

Executive Overview

Churn Trends

Cust Segmentation

Churn Drivers

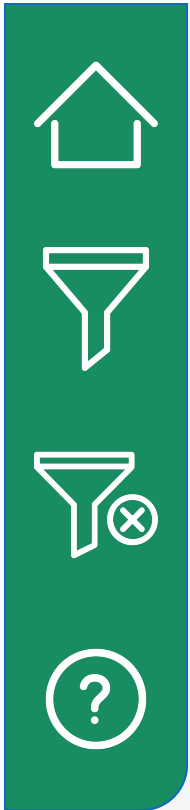
UNDERSTANDING CUSTOMER CHURN

Data-driven insights to reduce
customer attrition.



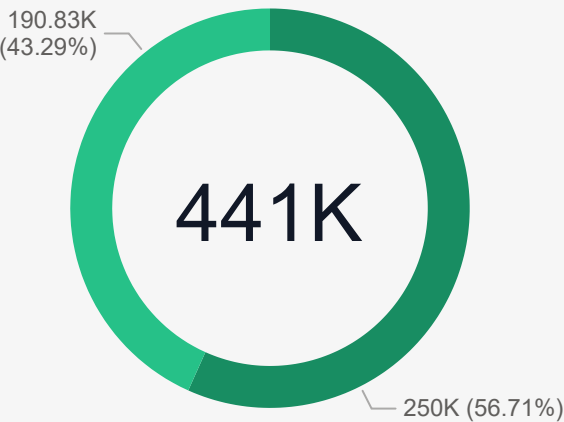
By Prafull Wahatule



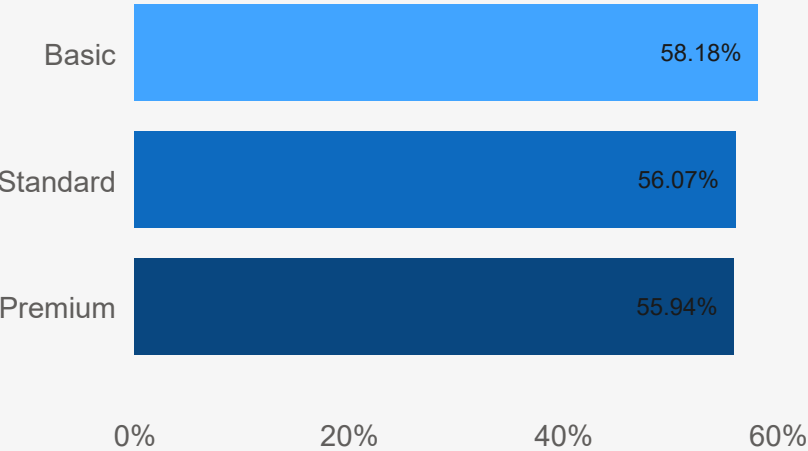


Executive Overview

Total Customers by Churn



Churn Rate by Subscription Type



Churn Trends

Total Customers

441K

Retention Rate

43.29%

Active Customers

441K

Average Tenure

31.26

Cust Segmentation

Churned Customers

250K

Average Total Spend

631.62

Churn Drivers

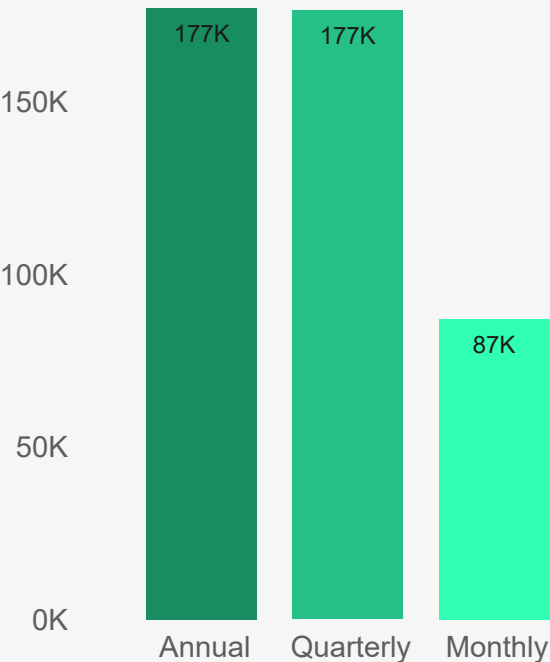
Churn Rate

56.71%

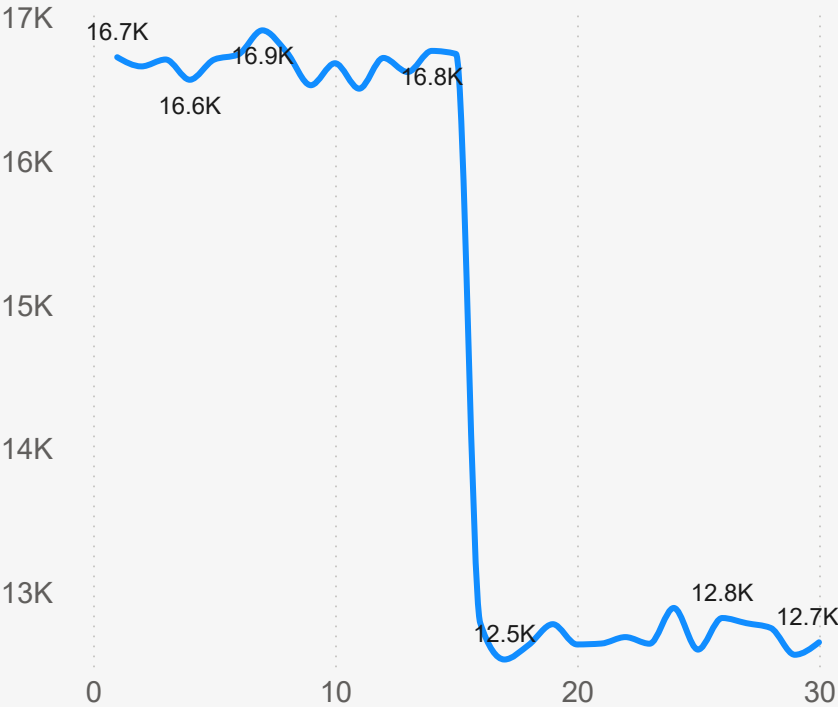
CLV (Simple)

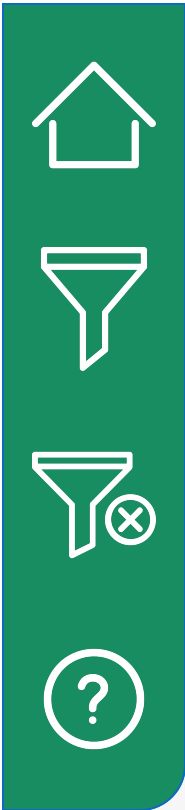
19.74K

Customers by Contract Length



Customer Count by Last Interaction (Month)



