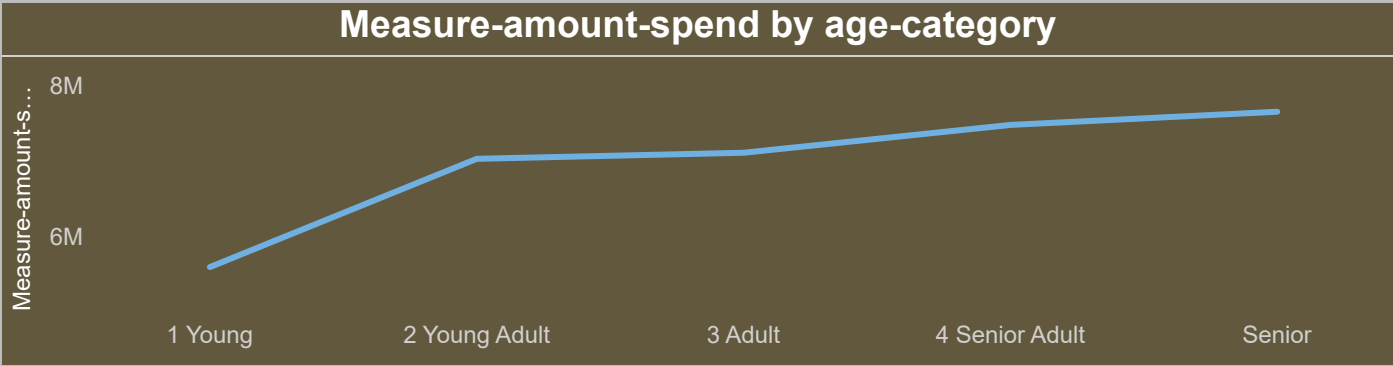
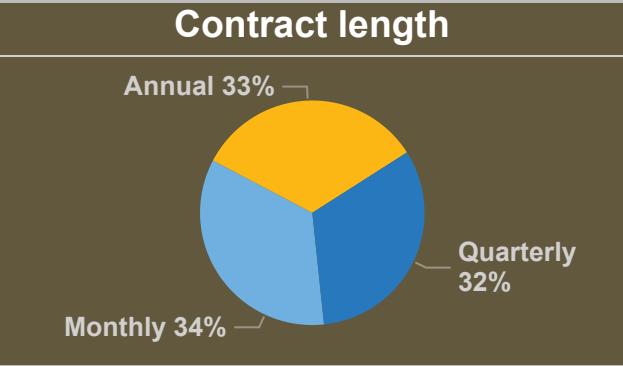
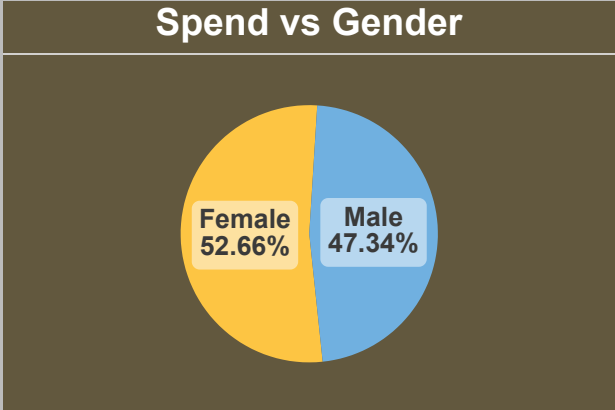
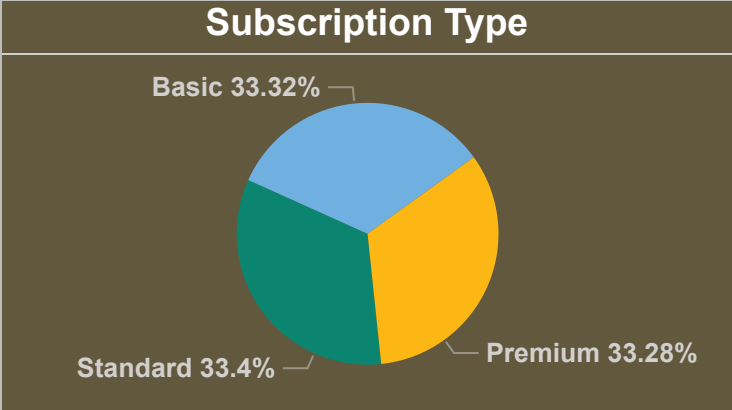
