

Tenant Churn Behavior of Company M

Pilih rentang tanggal

Gender

Signup Type

Signup Method

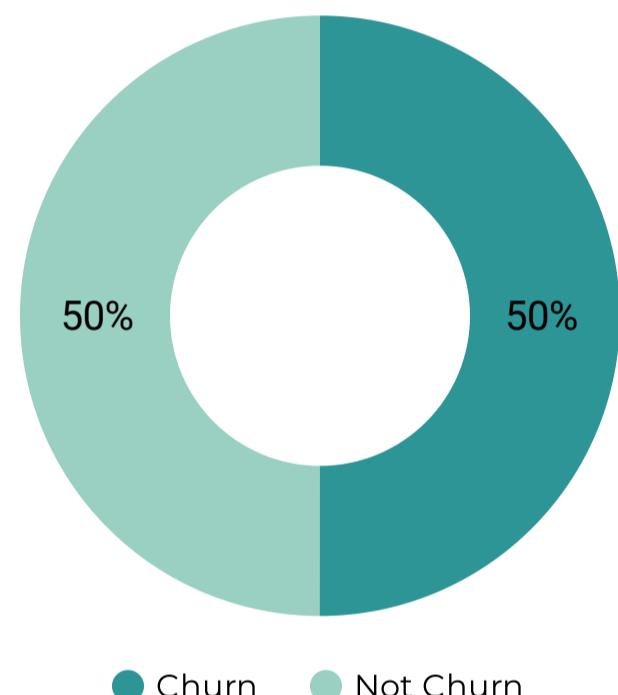
Total Tenant
217,2 rb

Average Visit
153

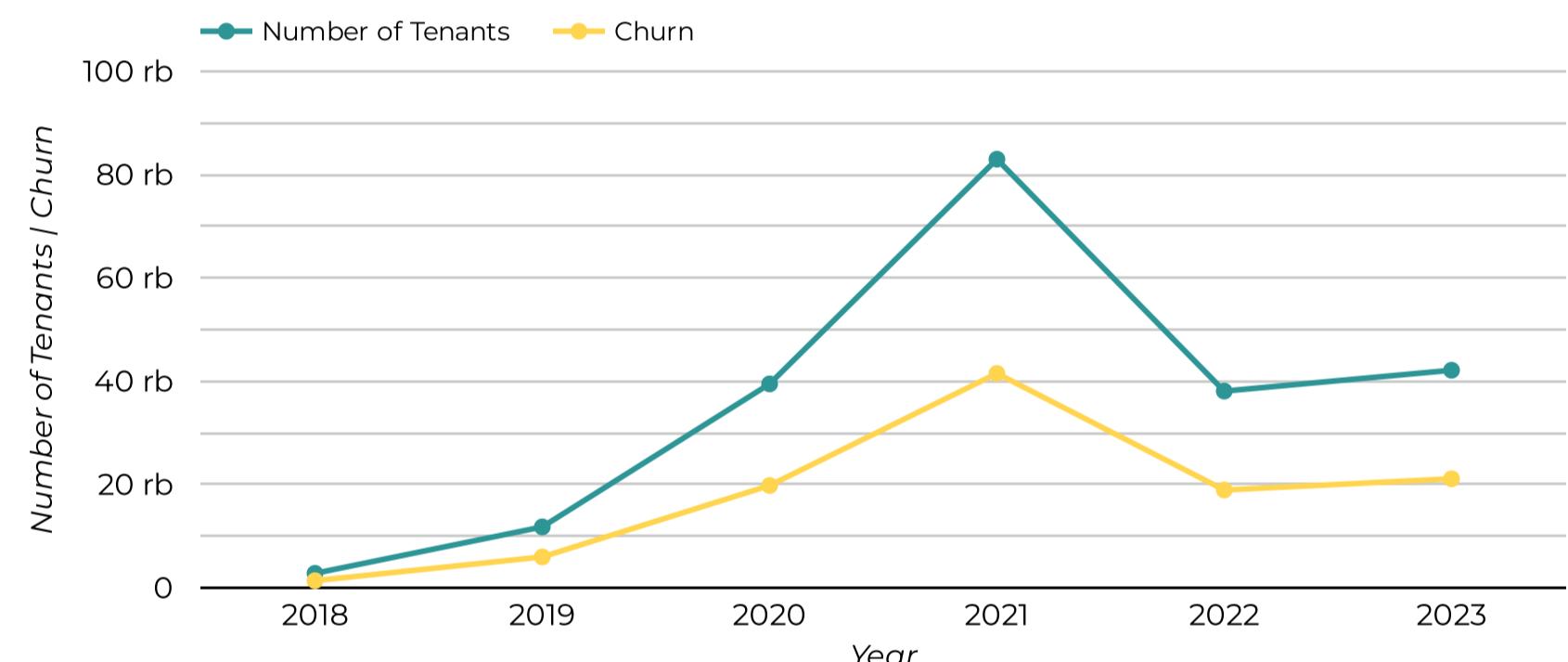
Total Booking
2,9 jt

Churn Rate
50,02

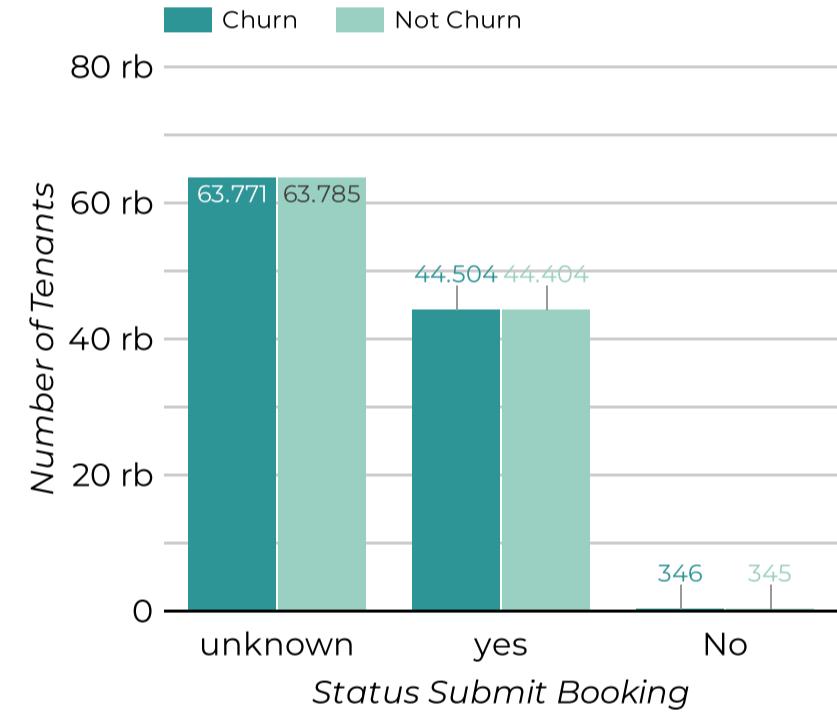