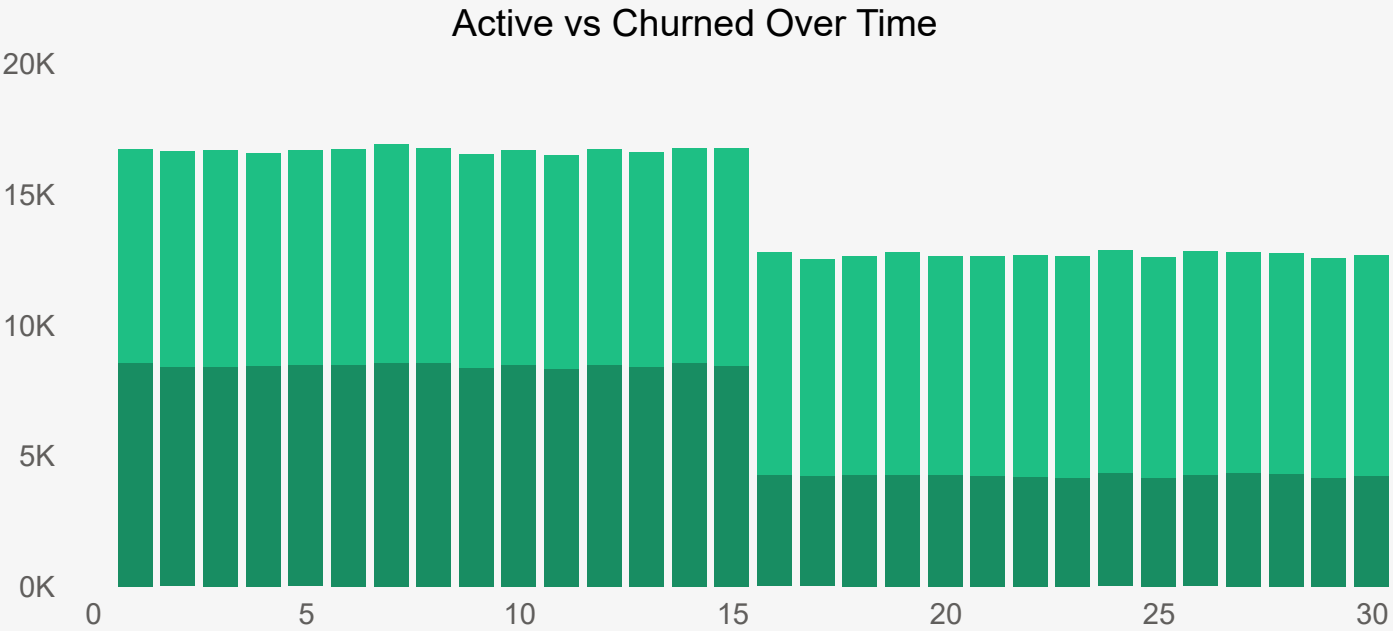


Churn Trends

Executive Overview

Cust Segmentation

Churn Drivers



Churned Customers...

250K

Churn Rate

56.71%

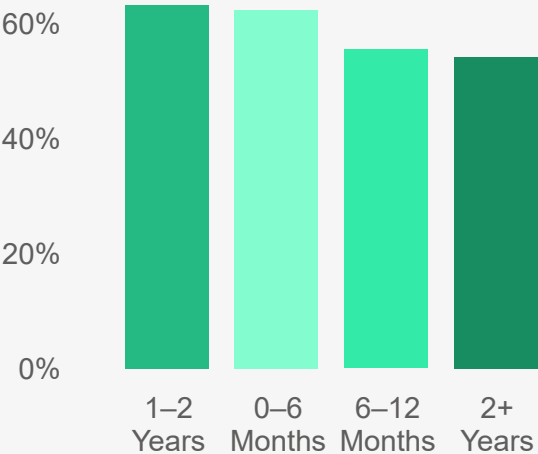
Avg Spend (Churned)

541.29

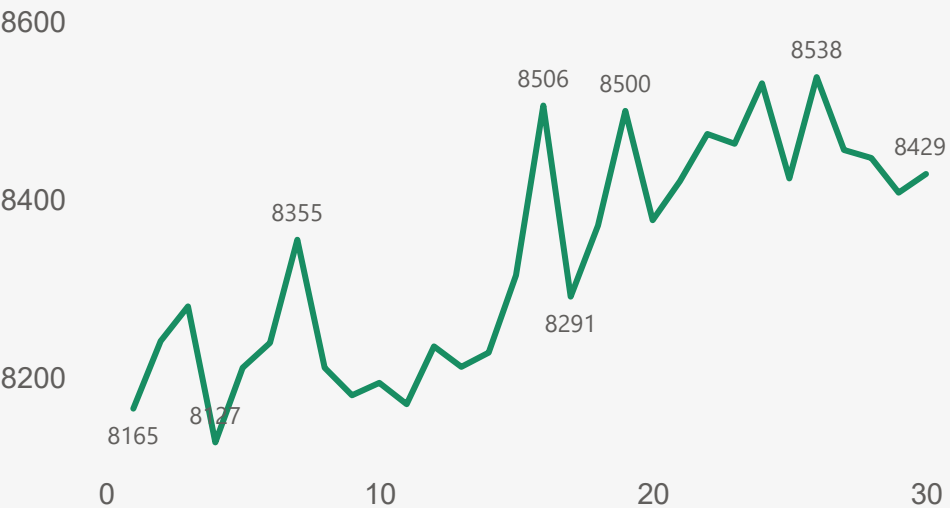
Avg Tenure (Churned)

