

Innovation Women: Strategic Growth & Retention Report

Executive Summary

Innovation Women is facing growth challenges in evolving business contexts, audience churn, and disparate engagement with speaker events. Our research identified significant behaviors and systemic inefficiencies that can affect user retention, user acquisition, and user revenues.

We segmented users by their login sessions and completeness of their profiles to identify distinct categories of users that eventually churned from Innovation Women. These eight user personas span the spectrum of behaviors from passive signers to high-profile users who disengaged after some early success. Overall, the analysis revealed that the low-profile users were at the most risk of drop-off, and the cohorts that had already engaged with Innovation Women had possible re-engagement opportunities. Their geographical distribution and cohorting analysis based on user type illustrated geographic imbalances between speakers and events, prompting the possibility of targeted outreach.

From a financial point of view, members from companies who sponsor their members have significantly higher retention rates than members who are self-paying, and failed renewals are still the most significant cause of lost revenue. Content analysis with TF-IDF analysis of planners' top trending interests shows there is likely to be an inaccurate representation of speakers' bios, and planners' interests needed for a match to be successful.

To address these challenges, we recommended persona-based retention strategies; regional speaker campaigns, targeting B2B accounts, and utilizing insights to create enriched onboarding based on current in-demand topics. These initial recommendations should be a foundation for Innovation Women to implement to flexibly reactivate top of the funnel talent, reduce events, and create a sustainable cash flow, moving from being a reactive organization to a more proactive data-driven or insights-driven organization.

Problem Framing and Strategic Imperatives

Innovation Women faces multiple concurrent challenges:

- A **high churn rate** among strategically critical users (66% for speakers)
- Poor **speaker-event alignment** due to mismatched messaging
- Geographic **speaker underrepresentation** in user-dense states
- Declining **ROI from promotional strategies** over time, and **UX friction**, causing drop-off at key conversion stages.

Data Exploration & Insights

Churn Segmentation & Behavior Analysis

This analysis investigates the churn behavior of Innovation Women users with the goal of uncovering the underlying patterns that drive subscription drop-offs. By leveraging both structured and unstructured data, including login frequency, profile completeness, and user-generated content—we aimed to define key churn personas and generate targeted strategies for retention.

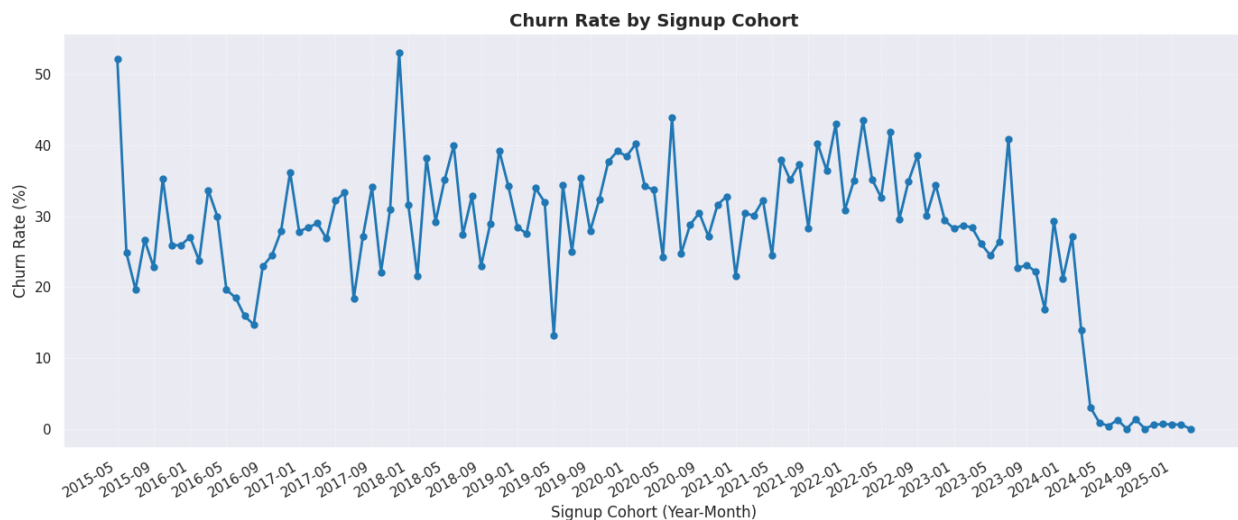
Churn Definition

Churn was operationally defined using a binary classification variable `churn_flag`, determined through a composite logic of `subscription_status`, `expiration_date`, and `auto_renew` fields. A user was labeled as "churned" if they either voluntarily canceled their subscription or allowed it to lapse without enabling auto-renewal. This framework accounts for both passive and active churn behavior, ensuring a holistic view of disengagement.

Key Findings

- Cohort Churn Trends:** Users from 2022–2023 had the highest churn (40%+), suggesting onboarding or product-market fit issues. Post-2023 cohorts retained better.
- Login Frequency:** Users logging in 6–20 times churned the most. This “middle band” is where users often lose interest before forming habits.
- Subscription Plan Impact:** Speakers (Plan 1) had the highest churn rate (66%). This is concerning, as they are the platform’s core value creators.
- Profile Completeness:** Surprisingly, high-profile completeness didn’t prevent churn. Stickiness depends more on the perceived value early on than profile setup.

Cohort analysis



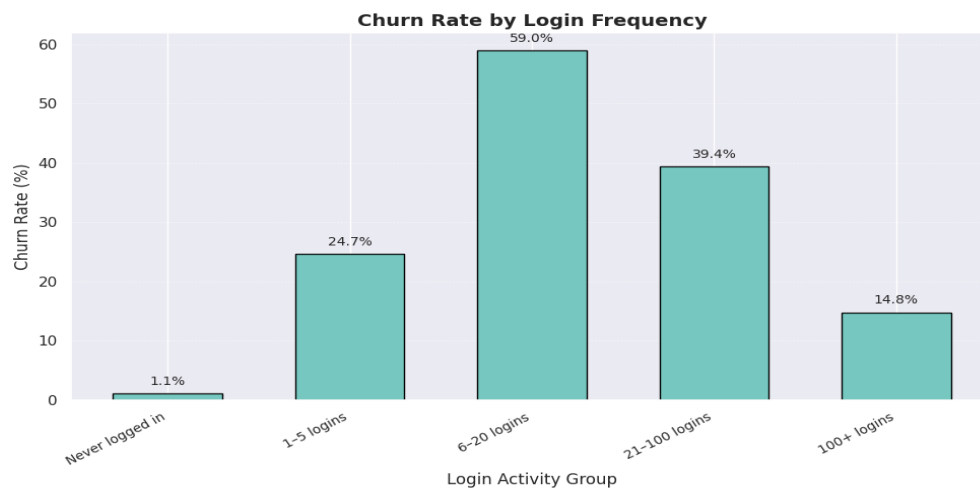
The line graph shows how churn rates varied by signup month from 2015 to early 2025. Each point reflects the average churn rate for users who joined in that specific month.

2022–Early 2023: Highest churn (often 40%+), indicating issues with onboarding or engagement strategies. **Late 2023 Onward:** Churn rates declined, likely due to improvements in user experience or targeting. **2025 Cohorts:** Appear to have very low churn, but it's too early to assess as they haven't been active long enough.

Conclusion: The cohort pattern highlights when retention strategies were less effective and points to periods of improvement that should be scaled and studied further.

Churn Rate by Login Frequency

Users with **6–20 logins** had the highest churn (**59%**), suggesting they explored the platform but didn't find lasting value. In contrast, users with **100+ logins** had the lowest churn (**14.8%**), highlighting the role of habit in retention.

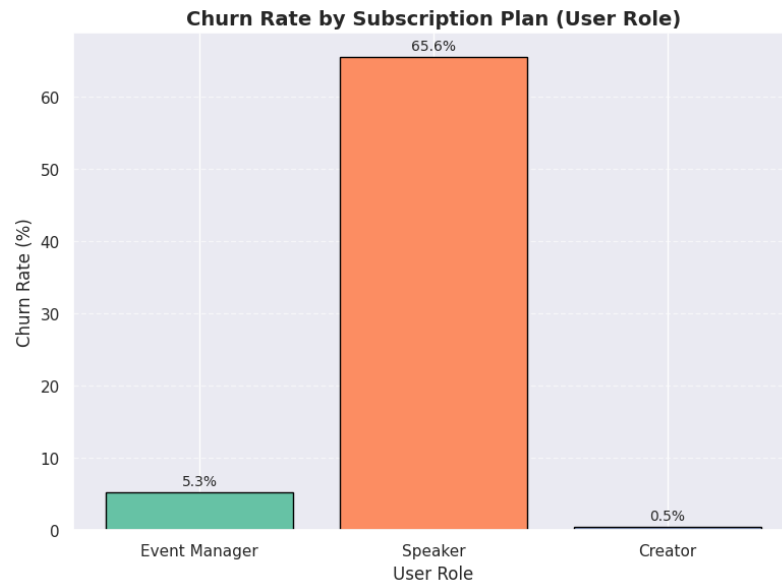


Churn rate by Subscription Plan

Speakers show the highest churn at **65.6%**, despite being the platform's core value drivers. In contrast, **Event Managers (5.3%)** and **Creators (0.5%)** churn far less, likely due to simpler, more transactional use.

Insight: High speaker churn suggests unmet expectations or weak onboarding. These users require better value communication and support.

Action: Prioritize speaker retention through tailored onboarding, clearer value propositions, and exclusive feature access.

