

Spotify Churn Overview (KPI)

Out of **987 total** users, **173 have churned** —
representing a **17.5%** churn rate

987

Sum of total_users

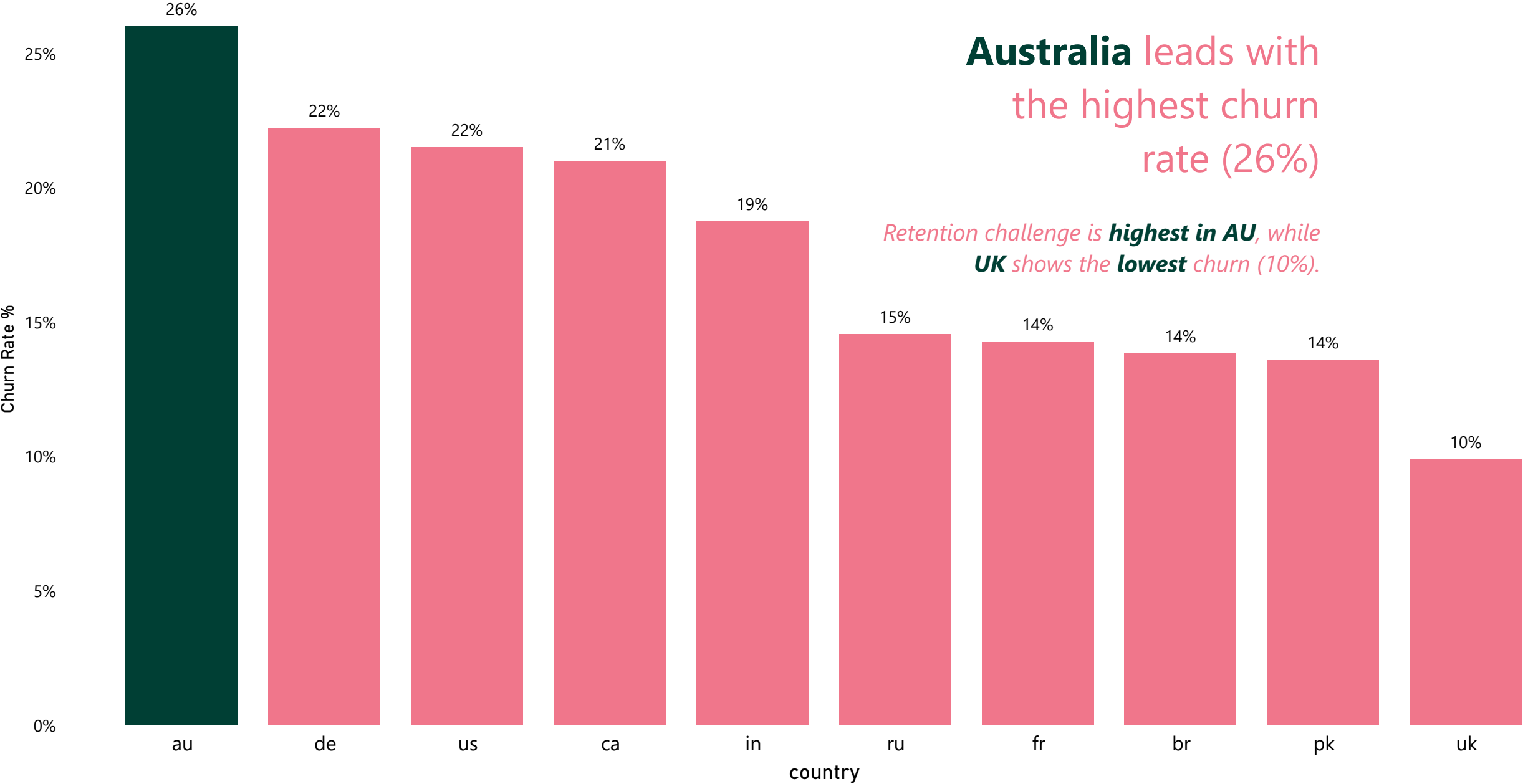
17.5%

Churn Rate

173

Sum of churned_users

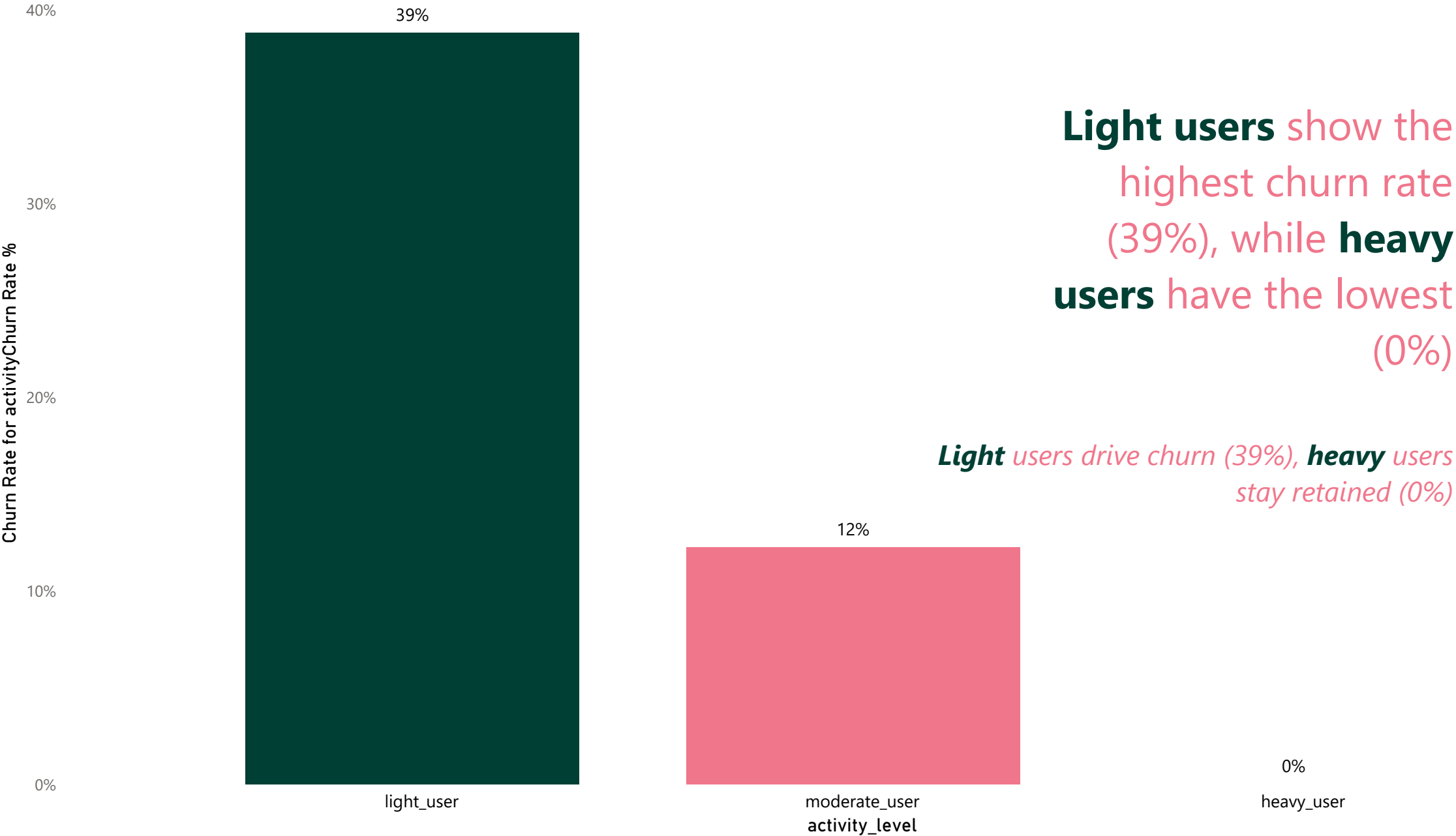
Churn Rate varies widely across countries