30.47

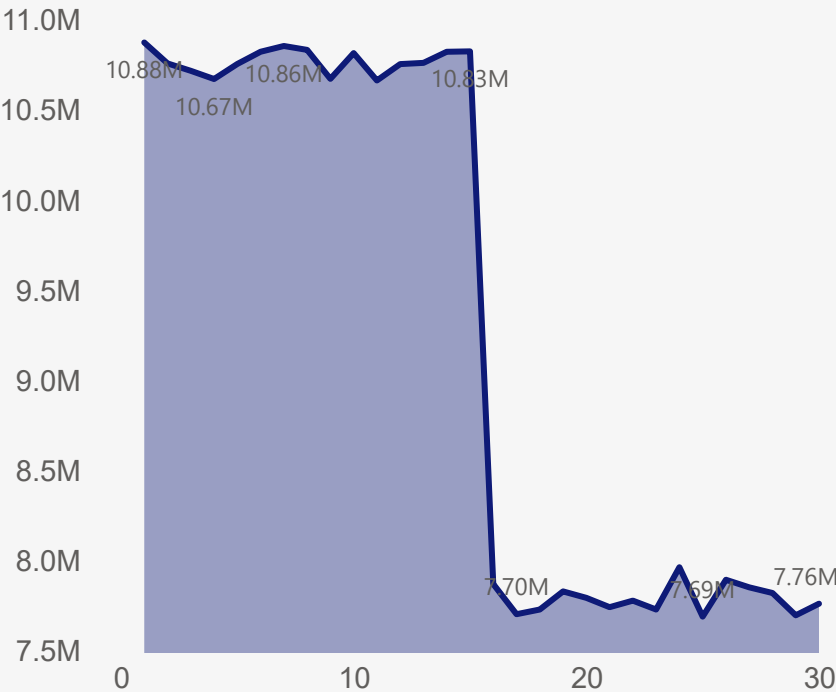
Churn Rate by Tenure Bucket

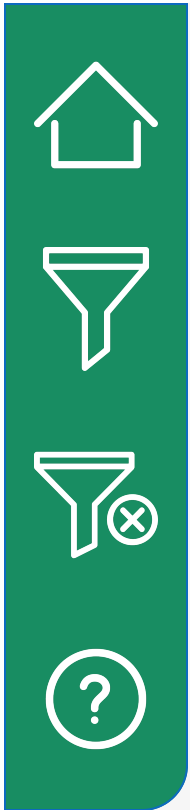


Churn Trend Over Time



Total Spend vs Churn Trend





Cust Segmentation

Executive Overview

Churn Trends

Churn Drivers

Total Customers (Segment)

441K

Churn Rate (Segment)