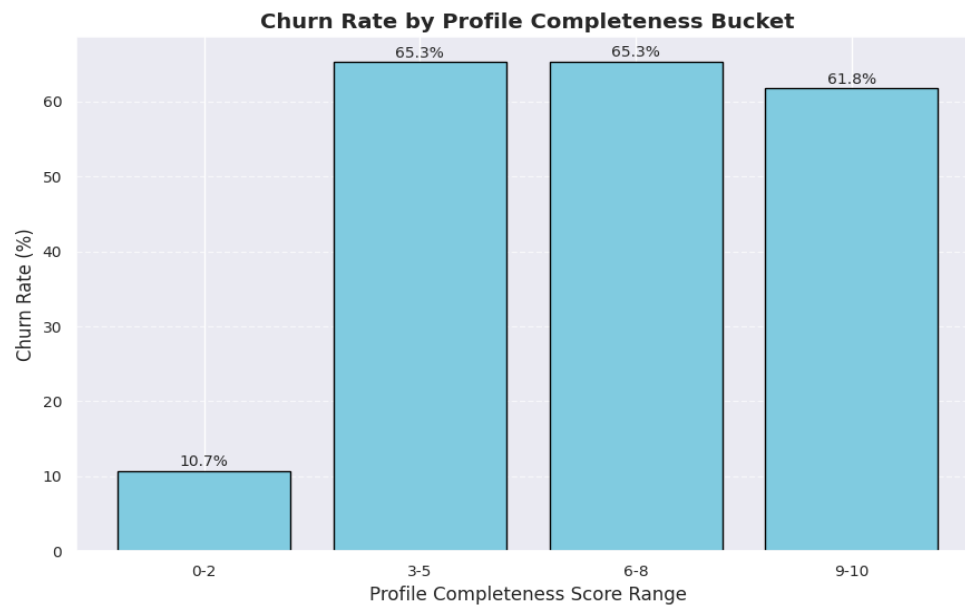


Engagement Score

Users with **moderate to high profile completeness (3–10)** showed **very high churn rates (61–65%)**, while those with **low completeness (0–2)** had much lower churn (10.7%).

Insight: A complete profile does **not** guarantee retention. Churn remains high unless users see value quickly after sign-up.

Action: Focus on **value reinforcement** immediately after registration—through welcome messages, early exposure, or content suggestions—rather than only encouraging profile completion.



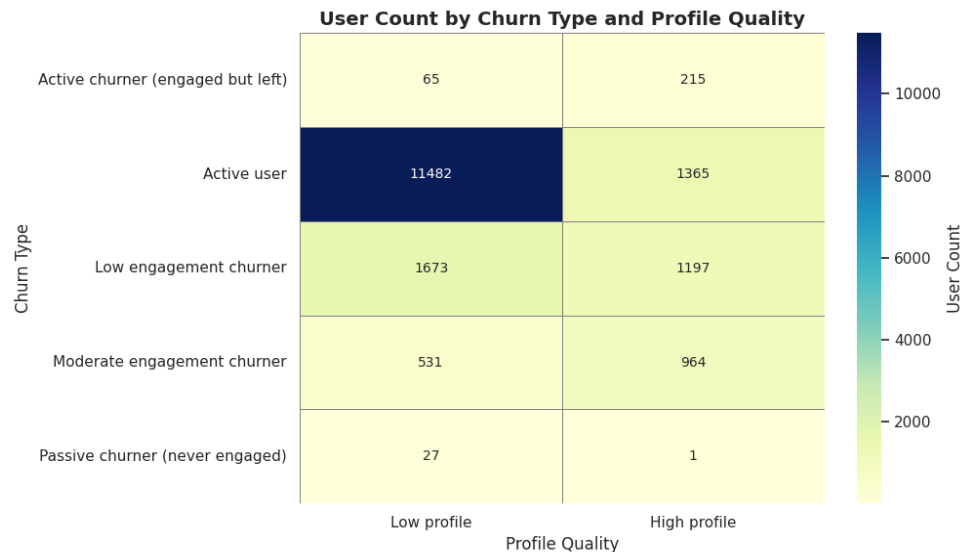
Churn Segmentation Framework

Users were grouped by **engagement level** and **profile completeness**, forming 10 personas.

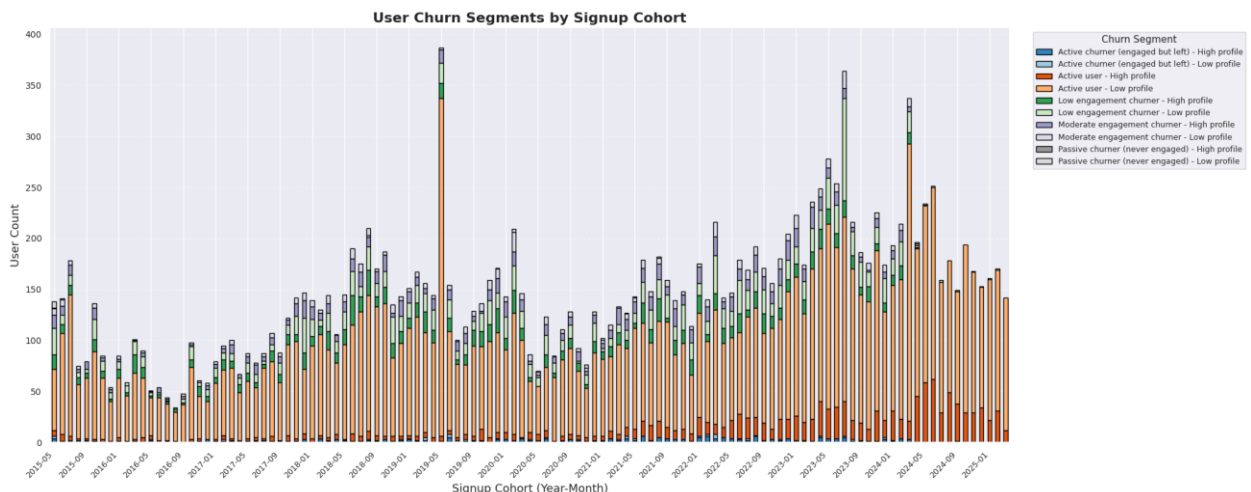
Top Findings:

- **Active users – Low profile** and **Moderate churners – High profile** are the largest groups.
- **Active churners – High profile** is high-value users worth reactivating.
- **Passive churners** never engaged—suggest onboarding or targeting issues.

Use these personas to tailor retention, onboarding, and marketing strategies.



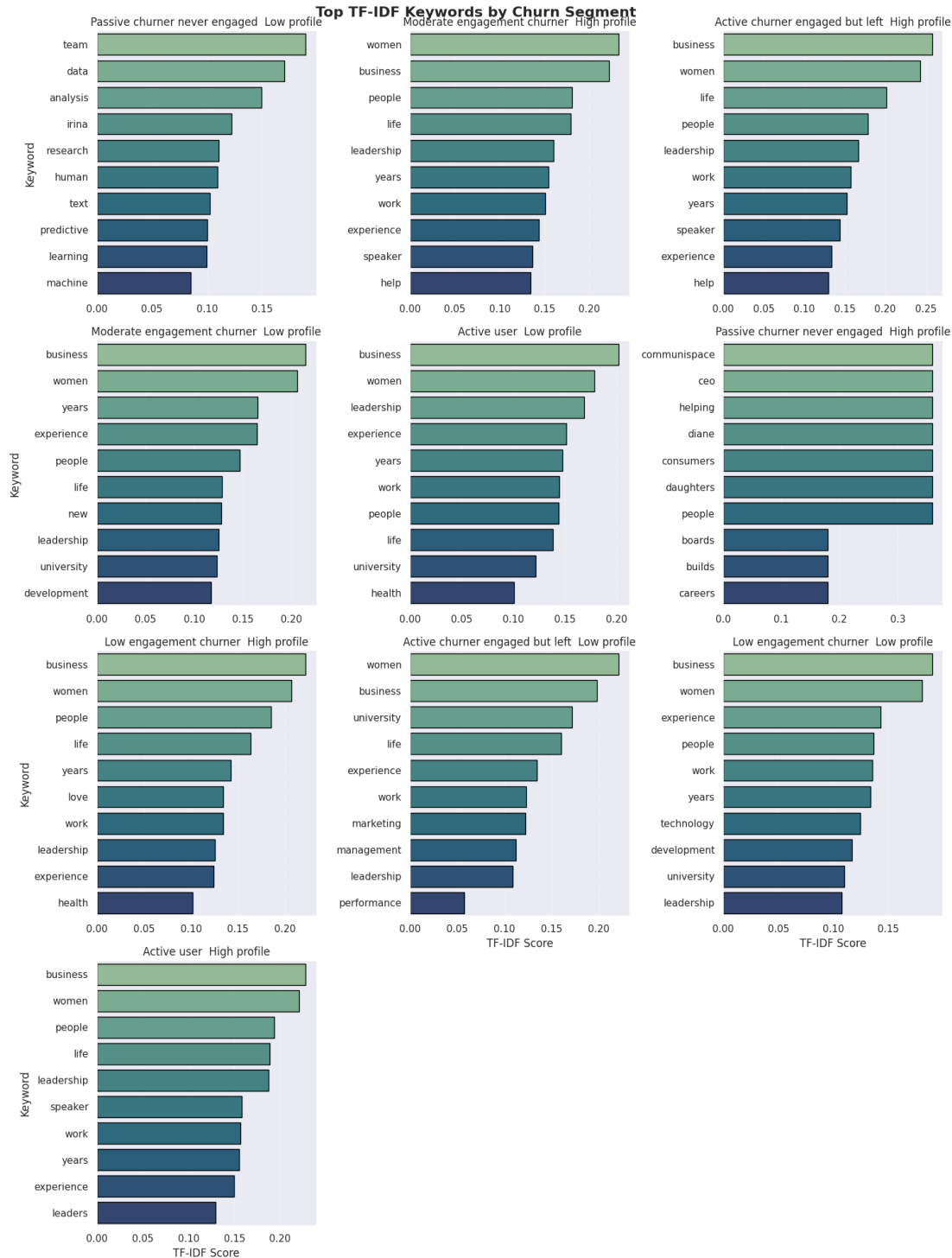
Churn Segment Over Time



Overall, heat maps and cohort distributions emphasized that Active Users - Low Profile and Moderate Engagement Churners - High Profile were the two most common personas. So, Moderate Engagement Churners should be the group's first priority in retention efforts.