Tenant Churn Composition



User Registration and Churn Trend



Submit Booking by Churn



Domicile Tenant by Churn

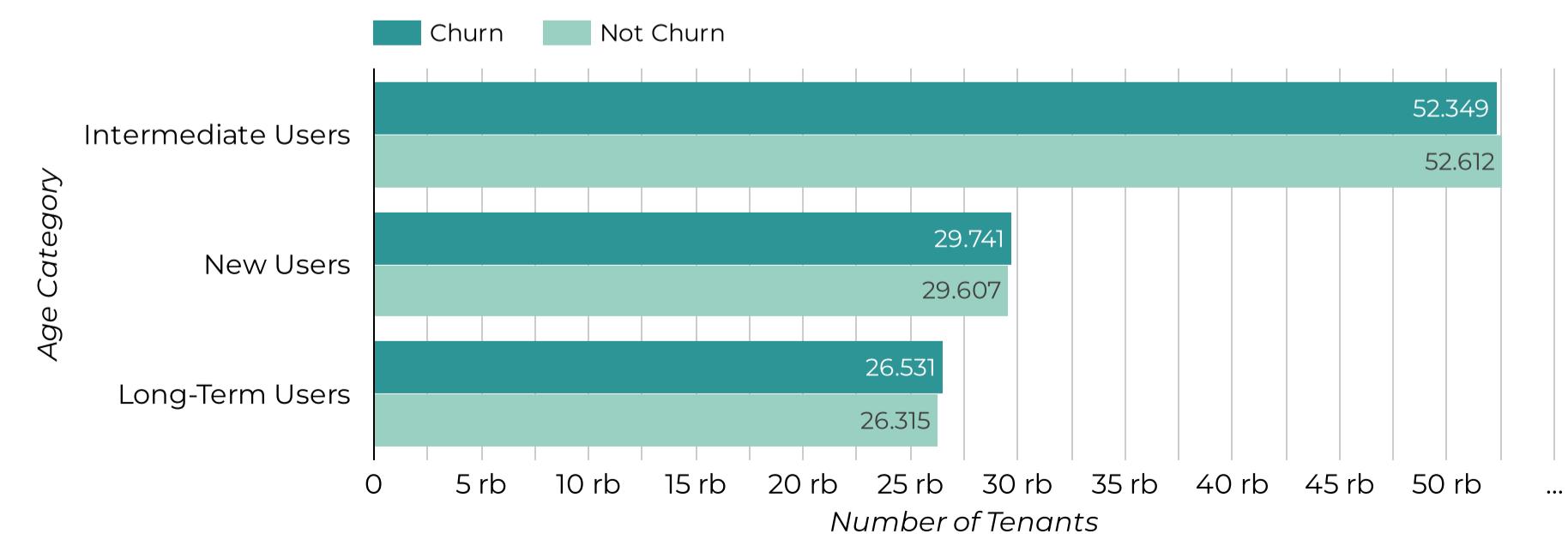
Domicile Cde	Churn	Not Churn
1. CITY03	50,37	49,63
2. CITY05	50,08	49,92
3. CITY04	50,06	49,94
4. CITY01	49,82	50,18
5. CITY02	49,76	50,24