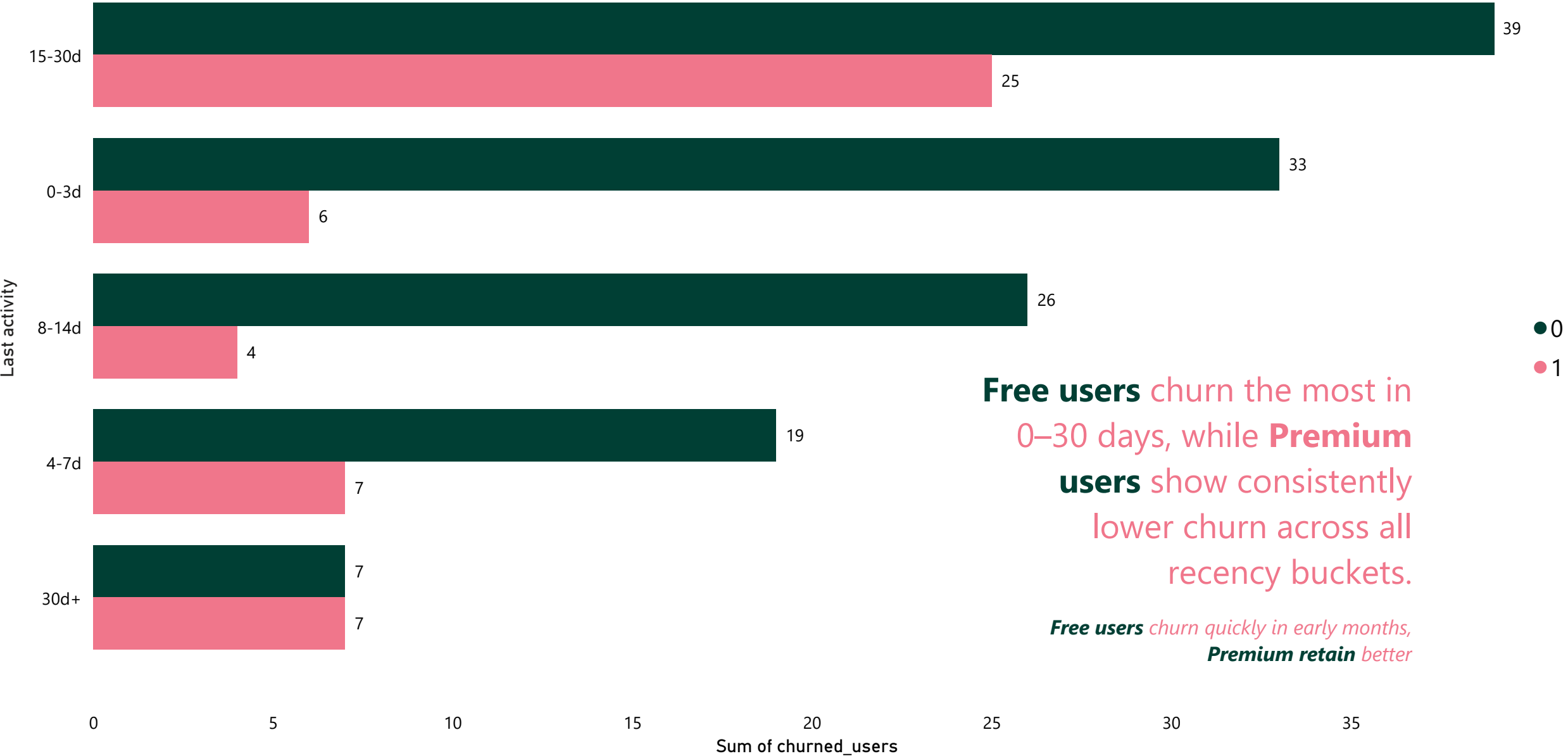
Australia leads with the highest churn rate (26%)

Retention challenge is **highest in AU**, while **UK** shows the **lowest** churn (10%).

Churn risk is highest among light users (39%)



Free Users Churn Heavily Within 0–30 Days, Premium Users Retain Better



Free users churn the most in 0–30 days, while Premium users show consistently lower churn across all recency buckets.

Free users churn quickly in early months, Premium retain better