56.71%

Avg Usage Frequency

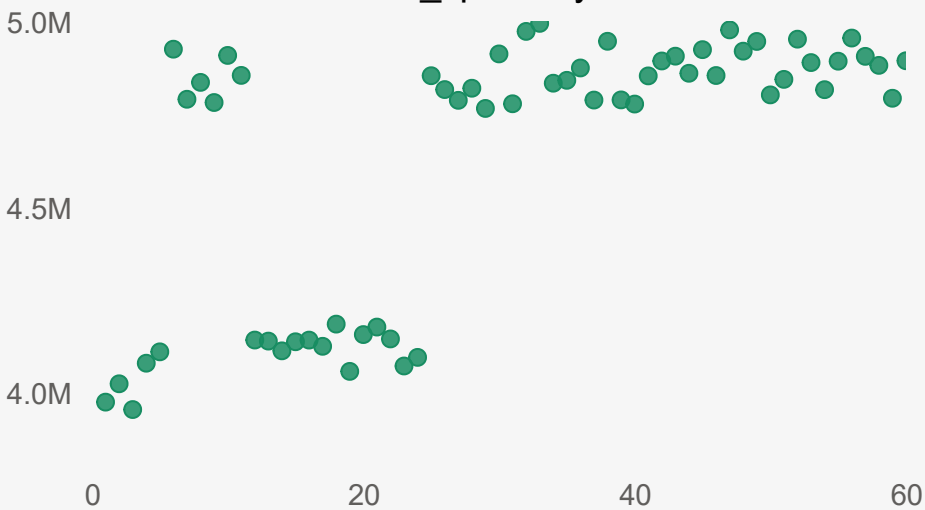
15.81

Average Total Spend

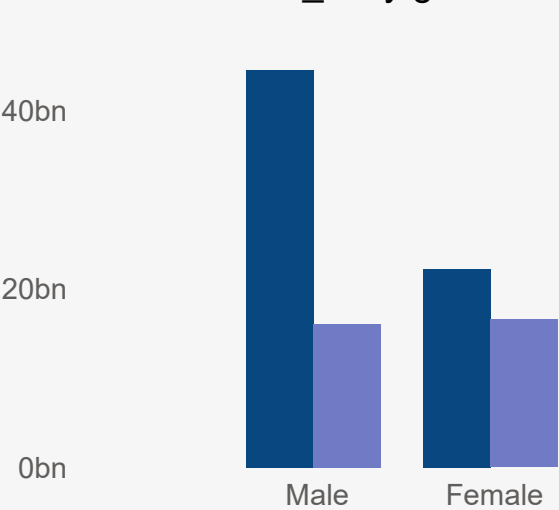
631.62

contract_length subscription_type	Annual		Monthly		Quarterly		Total	
	Total Customers	Churn Rate	Total Customers	Churn Rate	Total Customers	Churn Rate	Total Customers	Churn Rate
Basic	57355	47.45%	29050	100.00%	56621	47.59%	143026	58.18%
Premium	59828	45.39%	29069	100.00%	59781	45.08%	148678	55.94%
Standard	60015	45.45%	28985	100.00%	60128	45.50%	149128	56.07%
Total	177198	46.08%	87104	100.00%	176530	46.03%	440832	56.71%