Total keseluruhan

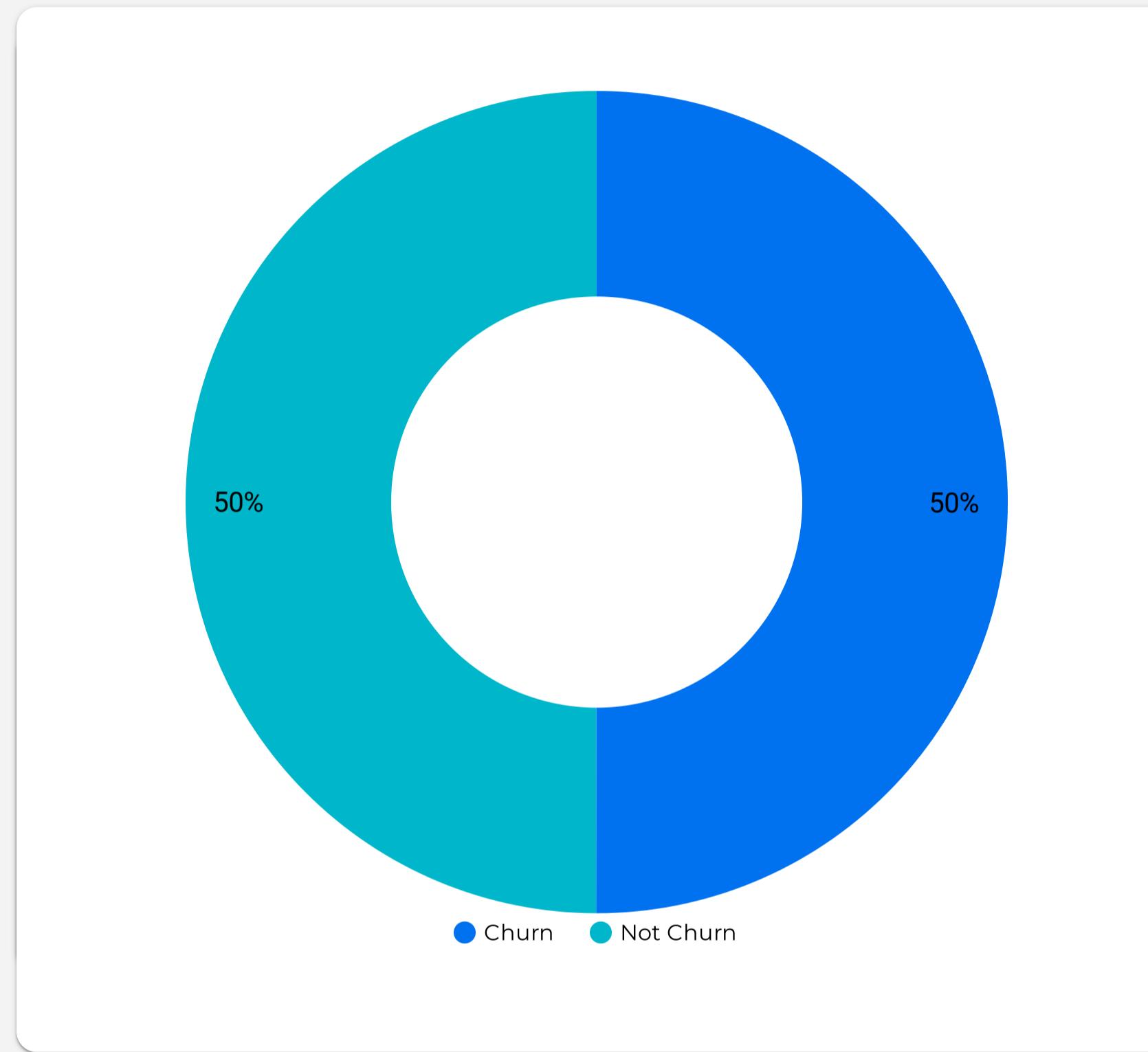
50,02

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User Account Age Category by Churn

