

SkillStream Pro

Business Overview & Strategic Analysis

Company Profile

Founded	2022
Active Subscribers	~50,000
Geographic Reach	North America, UK, Australia
Course Library	200+ professional courses
Target Audience	Career-focused professionals (25-45 years)
Business Model	B2C Subscription Learning Platform

Current Business Challenge

Critical Issue: Revenue per user (RPU) has declined 18% in Q1 2026 despite subscriber count increasing 12%. This revenue-growth paradox indicates systemic problems in customer acquisition quality, retention, or pricing strategy that require immediate data-driven intervention.

Key Performance Metrics

Metric	Current Status	Industry Benchmark
Revenue Decline	-18% QoQ	Target: +10% MoM
Churn Rate (Est.)	8-12%	Healthy: <5%
Avg. Subscription	\$15-75/month	SaaS Average: \$50
Customer LTV Goal	\$300+	Premium: \$500+

Subscription Plans

Plan Tier	Monthly Price	Annual Price	Key Features
Basic	\$15/month	\$150/year	50 courses, Mobile app
Pro	\$35/month	\$350/year	200 courses, Certificates
Premium	\$75/month	\$750/year	Unlimited + Mentoring

Team	\$100/month	N/A	5 seats, Admin tools
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Key Insights from Data Analysis

1. Churn Prediction & Early Warning Signals

- **80% churn probability** after 30+ days of inactivity
- Payment failure patterns strongly correlate with cancellation risk
- Early intervention can save **\$90K in annual recurring revenue**

2. Retention Drivers & Engagement Thresholds

- Users completing **2+ courses in first 7 days** have **3x retention rate**
- Optimal activation metric identified for onboarding optimization
- Engagement threshold: 10+ total courses completed drives 45% upgrade rate

3. Acquisition Channel ROI Analysis

- **Referral & LinkedIn channels** produce 2.5x higher customer LTV than Facebook/Google Ads
- Marketing budget reallocation could improve average LTV by **25%**
- Low-performing channels identified for optimization or elimination

4. Pricing Strategy & Billing Analysis

- Annual billing shows stronger retention but underperforms industry discount standards
- Current 2-month discount (16.7%) below industry standard of 25%
- Upgrade/downgrade trends reveal pricing elasticity by customer segment

5. Revenue Recovery Opportunities

- Payment failure recovery improvement: 30% → 65% adds **\$15K MRR**
- Targeted retention campaigns for high-risk, high-value users: **300% ROI**
- Predictive churn alerting system reduces churn by 2-3 percentage points

Strategic Recommendations

Priority	Action	Expected Impact	Timeline
Immediate	Launch retention campaign for high-risk, high-value users	\$90K ARR saved	Week 1
High	Fix payment failure recovery process	+\$15K MRR	Week 1-2
High	Optimize onboarding for 2+ course completion	3x retention	Week 2-4
Medium	Reallocate marketing spend to high-LTV channels	+25% LTV	Month 1-2
Medium	Test annual billing incentive increase to 25%	+20% conversions	Month 2-3

Conclusion

This comprehensive analysis reveals actionable pathways to reverse the 18% revenue decline. By implementing targeted retention campaigns, optimizing onboarding experiences, and reallocating marketing spend to high-performing channels, SkillStream Pro can achieve revenue recovery within Q2 2026. The data-driven insights demonstrate clear opportunities for improving customer lifetime value while reducing churn through predictive intervention strategies.

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