**Churn dataset insights**

**📄 Fintech Churn Analysis – Key Insights**

**Project Objective:**  
This analysis identifies churn patterns across 7,043 fintech customers, revealing risk factors by tenure, plan, and membership tier. It simulates how data teams in companies like **CRED** or **Razorpay** might drive retention with a churn-focused dashboard.

**🔹 1. Overall Churn Rate**

* **26.54%** of total users have churned.
* That’s over **1 in 4** customers disengaging from the product.

**🔹 2. Transaction Impact**

* **Total Monthly Transaction Value** across all users: **$456.12K**
* Revenue lost from churned users: **$139.13K**
* Every month, nearly **$1 out of $3** is lost due to churned users.

**🔹 3. Monthly Transaction Value by Churn Status**

* Retained customers transact **$74.44/month** on average
* Churned users transact only **$61.26/month**
* Retained users contribute **21.4% more** than churned users on average.

**🔹 4. Churn by Customer Tenure (Months)**

* Customers in their **first 8 months** contribute to **over 50.8%** of all churn
* Churn drops to **33.73%** for 8–18 months and just **15.20%** beyond 18 months

🎯 **Implication:** Most churn occurs early; onboarding and engagement within the first 6–8 months are critical.

**🔹 5. Churn by Membership Tier**

* **Premium Tier:** 1,297 churned
* **Standard Tier:** 459 churned
* **Free Tier:** 113 churned

💡 Despite being high-value, **Premium users churn most**, signaling possible gaps in satisfaction or perceived value.

**🔹 6. Churn by Subscription Plan**

* **Month-to-month plans** show the highest churn: **1.7K users**
* Annual & bi-annual plans show lower churn

🧠 Short-term users are more likely to churn. Long-term plans seem to **retain customers better**.

**🔹 7. Churn by Gender**

* Male and female churn is balanced:
  + Males: 2.6K retained vs 0.9K churned
  + Females: 2.5K retained vs 0.9K churned

🟰 Gender is **not a significant factor** in predicting churn.

**🔹 8. Revenue Loss Metric (Bonus)**

💸 **Average monthly revenue lost per churned user** ≈  
$139,130 / 1,869 ≈ $74.43/user

**🔹 Final Summary**

This dashboard helped uncover:

* **Who is churning** (plan, tier, tenure)
* **How much they’re costing**
* And **where retention efforts** should focus: new users, premium plans, and month-to-month subscribers.

**Churn Reduction Recommendations**

Based on the dashboard insights, here are **data-driven suggestions** to reduce churn and improve user retention:

1. **Onboard & Engage Early**
   * Since **51% of churned users leave within the first 8 months**, create strong **onboarding flows**, push **first-month reward incentives**, and **educational nudges** via email or app notifications.
2. **Promote Long-Term Subscription Plans**
   * Users on **month-to-month plans** churn the most. Offer **discounts or cashbacks** for upgrading to **annual or 2-year plans**, which show significantly **lower churn rates**.
3. **Premium Tier Loyalty Program**
   * Although **Premium users generate the highest value**, they also churn in large numbers. Introduce **exclusive loyalty benefits**, early access, or **priority support** to reinforce value.
4. **Monitor Transaction Decline**
   * Churned users show **21% lower average monthly transaction value**. Set up alerts when user spend drops sharply — and send **personalized re-engagement campaigns** before churn happens.
5. **Customer Tenure-Based Offers**
   * Launch **“Stay with Us” milestone rewards** at 6-month, 12-month, and 18-month marks. Reward loyalty, and encourage continued usage.