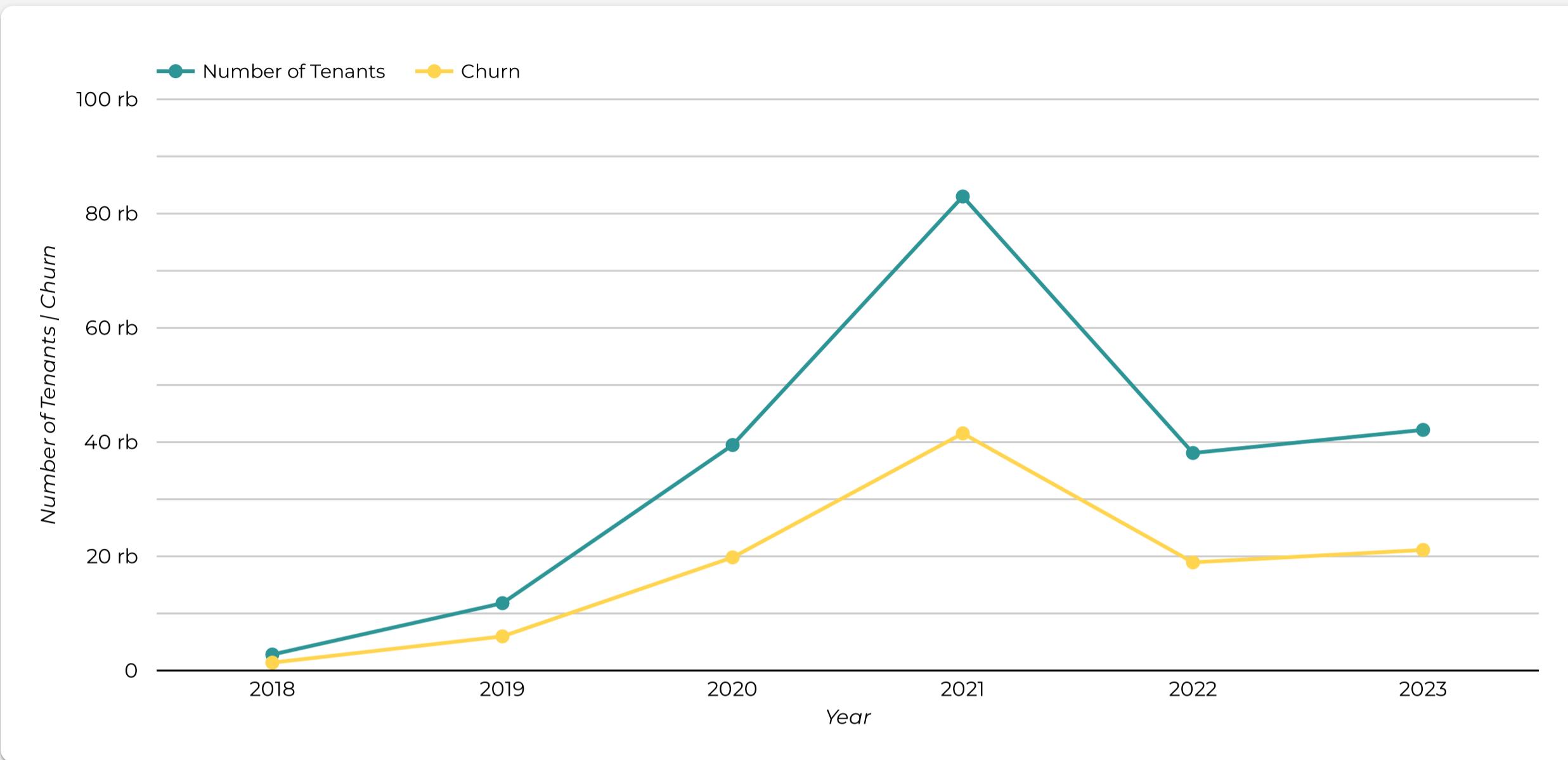


Tenant Churn Composition



The graphic shows the composition of churn data indicating that **exactly 50% of users are still using Company M services. There is a balanced percentage between users who are still using Company M services and those who are not.** The data highlights a crucial point where half of user interactions still involve Company M services.