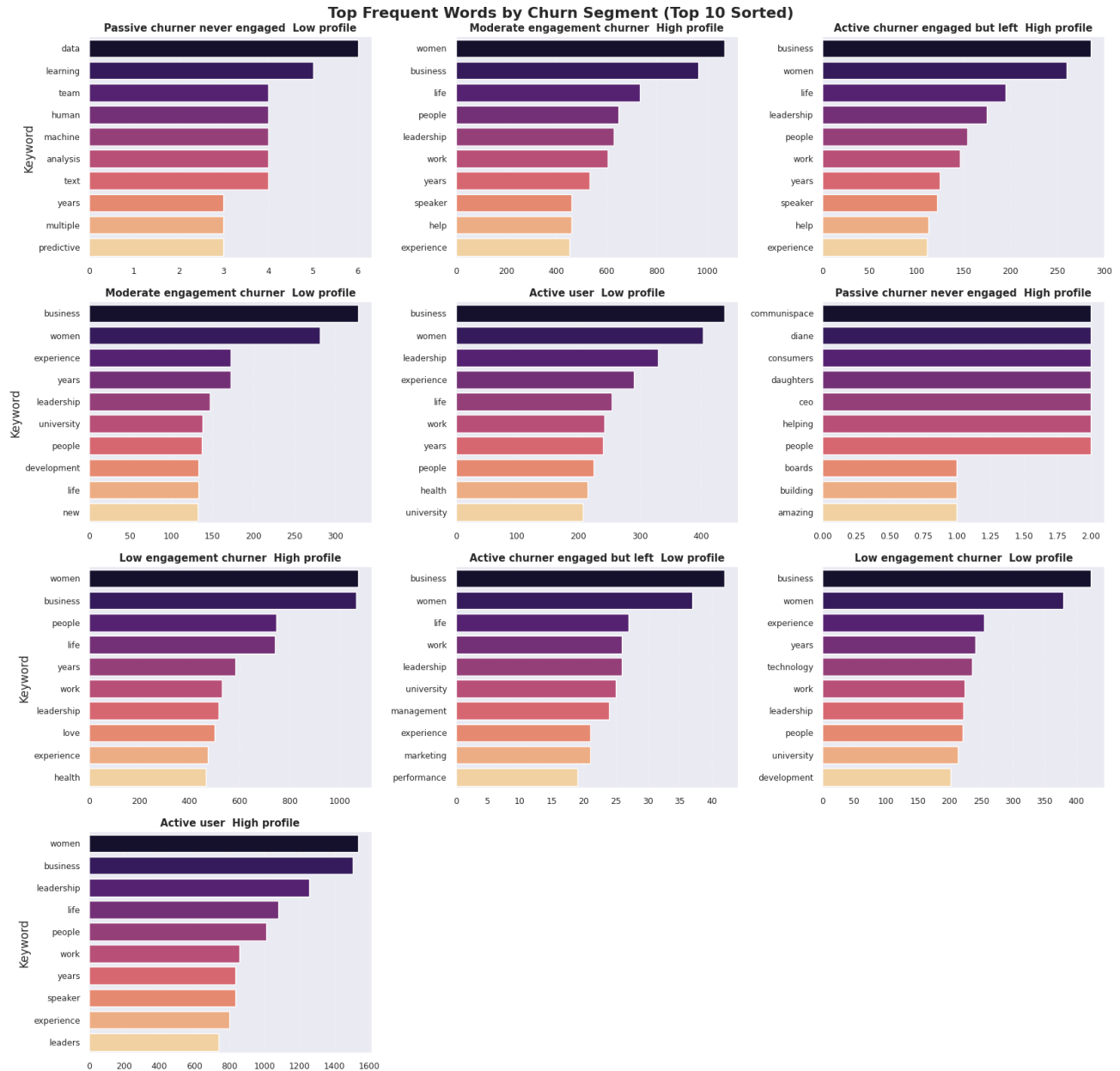
TF-IDF Keyword Patterns

We used TF-IDF analysis on user-generated summaries and passion statements to understand persona differences. **Active users** often used terms like “*leadership*,” “*speaker*,” and “*business*”, showing intent to build visibility. In contrast, **passive churners** used more academic terms like “*research*,” “*machine*,” and “*predictive*”, suggesting exploratory or job-seeking behavior.

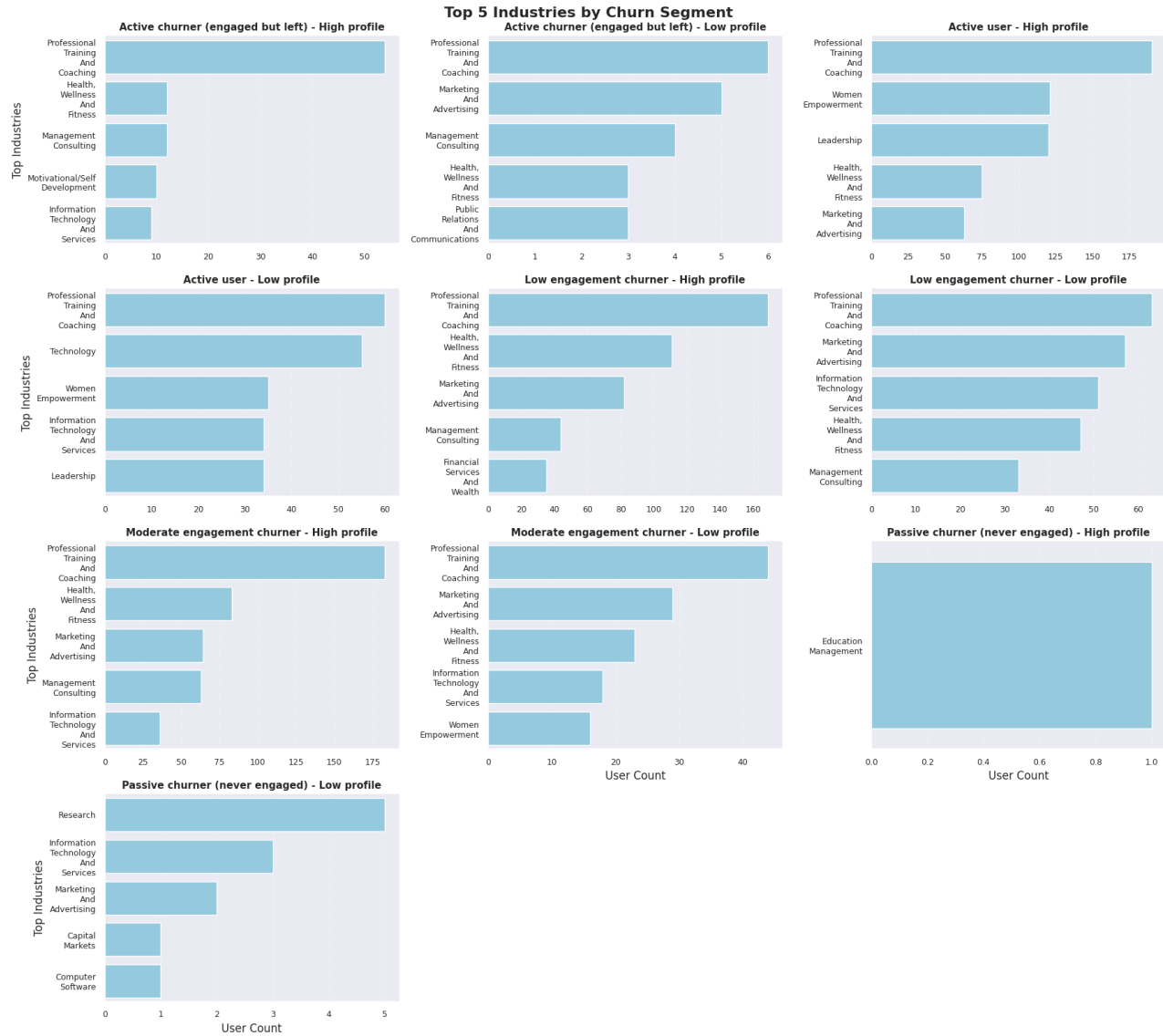


Top Frequent Words by Segment

We analyzed top words per segment. While terms like “women,” “business,” and “leadership” appeared across all groups, differences emerged by engagement. **Passive high-profile churners** used corporate language, while **low-profile users** favored generic motivational terms.



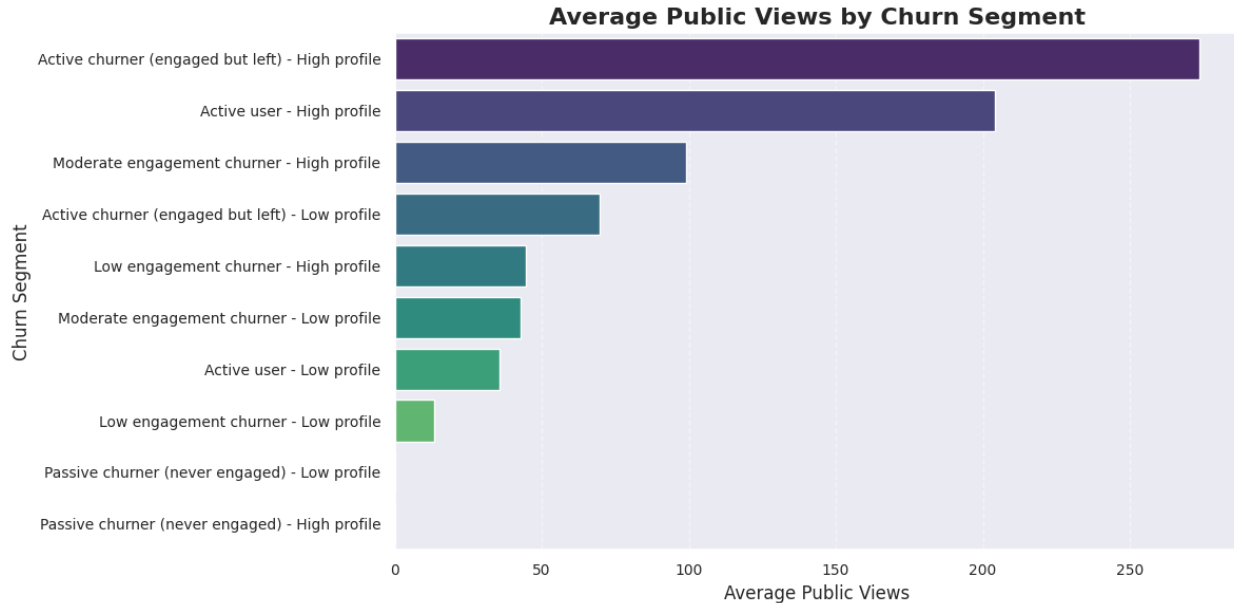
Top 5 Industries per Segment



The top 5 industries by churn segment reveal that **high-engagement users** often come from aligned fields like **Coaching, Tech, and Wellness**. In contrast, **passive churners** are more common in **Research, Capital Markets, and Education**, suggesting a mismatch with platform offerings.