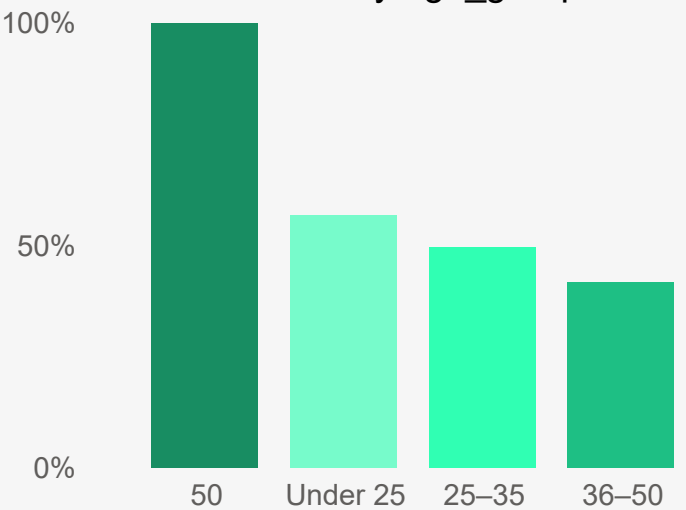
Sum of total_spend by tenure

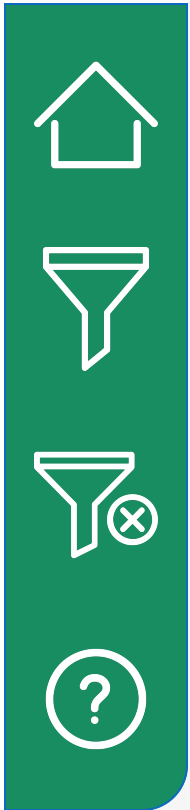


Sum of customer_id by gender and churn