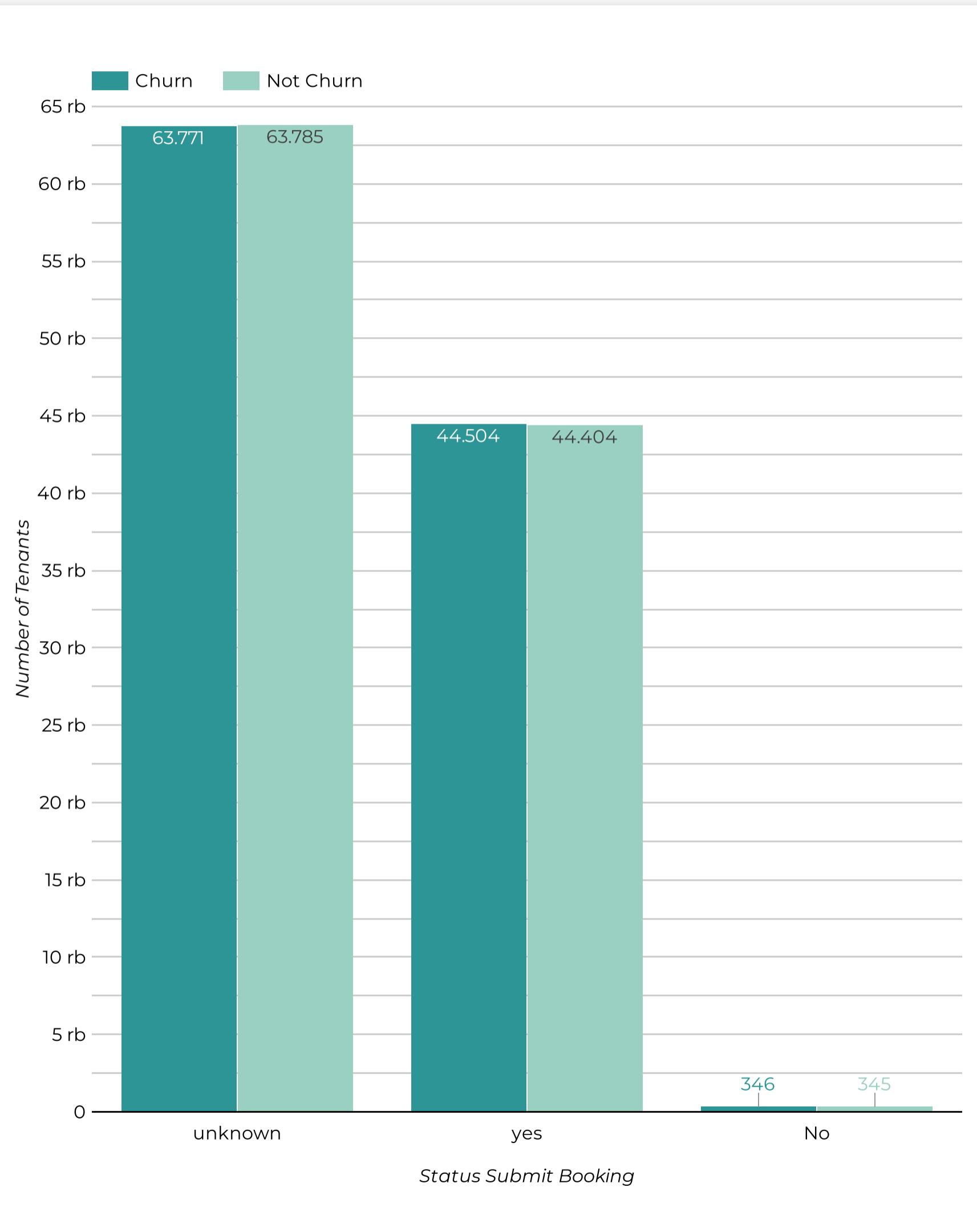
User Registration and Churn Trend



Based on the available data, there is a discernible pattern in the user registration trends over the past few years. **From 2018 to 2021, there is a consistent increase, indicating progression in user registrations. However, in 2022, there was a significant 20% decrease in user registrations.** This decline suggests a notable shift in user engagement during that period. **Interestingly, user registrations showed improvement in 2023, with a 1% increase.**

Similarly, trends in churn (user discontinuation) and retention provide intriguing insights into user behavior. Although specific details of these trends are not explicitly provided, we can infer that the patterns of users leaving the service (churn) and those choosing to continue using the service (retention) have experienced fluctuations over the past few years.

Submit Booking by Churn



Based on the chart provided, **it can be observed that a significant portion of the data does not indicate whether tenants have submitted bookings or not**. However, 49.99% of this data suggests that tenants are no longer using the service. **In contrast, among the data showing that tenants have submitted bookings, 50.05% are still using the service, while 49.95% have discontinued the service**. Furthermore, among tenants who did not submit bookings, **50% have ceased using the service**. This suggests that the behavior of tenants, whether they submit bookings or not, is influenced by their needs for Company M services.