Insight: Focus acquisition and onboarding in high-fit industries, while customizing early experiences for users from less aligned sectors to boost activation.

Public View Insights



We analyzed public view counts as a potential retention factor. **High-profile and actively engaged users**, including those who later churned, had the highest visibility, suggesting that public exposure may help sustain engagement. On the other hand, **users with low profile completeness** had almost no visibility or presence, limiting their chances of being noticed or re-engaged. This lack of exposure may contribute to a cycle of disengagement, especially for users who never fully activated on the platform.

Summary & Business Value of Segmentation

Innovation Women users were segmented by engagement and profile completeness, revealing key behavioral personas:

- **Active Users – High Profile** are the platform’s most valuable segment. They engage regularly, have complete profiles, and align closely with topics like leadership and coaching. These users should be prioritized for retention, promotion, and upselling.
- **Active Users – Low Profile** are engaged but lack profile depth. Encouraging profile completion can unlock further value and visibility.
- **Active Churners – High Profile** are former power users who churned despite initial engagement. They represent a high-opportunity group for reactivation via targeted offers or premium content.
- **Moderate Churners – High Profile** are partially engaged users likely to phase out. They can be re-engaged through light-touch strategies like newsletters or featured content.
- **Passive Churners and Low Engagement Users** show little activity or profile depth and often come from misaligned industries. These users may need improved onboarding or can be deprioritized until scalable solutions are available.

Business Value of Segmentation

1. Precision Retention

Segmentation enables targeted retention tactics. For example:

- Re-engage high-profile churners with premium content or webinar invites.
- Support low-profile users with onboarding reminders and gamified completion.

2. Persona-Driven Product Development

Use persona insights to enhance features:

- Offer visibility tools like badges or analytics to high-profile users.
- Create guided onboarding paths for low-profile segments.

3. Optimized Marketing & Messaging

Tailor language, campaigns, and content by persona using TF-IDF keyword patterns and industry fit.

4. A/B Testing & Experimentation

Personas allow controlled testing of onboarding flows, engagement nudges, and trial offers.

5. Early Warning Signals

Track changes in cohort sizes and behaviors to detect churn risk before it escalates.

6. Monetization & Upselling

- Upsell premium tiers to high-engagement users.
- Reactivate churned users who previously saw value through well-timed outreach.

7. Community Growth Strategy

Use personas to identify top contributors, underperforming industries, and areas for organic growth through testimonials or peer promotion.

Conclusion

Segmentation turns churn management from reactive to proactive. By understanding who your users are, how they behave, and what they value, Innovation Women can personalize journeys, improve product fit, and drive higher retention and lifetime value—making segmentation a core business strategy, not just an analytics tool.

Geographical Mapping and Acquisition Channels Breakdown and Referral Type Attribution Analysis

The goal of this analysis was to uncover patterns in customer acquisition sources, referral types, and the geographical distribution of users, speakers, and events. By understanding which acquisition channels are driving the highest engagement and where our customer base is most concentrated, especially within the United States which happens to be our largest market and we aim to develop actionable strategies to improve outreach efficiency, event planning, and speaker engagement.

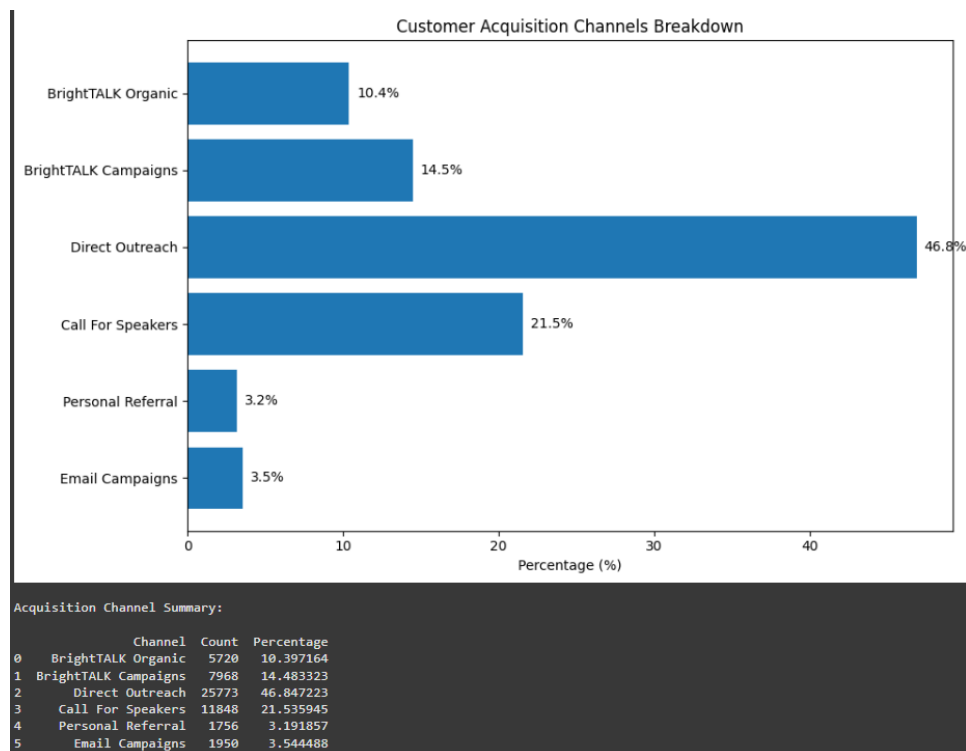
Methodology and Logic:

This analysis combined data from IW Users, BrightTALK, MSL Leads, and Constant Contact to examine the customer acquisition funnel. Data was cleaned and standardized, with missing values labeled as "Unknown" to maintain integrity.

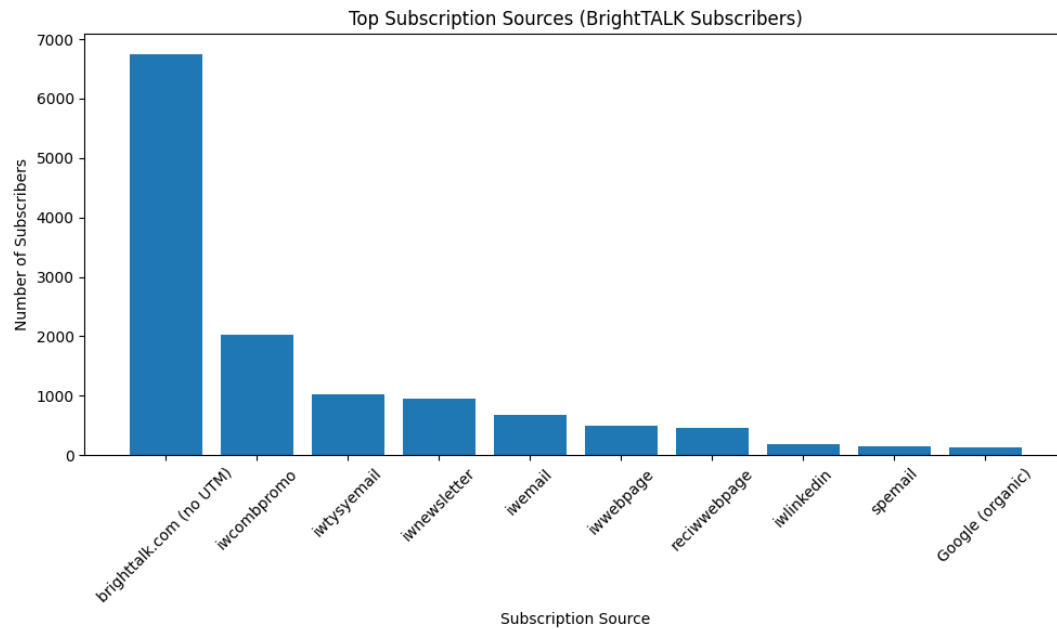
Using Folium's MarkerCluster, we mapped users, speakers, and events across the U.S. This revealed key geographic gaps by comparing speaker density, user presence, and event activity, helping identify untapped regions and outreach opportunities.

Key Findings and Insights:

The acquisition breakdown showed that channels are diverse but uneven in effectiveness as seen below.



BrightTALK subscriber data revealed that the dominant source remains organic traffic from "brighttalk.com (no UTM)," followed closely by targeted email campaigns such as 'iwcombpromo', 'iwtysyemail', and 'iwnewsletter'.



These campaign-based entries indicate that promotional outreach with well-placed CTAs and landing pages are effective, particularly when segmented by audience interest.

Missing Data Alert: No UTM Tracking

Over 6,500 BrightTALK subscribers are listed under **"brighttalk.com (no UTM)"**, meaning their source is untracked.

