

Logistic Regression Model
Dependent Variable: Canceled subscription (1, 0)

Parameter	Estimate	Standard Error	Chi-Square	p-value	Odds Ratio
Intercept	-6.470100	0.17410	1381	<.0001	--
No purchase up to 360 days prior (binary)	-0.337600	0.03300	105	<.0001	0.713
Made first purchase within last month (binary)	0.625000	0.10130	38	<.0001	1.868
Customer tenure (days)	-0.000350	0.00008	22	<.0001	1.000
Logged customer tenure (days)	0.662900	0.03620	336	<.0001	1.940
Days since last purchase	-0.003520	0.00017	447	<.0001	0.996
Logged days since last purchase	0.102800	0.01090	89	<.0001	1.108
Average days between purchases	-0.001560	0.00013	146	<.0001	0.998
Standard deviation of days between purchases	0.002520	0.00021	143	<.0001	0.997
Days to first purchase after sign-up	-0.003310	0.00018	342	<.0001	1.003
Square days to first purchase after sign-up	0.000003	0.00000	297	<.0001	1.000
Average transactions per month	1.012100	0.03250	968	<.0001	2.751
Total number of transactions	0.044400	0.01240	13	0.0004	1.045
Total number of returns	0.069700	0.00676	106	<.0001	1.072
Logged total spend	0.094000	0.00905	108	<.0001	1.099
Total email opens	0.001510	0.00036	18	<.0001	1.002
Total email clicks	0.039900	0.00229	305	<.0001	1.041
Average email clicks per month	0.012200	0.00338	13	0.0003	1.012
Unsubscribed from email notifications	-0.564100	0.01990	801	<.0001	0.569

Life Analysis
Percent of Customers Likely to Cancel Subscription by Decile:
Logistic Regression Model versus Random Chance
(Assumes a 10% overall cancelation rate)

Decile	Random		Logistic Regression		Difference
	<i>Per Decile</i>	<i>Cumulative</i>	<i>Per Decile</i>	<i>Cumulative</i>	<i>Cumulative</i>
1	10%	10%	37.3%	37.3%	27.3%
2	10%	20%	19.1%	56.4%	36.4%
3	10%	30%	12.2%	68.6%	38.6%
4	10%	40%	9.0%	77.6%	37.6%
5	10%	50%	7.3%	84.9%	34.9%
6	10%	60%	5.2%	90.1%	30.1%
7	10%	70%	3.7%	93.8%	23.8%
8	10%	80%	3.1%	96.9%	16.9%
9	10%	90%	2.2%	99.1%	9.1%
10	10%	100%	0.9%	100.0%	0.0%