

Customer Loyalty Dashboard

Type_Of_Subscri...

- 12-Months-Subscription
- Subscription creation
- Subscription update

Subs_Over_Time...

- Mar
- Apr
- Aug
- Dec
- Feb
- Jan
- Jul
- Jun
- May
- Nov
- Oct
- Sep

MOM (Date)

- Mar
- Apr
- Aug
- Dec
- Feb
- Jan
- Jul
- Jun
- May
- Oct
- Sep

Unique Customers ID
187

Total Subscriptions
841

AVG Subscriptions Per ID
4

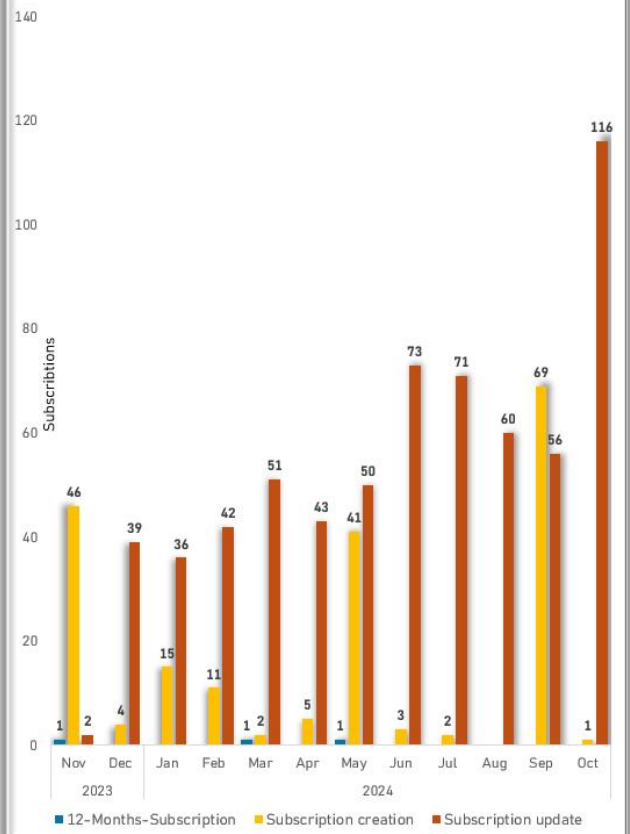
Subscription Refund
1

Subscriptions Over Time			
Date	12-Months-Subscription	Subscription creation	Subscription update
2023			
Nov	1	46	2
Dec		4	39
2024			
Jan		15	36
Feb		11	42
Mar	1	2	51
Apr		5	43
May	1	41	50
Jun		3	73
Jul		2	71
Aug			60
Sep		69	56
Oct		1	116
Grand Total	3	199	639