Churn Rate by age_group





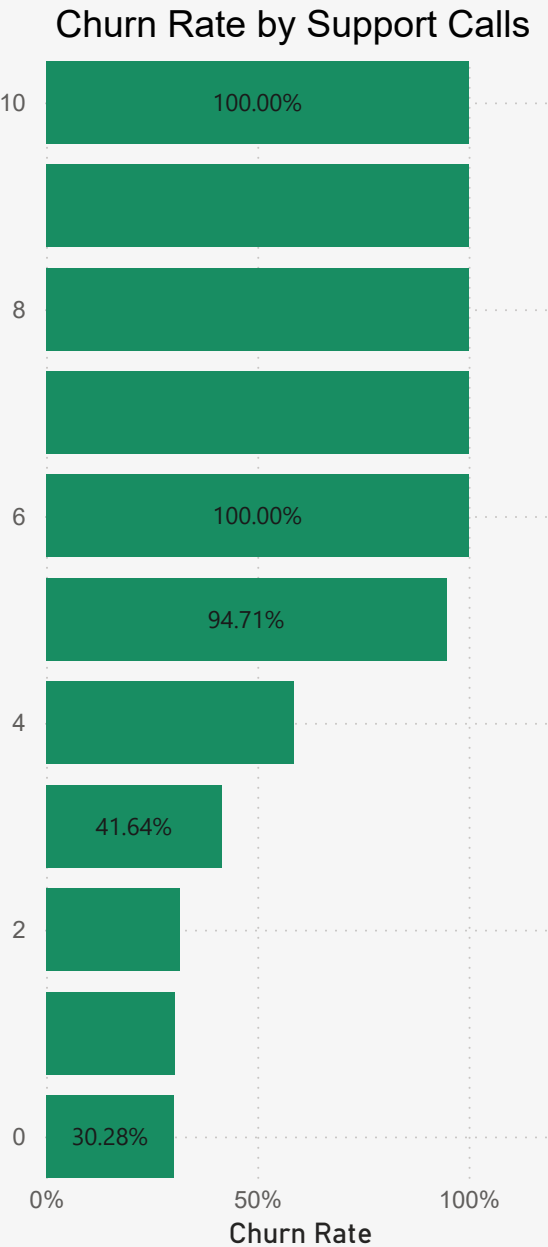
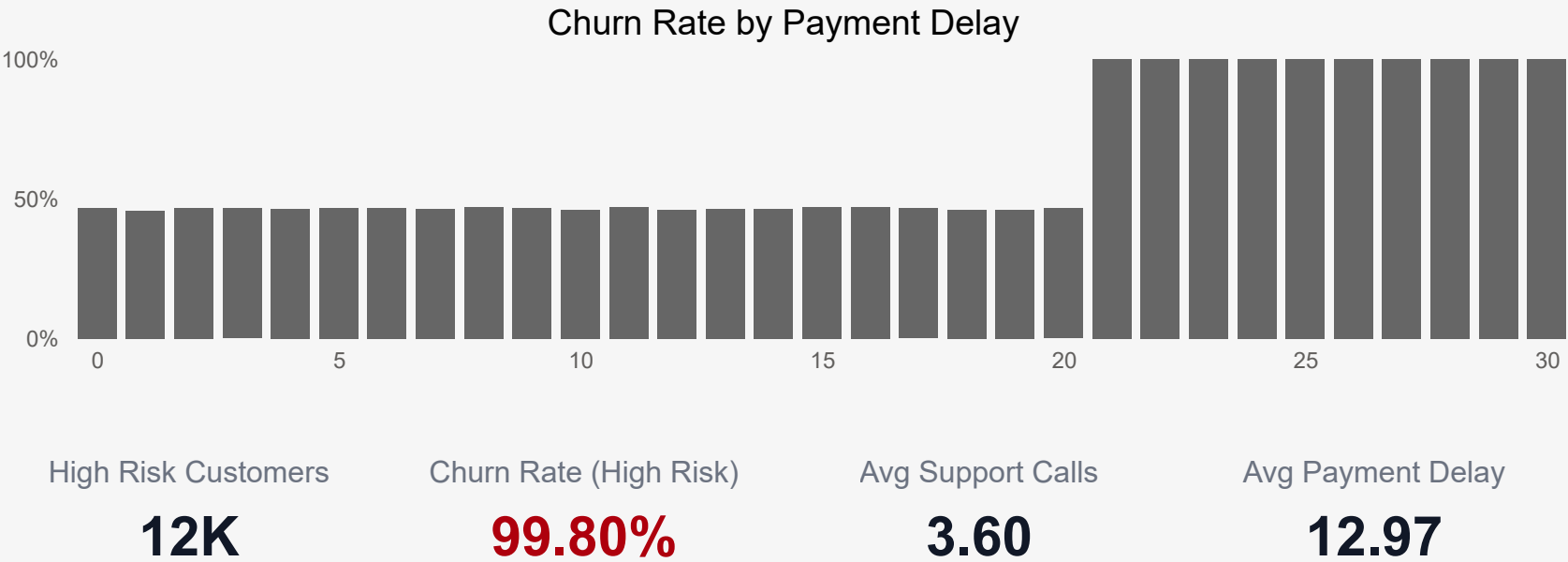
Churn Drivers

