

## **Customer Subscription & Churn Insights Report**

### **Dataset Overview**

This dataset contains customer subscription activity and churn information including Age, Gender, Subscription Type, Login activity, Feedback Score, and Churn indicator.

#### **1. Active vs Churned Customers (by Subscription Type)**

Subscription types with higher churn require improved retention strategies, while plans with more active users show stronger loyalty.

#### **2. Average Feedback Score (by Subscription Type & Gender)**

Feedback analysis highlights satisfaction gaps across different subscription plans and genders.

#### **3. Low Engagement & Low Feedback Customers**

Customers with fewer than 5 sessions and feedback below 5 are high churn risks and need proactive engagement.

#### **4. Inactive Customers (60+ Days)**

Customers inactive for more than 60 days are likely disengaged and should be targeted with reactivation campaigns.

#### **5. Churn Rate by Subscription Type**

High churn subscription plans require pricing, feature, or value improvements.

#### **6. Longest Subscribed Customers**

Top long-term subscribers represent loyal customers suitable for rewards and referral programs.

#### **7. Age Group Wise Churn Analysis**

Different age groups show varying churn behaviors, requiring age-specific retention strategies.

### **Conclusion**

The analysis helps identify churn risks, loyal customers, and areas for improvement, enabling data-driven retention strategies.