Below is a detailed interpretation of your output. Your query grouped users by the average discount they received and then calculated the churn rate for each discount group. The columns in your output represent:

* **Discount Tier:** The range or category of discounts offered to the users.
* **Total Users:** The number of users in that discount group.
* **Churned Users:** The number of users in that group who ultimately churned.
* **Churn Rate (%):** The percentage of users in the group who churned, calculated as (churned\_users / total\_users) × 100.

Your output shows these six groups:

| **Discount Tier** | **Total Users** | **Churned Users** | **Churn Rate (%)** |
| --- | --- | --- | --- |
| "No Data" | 5,831 | 498 | 8.54 |
| "0-20%" | 23,872 | 1,200 | 5.03 |
| "20-40%" | 45,257 | 3,220 | 7.11 |
| "40-60%" | 177,576 | 12,864 | 7.24 |
| "60-80%" | 423,547 | 27,684 | 6.54 |
| "80-100%" | 201,078 | 12,189 | 6.06 |

**Key Insights**

1. **"No Data" Group (8.54% Churn Rate):**
   * This group represents users for whom discount information is missing.
   * They account for 5,831 users with an 8.54% churn rate, which is the highest among all groups.
   * **Interpretation:** The absence of recorded discount data may indicate issues such as irregular discount practices or data tracking problems. This group might require further investigation to understand why they receive no discount information and why their churn rate is relatively high.
2. **"0-20%" Group (5.03% Churn Rate):**
   * With 23,872 users, this group shows the lowest churn rate at 5.03%.
   * **Interpretation:** Minimal discounting (between 0 and 20%) appears to be associated with better retention, suggesting that small discounts may be sufficient to incentivize continued usage without eroding customer value.
3. **Moderate Discount Tiers ("20-40%" and "40-60%"):**
   * The "20-40%" group includes 45,257 users with a churn rate of 7.11%.
   * The "40-60%" group includes 177,576 users with a churn rate of 7.24%.
   * **Interpretation:** Users receiving moderate discounts tend to churn at a higher rate than those in the 0-20% group. This could imply that higher discount offers in these ranges might be attracting users who are already more price-sensitive or less loyal, leading to increased churn. It could also mean that the discount level isn’t sufficient to drive retention among users who need a stronger incentive, yet it isn’t so high as to bind them to the service.
4. **Higher Discount Tiers ("60-80%" and "80-100%"):**
   * The "60-80%" tier shows 423,547 users with a churn rate of 6.54%.
   * The "80-100%" tier comprises 201,078 users with a churn rate of 6.06%.
   * **Interpretation:** Interestingly, as discounts increase into these higher tiers, the churn rate decreases relative to the moderate discount tiers. This could suggest that when very high discounts are offered, they are more effective at retaining customers—perhaps because the discount is significant enough to create a stronger incentive for continued usage. Alternatively, it might be that these high-discount users are a distinct segment with different behavior patterns.

**Overall Considerations**

* **Retention Strategy:**  
  The group with minimal discounts ("0-20%") has the lowest churn rate, hinting that offering small, well-targeted discounts might be most effective for retention.
* **Data Gaps:**  
  The "No Data" group’s high churn rate points to a potential issue in discount tracking or customer segmentation that may need to be addressed.
* **Segmented Analysis:**  
  The non-monotonic trend in churn rates (with moderate discounts showing higher churn than very low or very high discounts) suggests that discount strategy might need to be tailored to different customer segments. It may be worth investigating whether customers receiving very high discounts are doing so as a retention measure for customers already at high risk or if they represent a different demographic altogether.

In summary, the output suggests that while small discounts (0-20%) are associated with the lowest churn, other discount levels exhibit higher churn rates, and missing discount information is a red flag. These insights can help guide further analysis and inform strategies to optimize discount offers for better customer retention.

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