Executive Overview

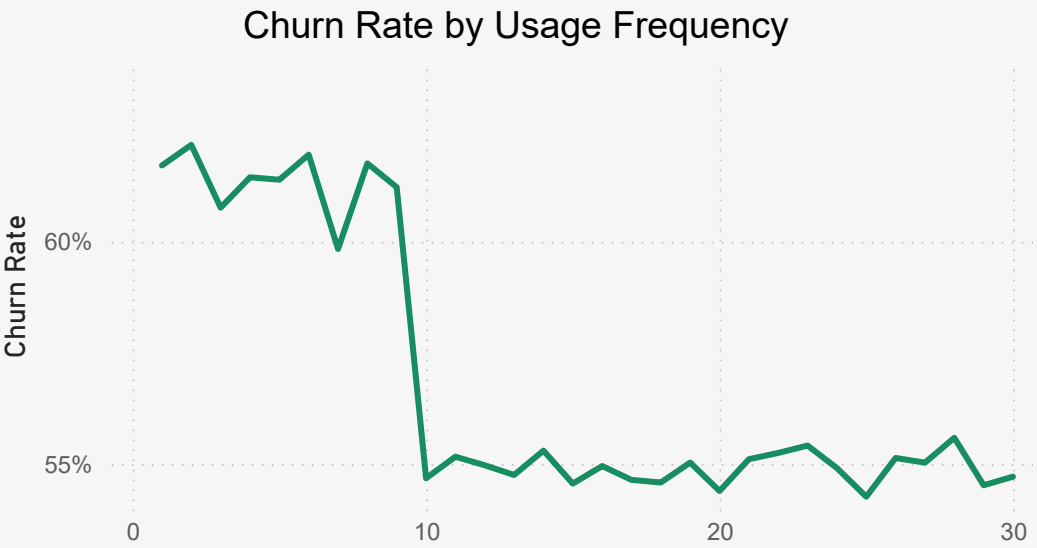
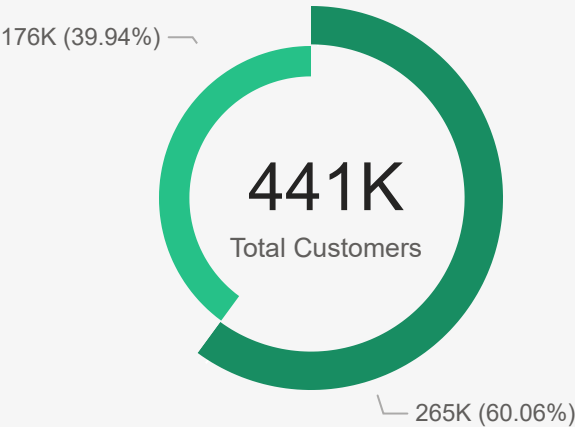
Churn Trends

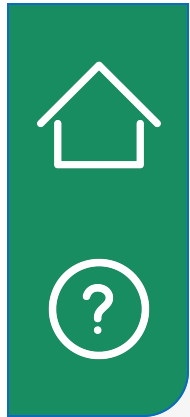
Cust Segmentation

Recommendations



High Risk vs Normal Customers





Insights & Recommendations

Executive Overview

Churn Trends

Cust Segmentation

Churn Drivers

Churn Rate

56.71%

High Risk Customers


12K


Avg Tenure (Churned)


30.47


CLV (Simple)


19.74K


 **Insight 1 – Overall Churn Risk**
56.71% customers have churned, indicating a serious retention challenge that directly impacts revenue and growth.

 **Insight 2 – Contract Length Impact**
Monthly contract customers show the highest churn, while annual contracts demonstrate better retention due to long-term commitment.

 **Insight 3 – Support Calls as a Churn Driver**
Customers with high support calls exhibit nearly 100% churn, highlighting service quality and customer experience issues.

 **Insight 4 – Payment Behavior**
Payment delays strongly correlate with churn, suggesting the need for improved billing and reminder mechanisms.


 **Insight 5 – Early Tenure Churn**
Customers in the first 6 months of tenure churn the most, indicating gaps in onboarding and early engagement.

 **Recommendation 1 – Improve Early Onboarding**

Introduce structured onboarding programs and early engagement campaigns for new customers.

 **Recommendation 2 – Reduce Support Dependency**

Improve product usability, FAQs, and self-service options to lower support call volume.

 **Recommendation 3 – Payment Management Strategy**

Implement automated payment reminders and flexible payment options to reduce payment-related churn.

 **Recommendation 4 – Promote Long-Term Plans**

Offer incentives and discounts for annual subscriptions to increase customer retention.