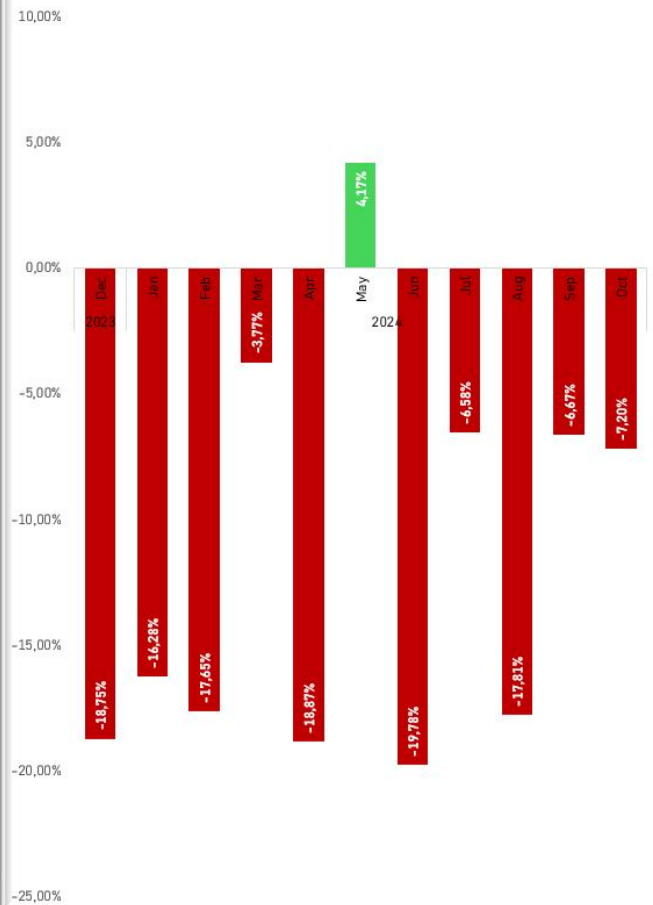
Month-Over-Month Subscriber	
Date	Difference MoM %
2023	
Dec	-18,75%
2024	
Jan	-16,28%
Feb	-17,65%
Mar	-3,77%
Apr	-18,87%
May	4,17%
Jun	-19,78%
Jul	-6,58%
Aug	-17,81%
Sep	-6,67%
Oct	-7,20%

Customer Loyalty		
Months	Subscribers	Subscribers (%)
2	86	45,99%
3	16	8,56%
4	10	5,35%
5	7	3,74%
6	24	12,83%
7	9	4,81%
8	4	2,14%
9	8	4,28%
10	5	2,67%
11	3	1,60%
12	12	6,42%
13	1	0,53%
14	2	1,07%

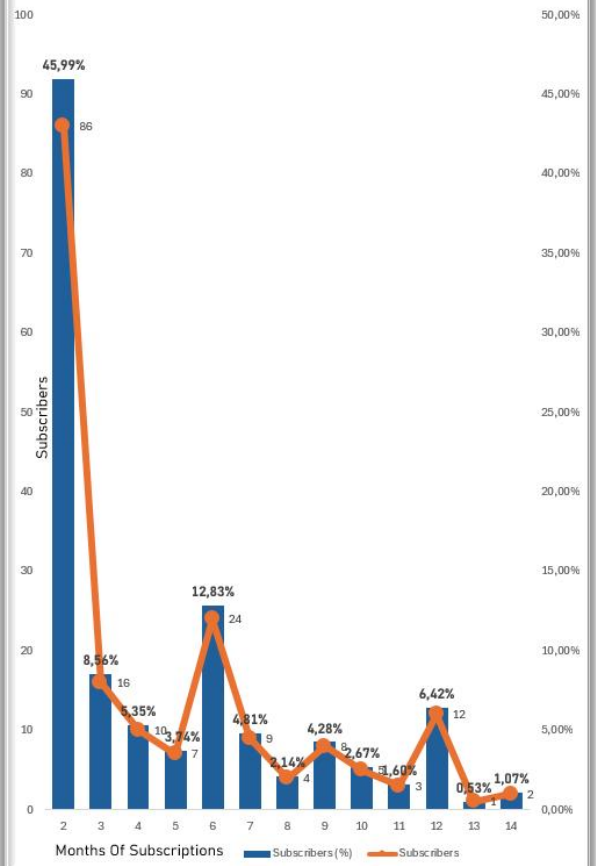
Subscriptions Over Time



Month-Over-Month Subscriber Trend (%)



Customer Loyalty (%)



INSIGHTS

Average subscriptions
per customer: 4.

Top subscriptions: 125 in
09.2024, 117 in 10.2024.

Subscriber growth MOM was
positive only in May: +4,17%.

Most cancellations occur
after 2nd month: 46,52%.

In this project, I analyzed the data of the platform I subscribe to.
For this task, I excluded all Customer IDs who purchased only one subscription, whether it was a Subscription Creation or 12-Months-Subscription, as this data was not relevant from a loyalty perspective. One person received a refund for a purchased subscription.