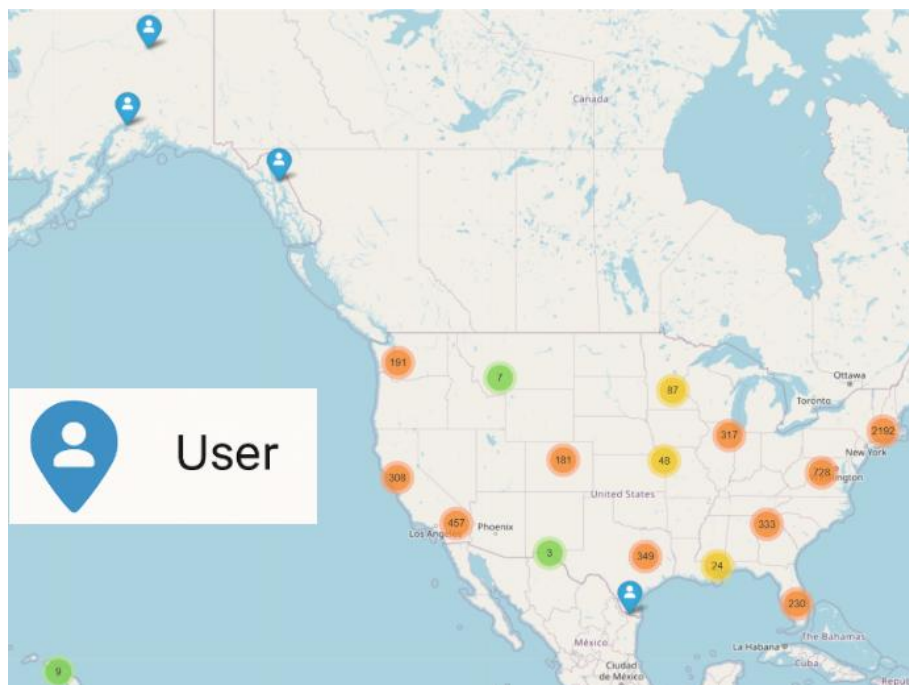
Issue: Limits visibility into which channels drive conversions.

Fix: Standardize UTM tags on all campaign links to improve attribution and marketing performance analysis.

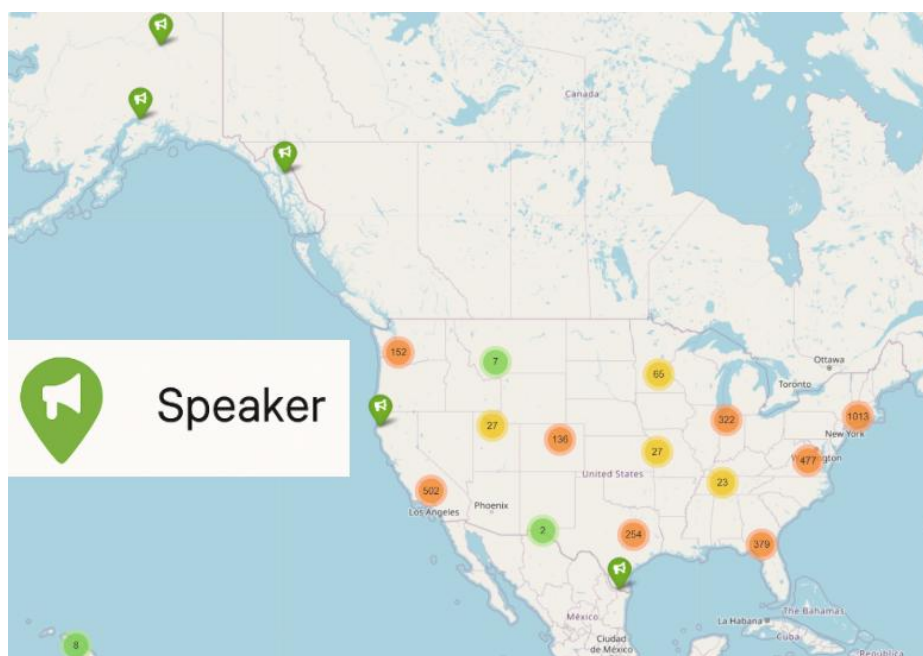
Geographical Mapping

These findings validate the continued investment into persona-based outreach, but they also hint at an opportunity to diversify these methods by better segmenting by region or event type.

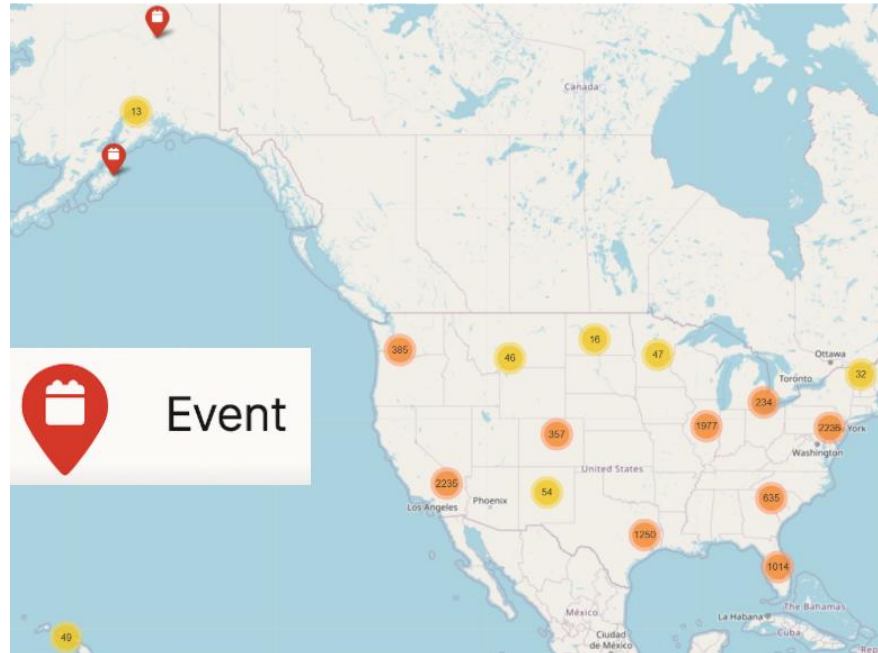
From a geographical standpoint, users are heavily concentrated in states such as Massachusetts, California, New York, and Texas as seen in the visualization below.



However, this trend does not hold when evaluating speaker density as seen below. Some states with large user bases do not have a proportionally large number of active speakers. This geographic imbalance represents a clear opportunity to drive speaker conversion campaigns within those states.



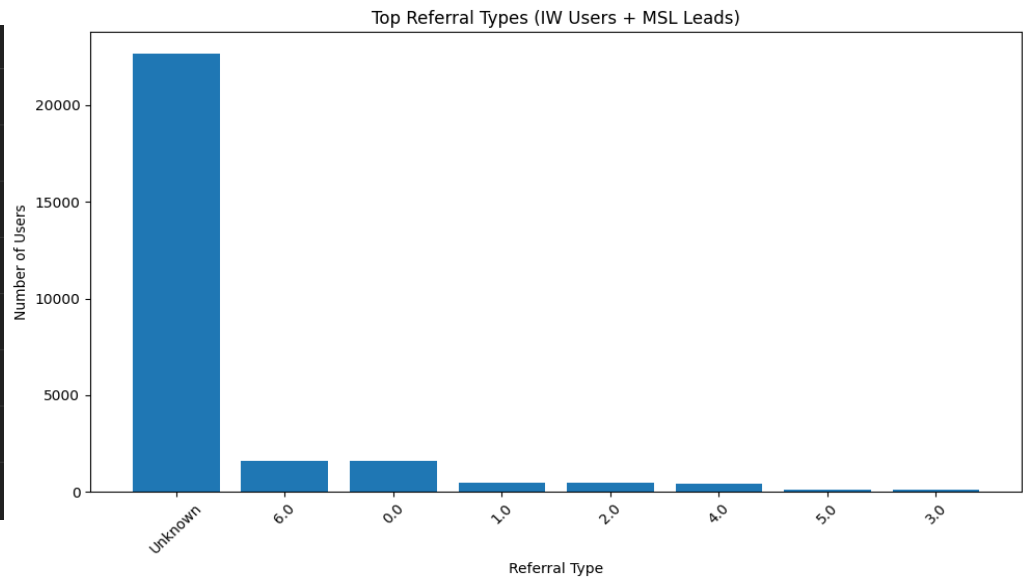
Event data further supports a regional approach. Many events are located near educational institutions and conference hubs, particularly across the Northeast and South as seen below. The overlap between user and event presence, contrasted with a lack of speaker engagement, builds the case for more localized recruitment and event targeting strategies.



Our analysis of the referral_type field reveals that the **most effective known referral method is “Referral from a Friend”**, reinforcing the importance of peer-driven, trust-based acquisition. Other active channels include **Social Media**, **Event-based referrals**, and **Online Search**, which indicate that community engagement and experiential marketing contribute significantly to user growth.

However, it’s important to note that **over 22,000 users, by far the largest segment, have an “Unknown” referral type**. This large portion of unclassified data limits our ability to fully understand the true source of user acquisition and may obscure valuable insights.

Code	Referral Type
0.0	Online Search Engine
1.0	Link from Another Website
2.0	Event
3.0	Podcast Mention
4.0	Social Media
5.0	Media Mention
6.0	Referral from a Friend
NaN	Unknown



Implication: The lack of clarity in referral attribution makes it difficult to measure ROI across channels or to optimize future acquisition strategies effectively.

Recommendation:

- Standardize how referral sources are captured during sign-up or user import workflows.
- Require referral type selection (or inference) at the point of acquisition.
- Introduce tracking improvements across partner channels and UTM usage.

By closing this data gap, the platform can unlock clearer attribution, smarter marketing investment, and stronger conversion tracking.

Strategic Solutions and Recommendations:

Based on the findings, four strategic initiatives are recommended to strengthen customer acquisition and engagement:

- **High-Performing Email Campaigns**
Email remains one of the strongest acquisition channels. Campaigns like 'iwcombpromo' and 'iwtysemail' have consistently delivered results. These should be scaled by leveraging past high-performing content, aligning messaging with upcoming events or speaker opportunities, and segmenting audiences for better personalization and engagement.
- **Deploy Regionally Targeted Speaker Engagement**
Geographic data shows untapped opportunities in states with high user density but low speaker participation. Targeted campaigns in these regions—offering incentives like visibility boosts, local speaking slots, and mentorship—can help onboard new speakers and strengthen regional networks.