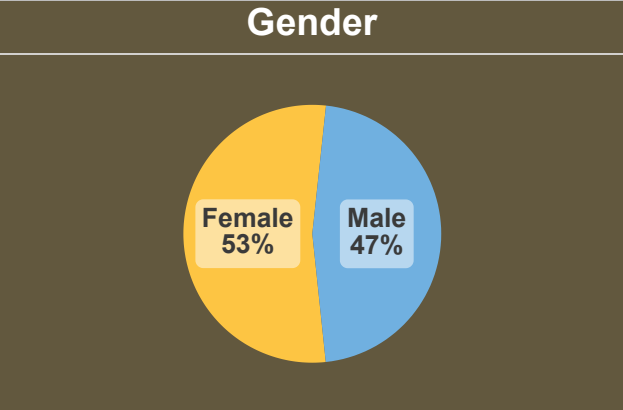
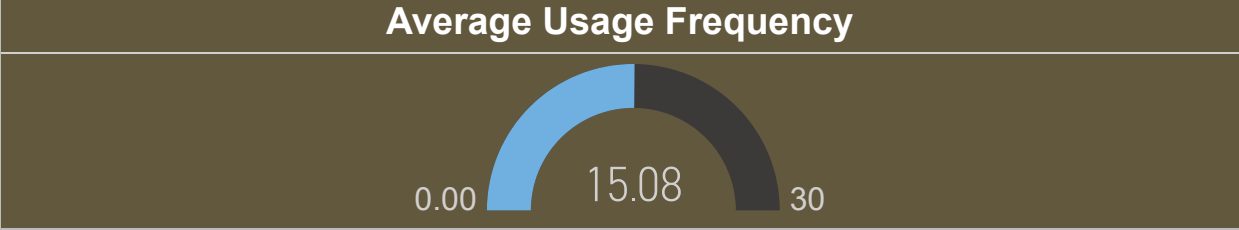
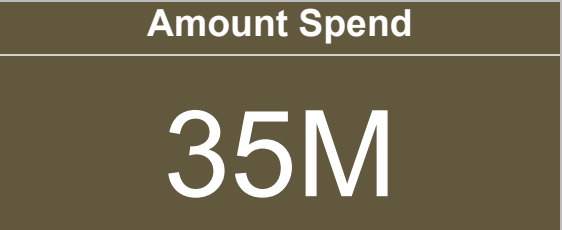