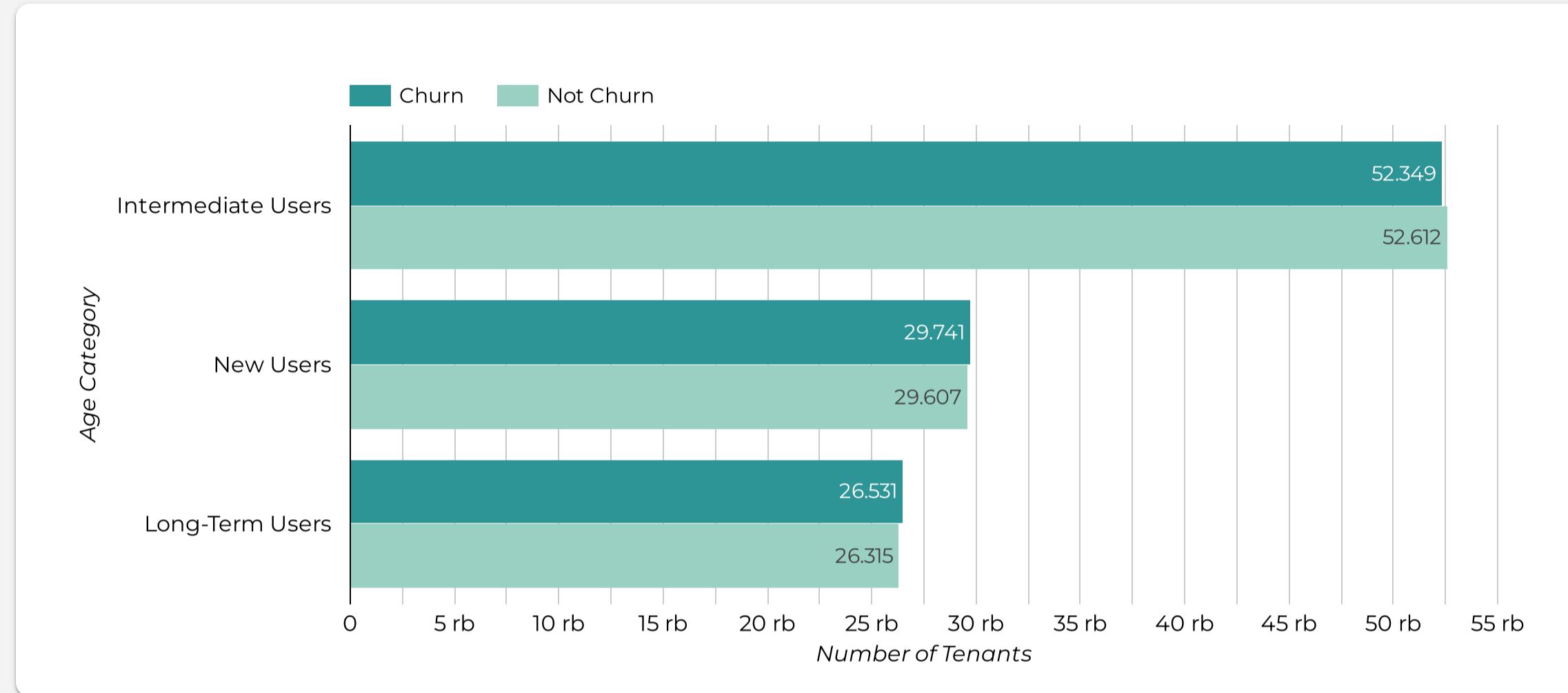
Domicile Tenant by Churn

Domicile Cde	Domicile Churn ▾	Domicile Not Churn
1. CITY03	50,37	49,63
2. CITY05	50,08	49,92
3. CITY04	50,06	49,94
4. CITY01	49,82	50,18
5. CITY02	49,76	50,24
Total keseluruhan	50,02	49,98

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Based on the chart, **there doesn't seem to be a significant difference between cities in terms of the percentage of tenants who have stopped using the service, with approximately 49%-50% in each city.** This indicates that there is no clear trend among tenants in deciding to cancel payments based on their location or the city they reside in.