- **Align Events with Audience Hotspots**

Webinars, workshops, and speaking engagements should be strategically scheduled in regions with high user activity. This alignment not only drives participation but also reinforces long-term engagement by building stronger localized communities.

- **Launch a Formal Referral Rewards Program**

Referral-based traffic—especially peer invitations—is already a leading organic driver. Formalizing this with gamified rewards can significantly scale acquisition. In parallel, expanding visibility through podcast and influencer partnerships can help tap into niche, high-potential segments.

Client Behavior and Sustainable Monetization Analysis

This part of report is based on membership data on the Innovation Women platform. The document presents key strategic findings regarding customer base segmentation, monetization, retention dynamics, profitability, and customer lifetime value growth. The main focus is on behavioral differences between individual and corporate users, revenue dynamics, and factors influencing sustainable net cash flow. The report is based on the business logic of segmentation, supported by the data and observations obtained as part of the study.

Analytical model and business logic

This analysis uses membership data from Innovation Women to uncover key insights on segmentation, monetization, retention, and customer lifetime value (LTV). The focus is on behavioral differences between **individual vs. corporate users**, and the factors influencing **sustainable net cash flow**.

Two segmentation strategies were applied:

1. **By Subscription Duration:** Users were clustered into short-term (1 year), medium-term (2–3 years), and long-term (3+ years) groups. This helped assess lifecycle value and retention potential.
2. **By Customer Type:** Users were classified as *individual* (public email domains) or *corporate* (custom domains). This proxy approach revealed that corporate users tend to show higher loyalty and long-term value.

Insight: While this proxy is not fully reliable—some individuals may use corporate emails and vice versa allows a preliminary comparison. The data suggested that users with corporate domains tend to show **higher retention and subscription duration**, aligning with B2B growth opportunities.

Recommendation: Add a clear “customer type” field in the user profile or signup flow to improve segmentation accuracy and enable more personalized retention and sales strategies.

Segmentation by subscription duration

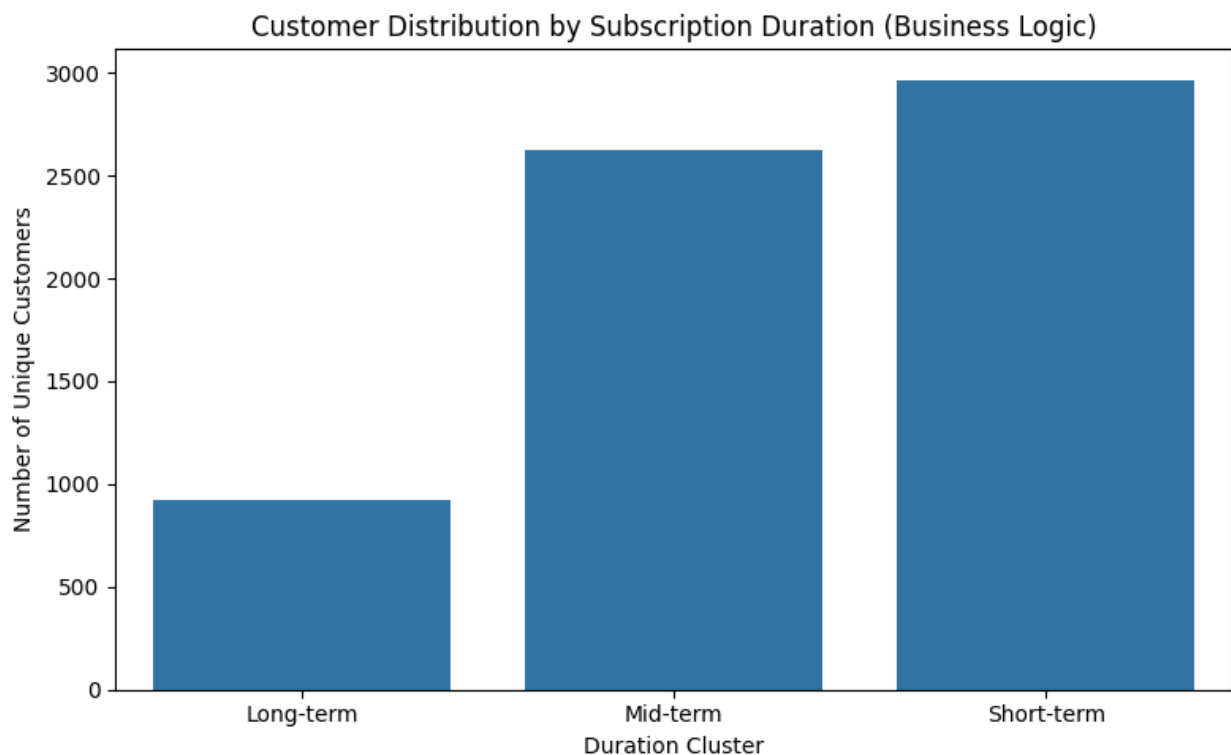
Users were segmented based on their subscription duration: short-term, medium-term, and long-term. While the majority fall into the short- and medium-term groups, **long-term subscribers consistently deliver the highest value**—with stronger retention, higher average spend, and sustained revenue growth.

Insight: Long-term users represent the most profitable segment.

Recommendation: Focus on converting more users into long-term subscribers by implementing:

- Personalized renewal reminders,
- Loyalty incentives during the final quarter of the first year,
- Consistent engagement programs that reinforce value early in the user journey.

These strategies can increase customer lifetime value and improve overall platform stability.

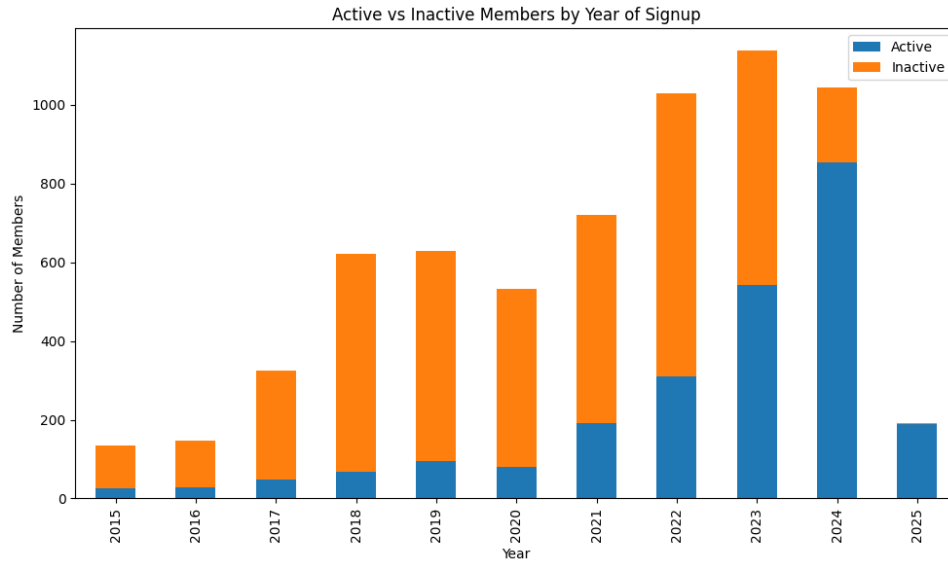


Retention dynamics and post-pandemic recovery

Between **2018–2020**, member retention declined—likely impacted by COVID-19. However, from **2021 onward**, active user rates have steadily improved, with **2024 showing over 80% retention**.

Insight: This reflects the success of recent engagement and onboarding strategies.

Recommendation: Identify and scale the strategies used post-2021—such as improved onboarding flows, email campaigns, or product enhancements—to sustain long-term growth and retention.



The type of client and his behavioral characteristics


Corporate clients, according to the assumed classification, demonstrate a higher level of loyalty compared to individual users. Among long-term clients, the retention rate is about 68%, regardless of the type. However, among short-term users, individual ones show a noticeably higher outflow.

This data highlight the need to strengthen support for individual clients during the first year, as well as develop adaptive content that highlights the advantages of the platform.

Revenue and audience growth

The peak values of revenue and user engagement were recorded in the second and third quarters of 2023. At the same time, short-term clients contribute to audience growth, but they practically do not provide sustainable revenue. The main contribution to income is provided by customers who have been on the platform for more than two years.

To achieve a balance between the growth of the base and financial stability, early engagement programs and targeted transfer of short-term users to more stable segments should be developed.

 Cross-analysis: cluster × customer type × activity

is_active		Inactive	Active	Total	% Active \
duration_cluster_revised	client_type				
Long-term	Company	211.0	461.0	672.0	68.6
	Individual	80.0	170.0	250.0	68.0
Mid-term	Company	1059.0	663.0	1722.0	38.5
	Individual	604.0	298.0	902.0	33.0
Short-term	Company	1336.0	529.0	1865.0	28.4
	Individual	787.0	314.0	1101.0	28.5

is_active		% Inactive
duration_cluster_revised	client_type	
Long-term	Company	31.4
	Individual	32.0
Mid-term	Company	61.5
	Individual	67.0
Short-term	Company	71.6
	Individual	71.5

ROI (Revenue per User in this section) and Customer Lifetime Value Analysis

The return on investment analysis shows a steady relationship between the subscription duration and the ROI level. Long—term clients bring in more than \$500 on average, medium—term clients bring in \$200-270, and short-term clients bring in about \$100.

Nevertheless, over the period under review, there has been a downward trend in ROI: from more than \$700 in 2016 to less than \$400 in 2023. This may indicate a decrease in the perceived value of the offer. It is necessary to update the tariff plans, offer new levels of service and strengthen the unique advantages of the platform, especially for premium customers.

