active, 123 canceled)
- Unpaid churn rate: 92%
- Paid churn rate: 64%

MONTH OVER MONTH RETENTION RATE



- MoM retention improved from 69% (Sep 2022) to 95% (Aug 2023)
- Average: 78.6%
- Dip in Feb 2023 (74.93%)
- Retention is improving over time

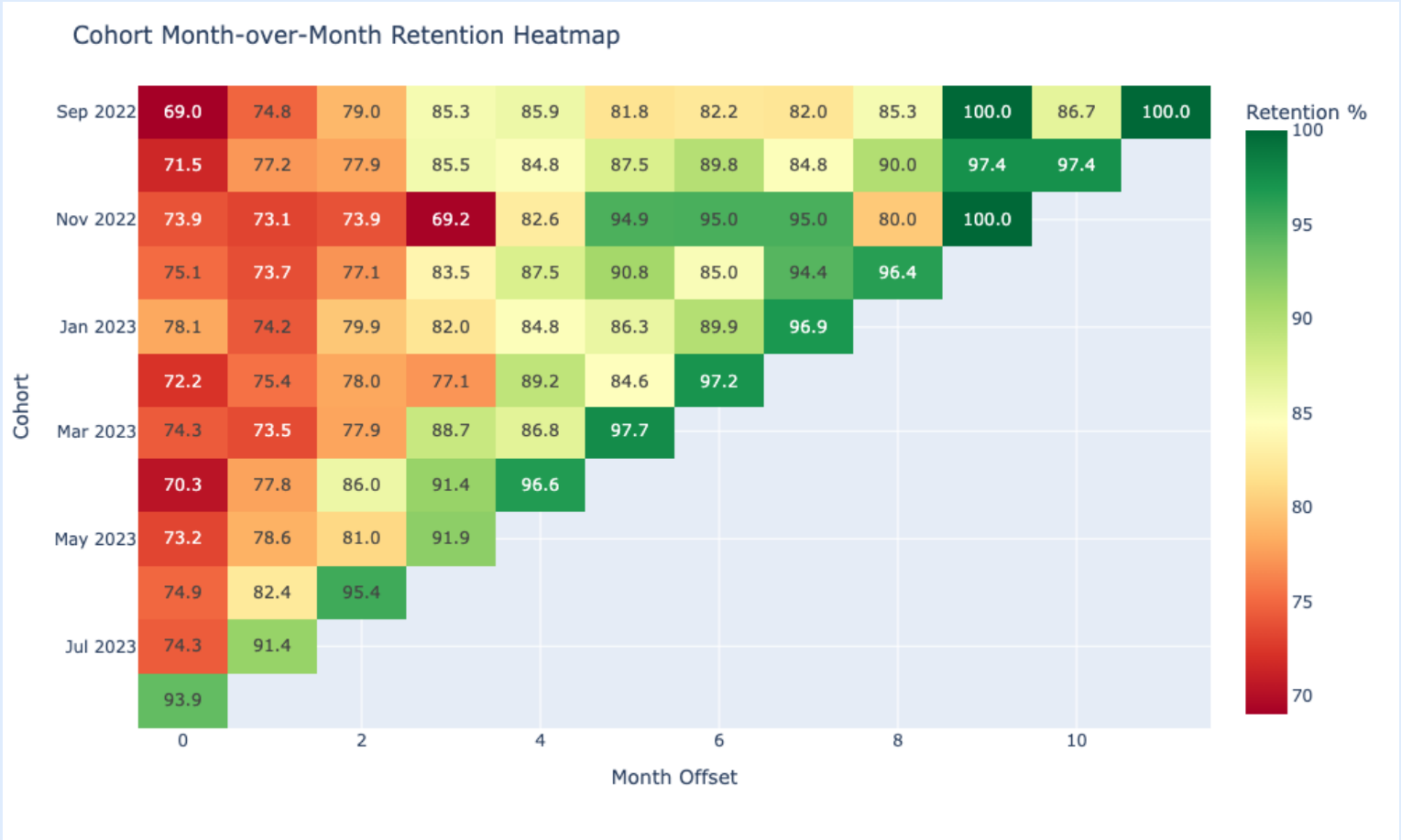
MONTH OVER MONTH CHURN RATE

- MoM churn dropped from 31% (Sep 2022) to 5% (Aug 2023)
- Peak churn: Feb 2023 (25%)
- Clear downward trend
- Whatever changed in mid-2023 is working

COHORT MONTH-OVER-MONTH RETENTION HEATMAP

Older vs. Newer Cohorts

- September 2022 cohort shows only 9.22% long-term retention, while recent cohorts demonstrate higher initial retention due to recency.
- The September 2023 cohort shows 96.97% retention, but this is expected as they've had minimal time to churn.
- Best retention: September 2023 (96.97%)
- Worst retention: September 2022 (9.22%)
- Clear pattern: retention degrades significantly over time



MONTH OVER MONTH STABILITY

Average Churn: 78.64%

Persistent monthly churn rate

Average Retention: 21.36%

Month-over-month retention rate

The platform shows relatively stable month-over-month metrics. Best retention month was August 2023 (95.06%), while worst was September 2022 (69.02%). This consistency suggests systemic issues rather than seasonal fluctuations.

KEY FINDINGS

Finding	Evidence
High overall churn (65.3%)	Status distribution Chart
Early churn is critical	54% leave within 2 months
First month retention is weakest	Heatmap shows 69-94% at offset 0
Retention is improving	MoM retention: 69% → 95%
Growth is slowing	Net change: +184 → +12
Payment is not the main issue	64% of paid customers still churned

TOP RECOMMENDATIONS

Focus on First 60 Days

Problems
- 54% churn within 2 months

Action:
- Improve Onboarding
- Engagement emails
- Personalized content

Why ?
- Early churn is the biggest leak in the funnel

Payment Recovery

Problem:
- 92% unpaid subscriptions churm

Action:
- Retry failed payments
- Multiple payment methods
- Dunning emails

Why?
- Payment failures are preventable churn

Replicate Mid-2023

Problem:
- Need to understand success

Action:
- Identify Jun-Aug changes
- Document what worked
- Scale successful tactics

Why ?
- MoM retention jumped 78% - 95%

ADDITIONAL RECOMMENDATIONS

Proactive Outreach to At-Risk Customers

- Use duration and engagement data to predict churn
- Intervene before month 2 with special offers or support
- Why: Customers who survive first 2 months are 3x more likely to stay

Exit Surveys for Churned Customers

- Understand why customers leave
- Identify product gaps or competitors
- Why: Data shows WHAT is happening, surveys tell WHY

Loyalty Rewards for Long-Term Customers

- Only 15.9% stay 5+ months
- Reward loyalty with exclusive content or discounts
- Why: Retaining existing customers is cheaper than acquiring new ones

ASSUMPTIONS

- Data period: September 2022 to September 2023 (12 months)
- September 2023 data is incomplete (partial month)
- If canceled_date is null, customer is considered active as of September 8, 2023
- Subscription duration calculated as: canceled_date - created_date (for churned) or reference_date - created_date (for active)
- Reference date for active customers: September 8, 2023 (last date in data)
- Duration in months approximated as: duration_days / 30
- Cohort defined by subscription start month (created_date)
- All subscriptions are monthly billing (subscription_interval = "month")
- All subscriptions have same price ($39)

Thank you

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