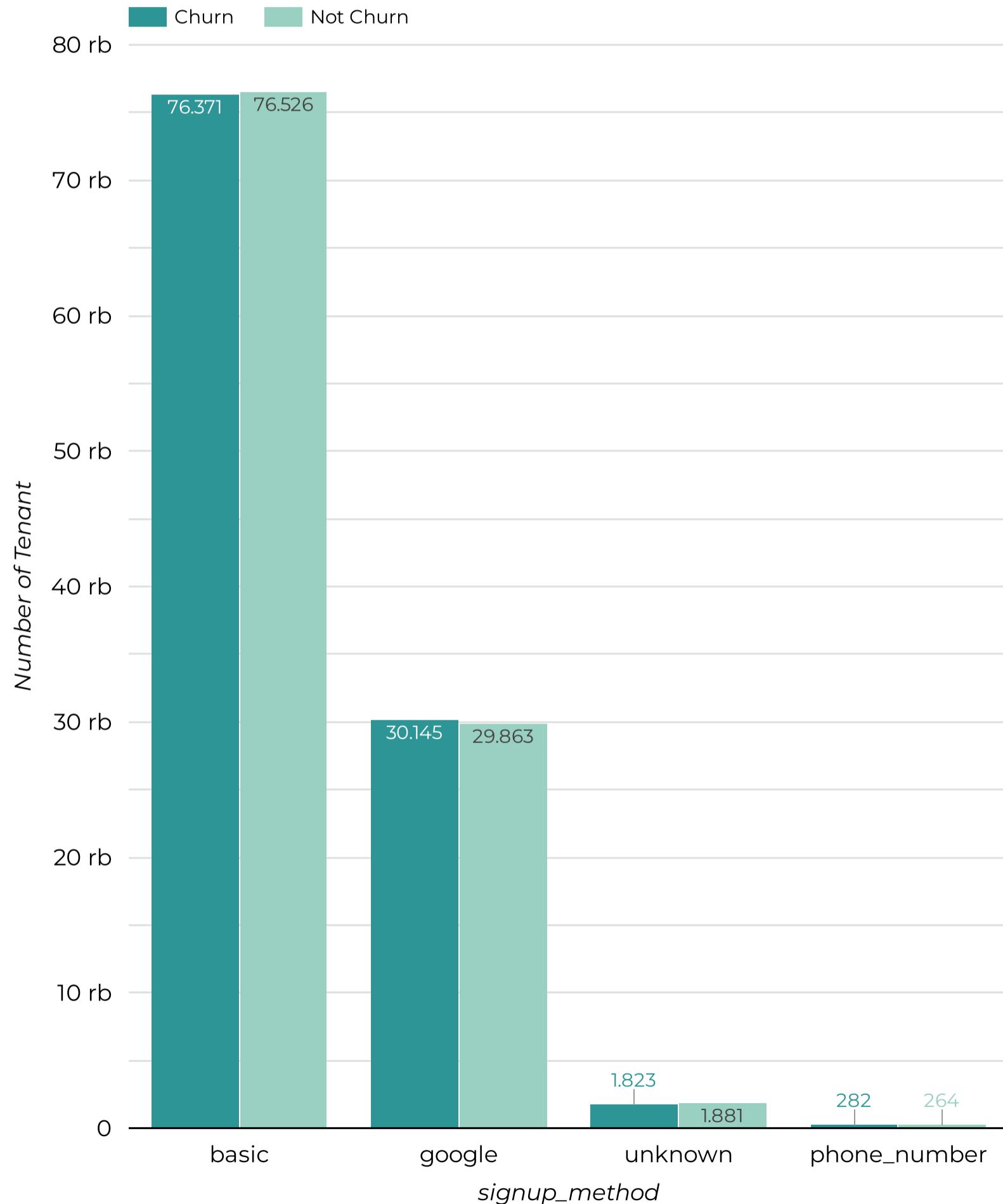
User Account Age Category by Churn



The data analysis indicates a stable churn rate across various account age categories. **New Users have a churn rate of 50.12% and a non-churn rate of 49.88%. Intermediate Users have a churn rate of 49.79% and a non-churn rate of 50.21%. Meanwhile, Long-term Users experience a churn rate of 50.19%, with a non-churn rate of 49.81%**. This comparison illustrates relatively small differences between churn and non-churn rates in each category.