# Customer Retention Analysis



Clear all slicers

Gender

- Select all
- Female
- Male

age-category, Age

- Select all
- 1 Young
- 2 Young Adult
- 3 Adult
- 4 Senior Adult

Subscription Type

- Select all
- Basic
- Premium
- Standard

## Insights

- **Total Expenditure:** 35 million spent by 64,370 customers.
- **Demographics:** A higher proportion of female customers.
- **Subscription Patterns:** Similar proportions in subscription model, contract length, and spending.
- **Spending Trends:** Spending increases with age; highest expenditure is from customers over 50.

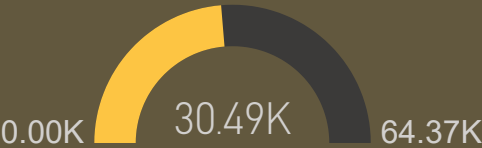


# Customer Churn Analysis

Churn Rate

47.37%

Customer Churn (CC)



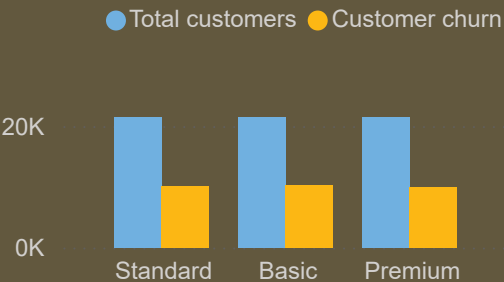
Average Usage Frequency

14.01

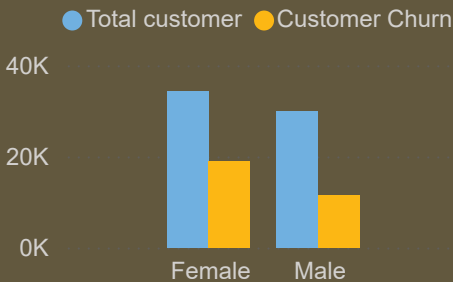
age-category, Age

All

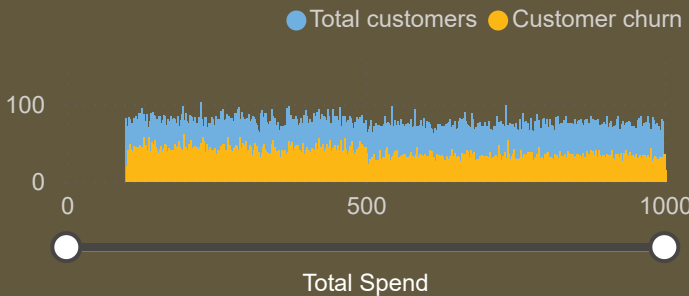
CC VS Subscription Type



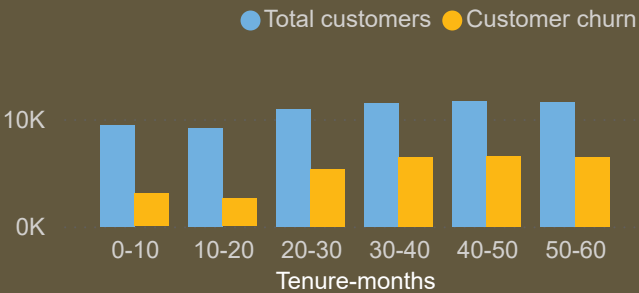
CC vs Gender



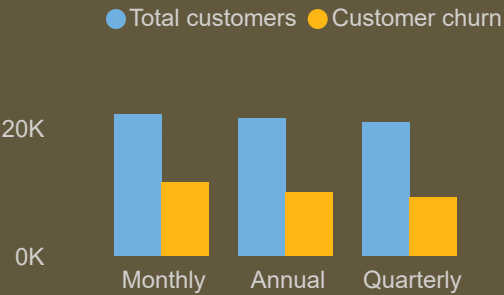
CC vs Spend



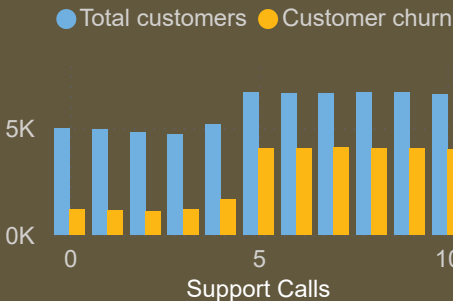
CC vs Tenure Days



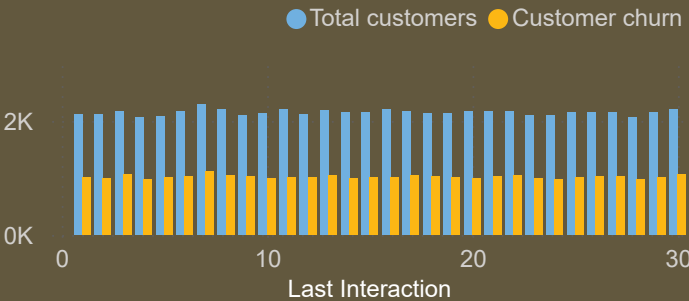
CC vs Contract length



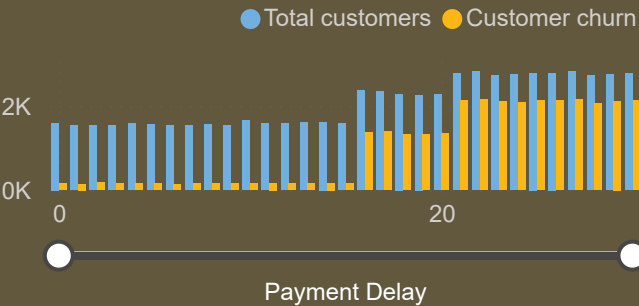
CC vs Support calls



CC vs Last Interaction



CC vs Payment Delay



## Insights

- **Churn Rate:** 47.37%, with 30,490 customers canceling their subscriptions.
- **Demographics of Churned Customers:** 55% female and 38% male.
- **Factors Impacting Churn:** Subscription type, spend amount, and last interaction have no significant effect.
- **Churn by Subscription Type:** Monthly (52%) > Annual (47%) > Quarterly (44%).
- **Tenure Impact:** 55% of churned customers had subscriptions for over 30 months.
- **Contact Frequency:** 39% of churned customers contacted support more than five times in the last month.
- **Payment Delays:** 71% of churned customers had delayed payments exceeding 16 days.

## Way forward

**Targeted Outreach:** Increase focus on female customers during calls.

**Retention Strategy:** Prioritize retention efforts for customers with:

- Subscriptions longer than 30 months
- More than five support contacts
- Payment delays exceeding 16 days.