FM

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Premium Workflow

A practical guide – step by step

Churn Prediction

Predict customer churn from usage signals: score accounts, flag at-risk customers and trigger retention playbooks.

ANALYTICS & CRM

EXPERT

ABOUT 4 HOURS SETUP

OVERVIEW

Churn Prediction

Predict customer churn from usage signals: score accounts, flag at-risk customers and trigger retention playbooks.

CATEGORY	DIFFICULTY	DURATION
Analytics & CRM	**Expert**	**About 4 hours setup**

What you use it for

SaaS teams reducing churn proactively.

Tools in this workflow

OpenAI API · Supabase · PostHog Analytics API · n8n

STEP BY STEP

How to implement it

1 Collect usage and billing signals

Collect customer behavior and billing data to recognize patterns and establish a foundation for churn analysis.

WHAT YOU NEED TO DO

1. Create a new table 'usage_signals' in Supabase with fields for purchase behavior and interactions.
2. Use the PostHog Analytics API to capture usage data and import it into the table.
3. Set up automatic data imports for billing information in Supabase.

CHECK AT THE END

[ ] Table 'usage_signals' in Supabase is created
[ ] Data import from PostHog is successful
[ ] Billing data is regularly updated

RESULT

All relevant usage and billing data are available in Supabase.

2 Build churn features

Develop specific features from aggregated data to quantify the risk of customer churn.

WHAT YOU NEED TO DO

1. Create a new table 'churn_features' in Supabase.
2. Define features based on usage frequency and payment information.
3. Use SQL queries in Supabase to calculate the features from 'usage_signals'.

CHECK AT THE END

[ ] Table 'churn_features' is created
[ ] Features are defined and calculated
[ ] SQL queries deliver correct results

RESULT

Churn features are calculated and stored in Supabase.

LINKS

PostHog Analytics API: https://posthog.com/docs/api

3 Score accounts with a model

Evaluate customer accounts using a predictive model to determine churn probability.

WHAT YOU NEED TO DO

1. Train a model with 'churn_features' in OpenAI API.
2. Use the model to assign a churn probability to each account.
3. Store the results in a new table 'churn_scores' in Supabase.

CHECK AT THE END

[ ] Model is successfully trained
[ ] Churn probabilities are calculated
[ ] Results are stored in 'churn_scores'

RESULT

Each customer account has a calculated churn probability.

4

Flag at-risk customers

Identify customers with a high churn risk to enable targeted measures.

WHAT YOU NEED TO DO

1. Create a new table 'at_risk_customers' in Supabase.
2. Run SQL queries to identify customers with a high likelihood of churn.
3. Mark these customers in the 'at_risk_customers' table.

CHECK AT THE END

[ ] The 'at_risk_customers' table is created

[ ] Customers with high risk are correctly identified

[ ] The identification is stored in the table

RESULT

Customers with a high churn risk are marked in Supabase.

5

Trigger retention playbooks

Activate specific retention strategies to keep at-risk customers and reduce churn.

WHAT YOU NEED TO DO

1. Create retention workflows in n8n based on 'at_risk_customers'.
2. Use personalized offers and communication as part of the workflows.
3. Monitor the effectiveness of retention strategies through n8n.

CHECK AT THE END

[ ] Retention workflows are set up in n8n

[ ] Personalized offers are activated

[ ] The effectiveness of strategies is being monitored

RESULT

Retention strategies are active and targeted at at-risk customers.

LINKS

PostHog Retention Guide: https://posthog.com/docs/guides/retention

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

OpenAI API

https://platform.openai.com/?ref=flowmatrix

Official URL

Supabase

https://supabase.com/?ref=flowmatrix

Official URL

PostHog Analytics API

https://posthog.com/

n8n

https://n8n.io/?ref=flowmatrix

Official URL

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