Retention & Spending Patterns

The analysis of the distribution of clients by expense levels shows a clear relationship between the amount of payment and retention. Group A (<\$100) has the highest outflow rate. At the same time, Group D (>\$1,000) consists almost entirely of active users, mostly on premium plans.

Opportunity: Upsell users in **Group B (\$100–300)** into **Group C (\$300–1,000)** through loyalty perks, advanced features, and tiered offers.

Highly valued clients and their contributions

The ten clients with the highest LTV provide a cumulative revenue contribution five times higher than the sample average. Although they make up only 0.15% of the customer base, their contribution to revenue is about 1%.

We recommend building an individual program for working with these clients: early access to new products, participation in focus groups, and individual consultations. This will increase their loyalty and create a positive signal for the rest of the audience.

Recommendation

Redesign Marketing Packages to Boost ROI and Retention

Based on the observed decline in ROI, high first-year churn, and segmentation insights, it is recommended that **Innovation Women redesign its marketing packages** to better align with user value perception and lifecycle engagement.

1. Launch Tiered, Outcome-Driven Packages

Design Starter, Professional, and Enterprise plans aligned with user goals like visibility and engagement. Include loyalty perks at key milestones to boost long-term retention and LTV.

2. Personalize Messaging by User Type

Tailor marketing language to each segment—focus on empowerment and visibility for individuals, and ROI and brand exposure for corporate clients.

3. Promote Upsell Pathways with Data

Use behavioral data to identify mid-tier users ready for the upgrade. Offer targeted incentives like profile boosts, advanced analytics, or exclusive events to drive upsells.

Coupon Performance and ROI (Return on Investment in this section) Analysis

This analysis evaluates the effectiveness of various coupon discount strategies implemented between 2020 and early 2025, with the primary objective of measuring financial returns, identifying optimal discount structures, and informing future marketing decisions.

The dataset includes coupon usage logs, revenue metrics, and subscription trends. To allow for fair comparison across discount types and timeframes, percentage-based discounts were converted to equivalent dollar values using the annual subscription fee at the time of issue (\$100 before 2023, \$120 starting February 2023, and \$159–\$199 from January 2025). For ROI calculations, net revenue was determined by subtracting the total discount amount from the estimated customer lifetime value (LTV), which was aligned with the prevailing subscription fee at signup. This normalization ensured consistent evaluation of ROI across periods, discount formats, and pricing tiers.

Correlation Between Coupon Usage and New MRR

Revenue Impact:

Coupon usage shows a **moderate, statistically significant correlation** with new MRR ($r = 0.46$, $p = 0.0002$), and a stronger correlation with the **total discount amount** ($r = 0.55$, $p = 0.0001$). This confirms that discount campaigns contribute to revenue growth, though other factors (e.g., seasonality, product launches) also play a role. These low p-values indicate that the correlations are statistically significant, suggesting that the observed relationships are unlikely to have occurred by chance.

These results suggest that discount campaigns are indeed associated with increased subscription revenue. However, the moderate correlation coefficients also imply that other factors such as seasonality, product releases, or concurrent marketing events likely influence outcomes.

Recommendation:

1. Continue using coupons as a growth lever.
2. Improve analysis accuracy by aligning coupon usage data with event calendars, campaigns, and product activity.
3. Capture timestamped coupon usage to better map to MRR changes.

ROI by Discount Type:

Fixed-dollar discounts (e.g., "\$20 off") yielded **higher ROI (1.62)** than percentage-based ones (1.39), proving to be:

- Easier to communicate
- More predictable in cost
- More financially efficient

Recommendation:

Prioritize fixed-amount discounts in future campaigns to maximize revenue per dollar spent.



ROI by Discount Amount and Plan Price (Heatmap)

This ROI heatmap was generated using theoretical revenue and discount combinations derived from actual historical discount amounts. Instead of assuming an average plan price (e.g., \$179), ROI was calculated across distinct annual subscription prices for theoretical heatmap (\$100, \$120, \$159, \$199), producing a comprehensive view of revenue efficiency by discount tier.

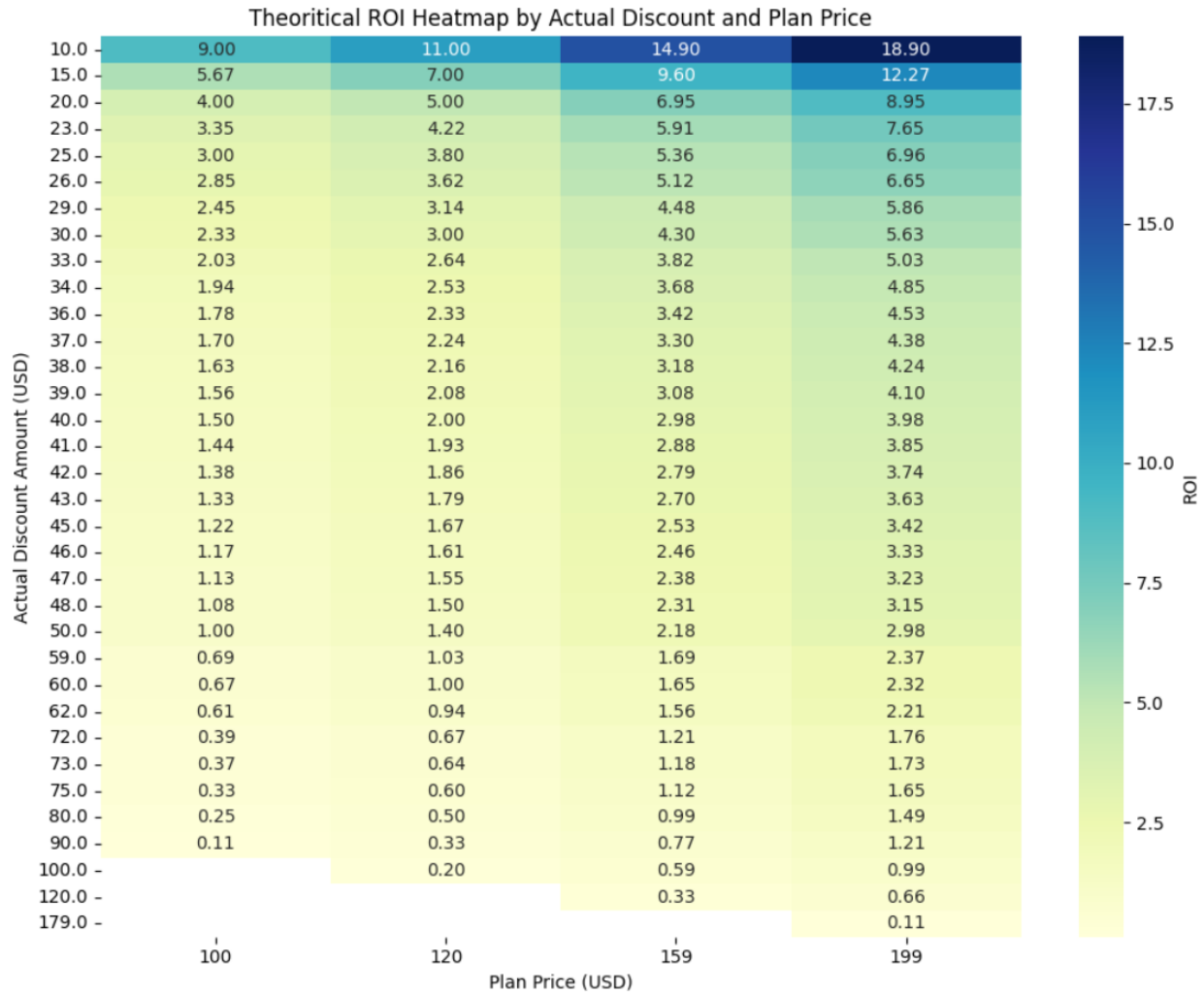
Key Findings:

- **Small fixed discounts (\$10–\$30)** consistently delivered the highest ROI across all plan tiers. For example, ROI exceeded 15× for a \$10 discount on the \$199 plan. Higher-priced plans (e.g., \$159 or \$199) naturally support stronger ROI at modest discount levels due to higher revenue potential per redemption.
- **Strategic Perspective:** While deep percentage-based promotions may increase conversion rates, especially among price-sensitive customers. It must be weighed against long-term revenue sustainability. Without retention mechanisms, excessive discounting can result in negative ROI if customers churn quickly.

Recommendation:

For \$159 and \$199 plans, prioritize discount ranges between \$20–\$40, as these offer strong ROI while still presenting compelling value to price-sensitive users. This expanded range allows flexibility for different segments and promotional contexts without risking profitability. Use larger discounts selectively for seasonal or onboarding campaigns, and pair them with onboarding support and renewal nudges to protect LTV.

Continue to monitor ROI patterns as the \$159 and \$199 plans become the new baseline to validate this model with empirical performance over time.



This analysis shows that coupon usage has a meaningful, positive effect on revenue, and that ROI varies significantly depending on the discount format and amount. However, understanding the full effectiveness of these strategies will benefit from deeper data on customer behavior (e.g., churn timeframes, usage engagement, and lifecycle milestones).

Credit Card Failure Analysis

Background and Objective

This report analyzes patterns in credit card payment failures and recovery attempts from 2023 through early 2025. The primary objective is to identify the most common reasons for decline, understand which are recoverable, and propose actionable strategies to improve billing success and customer experience.