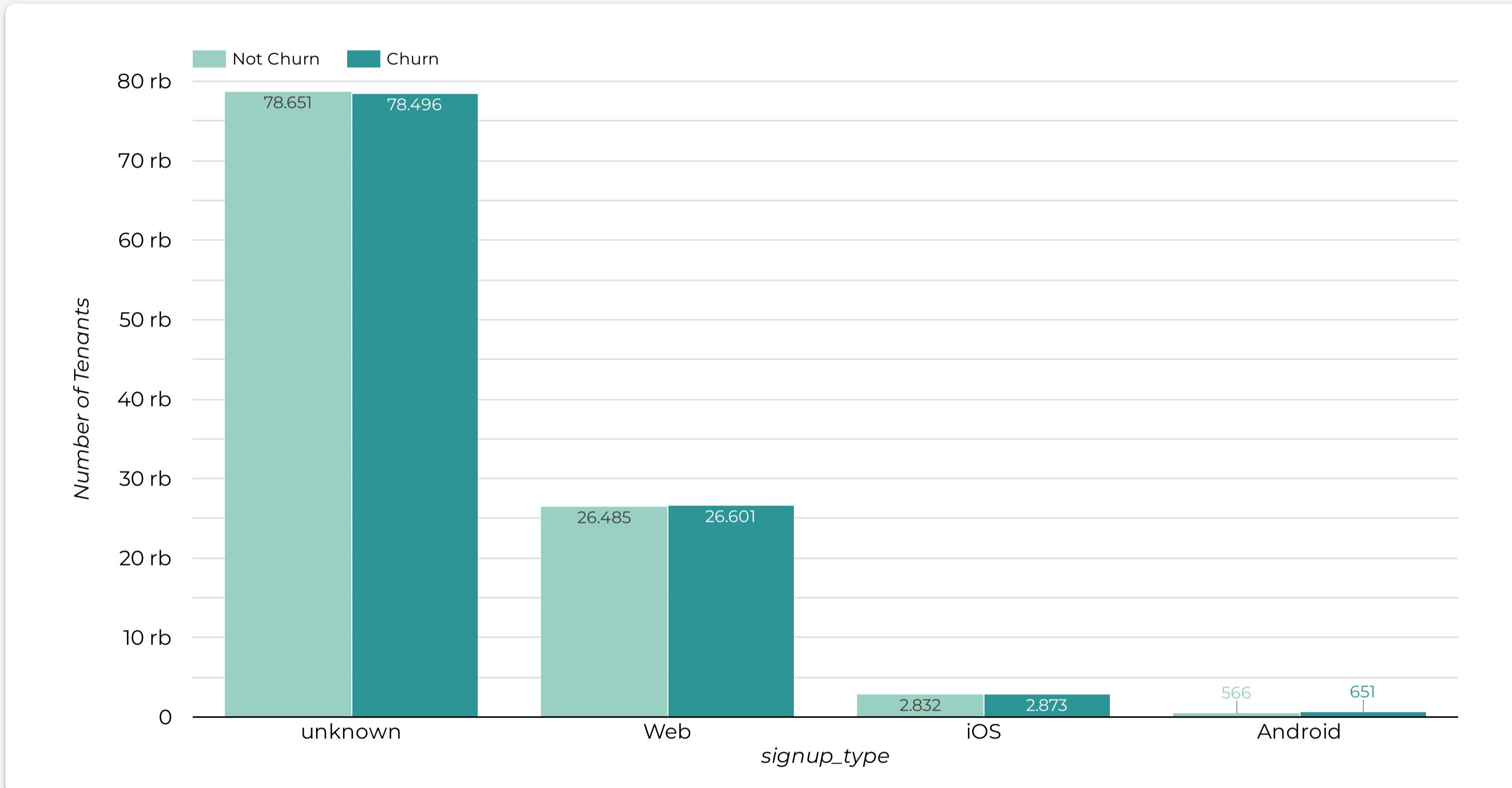
The primary recommendation for retention strategy is to focus on introducing the product's value to New Users through personalized and intensive communication. Additionally, it is crucial to support Intermediate Users by enhancing their understanding and addressing factors influencing the churn rate, as this may be key to reducing the overall churn rate.

Signup Method by Churn



Based on the chart, **the majority of Company M tenants use the basic registration method (using email and password). From the basic registration method, it is known that 50.05% of users are still using the service.** For those who registered using the Google method, 50.2% are no longer using the service. Registration via phone number is the least utilized method. For the registration method that is unknown, 49% of tenants did not continue the service. The number of tenants leaving the service and those who are not is not significantly different.

Signup Type by Churn



Based on the sign-up type chart, there are categories such as unknown, web, iOS, and Android. The majority of tenants with an unknown sign-up type use an unspecified method. **Tenants who register through the web platform have a higher percentage of leaving the Company M service, around 50.01%.** Users on the iOS platform show a percentage of those still leaving the service at 50.35%. Meanwhile, Android users have a percentage of those who have already left the service at 53.49%. From this information, it can be concluded that most tenants prefer signing up through the website.

Recommendation

- Conducting an evaluation of the products and services by surveying users and conducting market research through collected feedback is a commendable approach. The findings can be reviewed to enhance ease of use and user comfort, thereby increasing user retention. Subsequently, marketing campaigns can be implemented to enhance service visibility. The fluctuation in the growth of tenants each year necessitates Company M to design strategies to improve and maintain customer retention based on evolving trends. Offers can be targeted, such as providing promotions during the start of the academic year for students, to increase the number of tenants. It's essential to consistently provide excellent service and maintain relationships with tenants to sustain their retention.
- Analyzing the preferences, needs, and behaviors of Intermediate users can help identify effective solutions to retain them within the service ecosystem. Additionally, providing specific loyalty programs for Intermediate users with benefits that enhance satisfaction and retention is recommended.
- Boosting promotions for the New User Booking program on the basic registration screen of the website is advised. Offering more attractive and exclusive deals for users selecting this registration method, such as special discounts, additional reward points, or other exclusive benefits, can encourage users to choose the basic registration option on the website due to its simplicity and advantages.
- Conducting an in-depth analysis of the data transfer, especially during the data collection and transfer phases, is crucial. Identifying the processes involved in data transfer and checking for disruptions or failures in these processes causing features in the data to contain null values is important.