Data Sources and Methodology

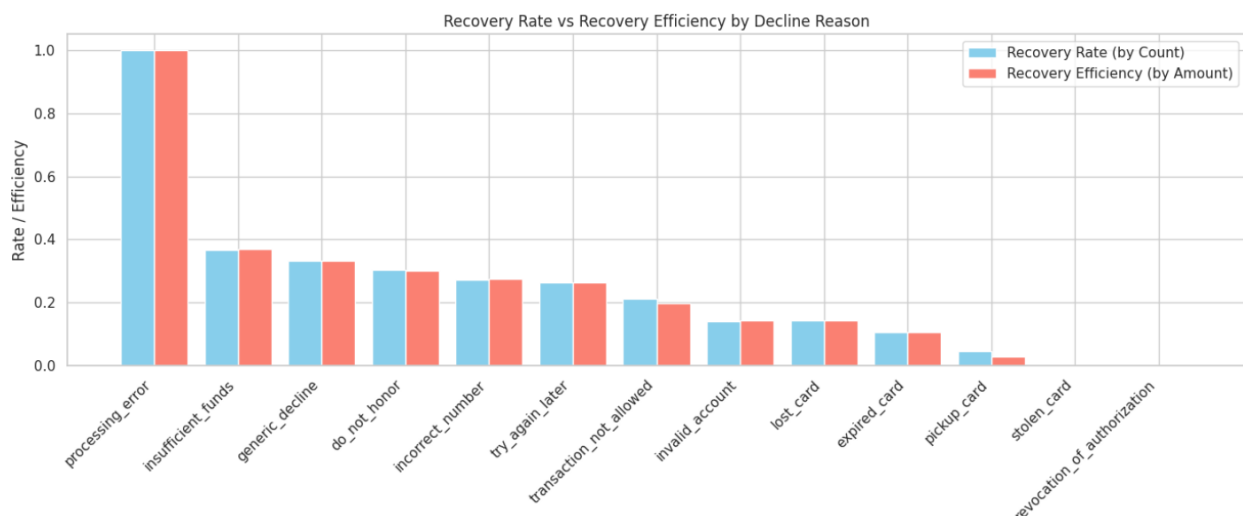
The analysis is based on transactional data, including decline reasons, recovery attempts, recovered revenue, and time to recover. Key metrics include Recovery Efficiency (recovered amount / failed amount), Recovery Rate (successful retries / total failures), and temporal patterns in resolution such as retry counts and days to recovery.

Recovery Efficiency by Decline Reason

Most credit card failure causes problems originate from customer-side issues, making proactive error prevention difficult for the company.

The analysis highlights meaningful recovery opportunities through tailored intervention strategies.

Analysis of payment failure reasons revealed varied recovery efficiencies. The 'processing_error' category had a **100% recovery rate**, indicating these issues are usually temporary and resolve without significant intervention. 'Try_again_later' errors showed a **26% recovery**, suggesting that **automated follow-up reminders** could improve success. For 'insufficient_funds' (37% recovery), **timely pre-renewal notices** with clear payment details may help reduce failure rates. Lastly, 'incorrect_number' errors (27%) often result from **manual input mistakes**, highlighting an opportunity to **promote more reliable methods** such as Apple Pay or Google Pay to minimize entry errors and increase payment success.



Recommendation: Implement UX enhancements such as autofill and Apple Pay/Google Pay etc. and use a timely e-mail reminder before renewal with the annual fee that the customers must secure in their account. These combined efforts can substantially improve recovery efficiency.

Speaker Data Analysis & Strategic Recommendations

This part analyzes speaker and event-related data from the Woman Innovation Company, with a specific focus on the linguistic and thematic elements driving speaker invitation outcomes. Our findings reveal critical gaps between audience interests and speaker messaging, offering actionable insights to enhance engagement, optimize invitations, and strengthen speaker-event alignment.

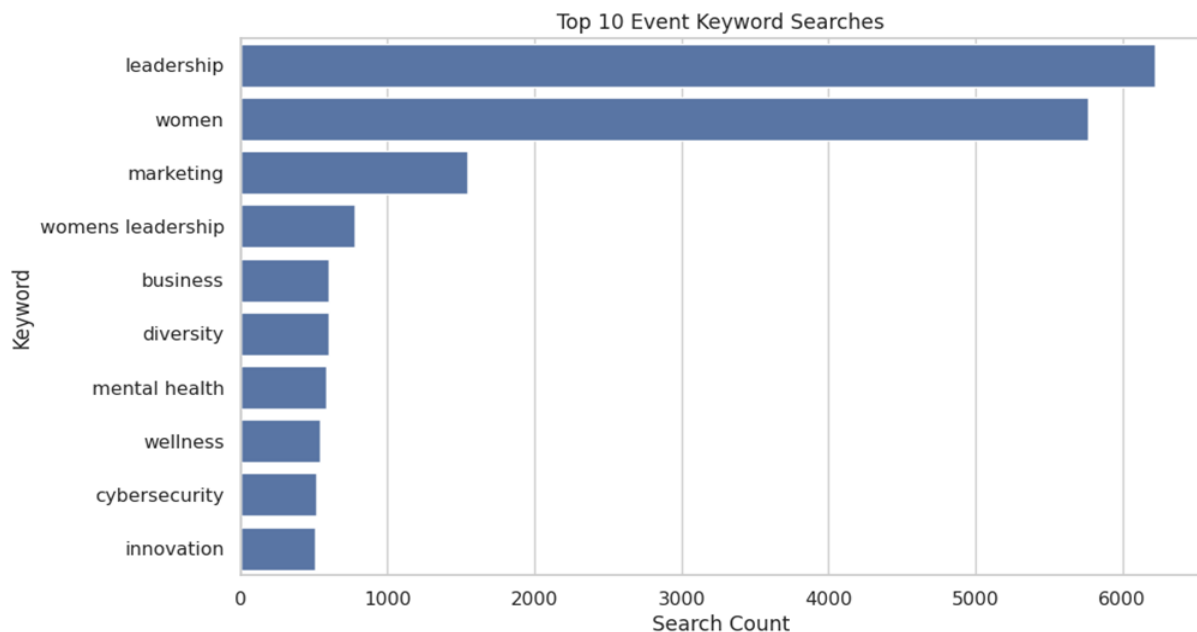
Key Findings

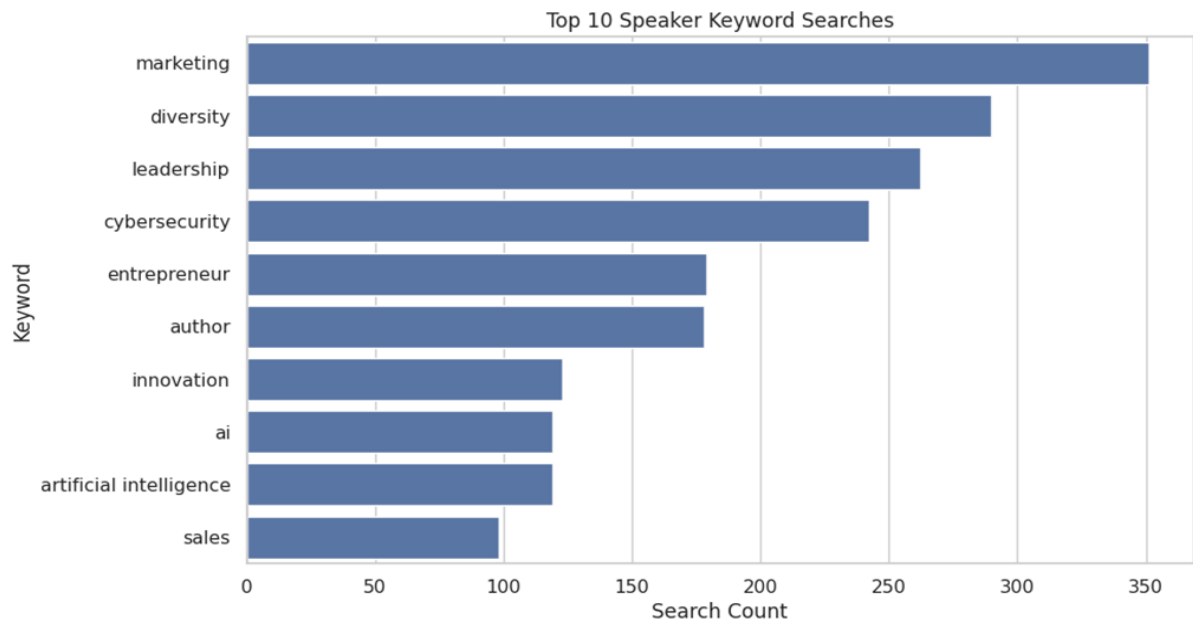
Invitation Outcome Distribution

Analysis shows that **82.4% of invitations remain in “sent” status with no action**, while **10.2% are rejected** and only **7.4% are approved**, highlighting a critical need to **strengthen invitation follow-up and conversion strategies**.

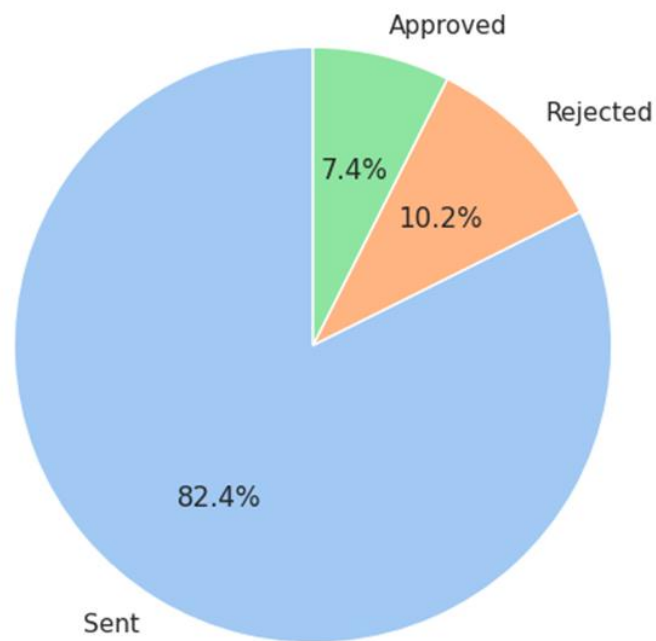
Event vs. Speaker Keyword Trends

Event searches are primarily driven by topics like **leadership, women, and marketing**, while speaker searches focus more on **marketing, diversity, AI, and entrepreneurship**. However, there is a noticeable **gap in speaker supply for high-interest areas** such as **mental health, wellness, and business**, indicating an opportunity to **recruit or spotlight speakers in these underrepresented but in-demand topics**.





Invitation Status Distribution

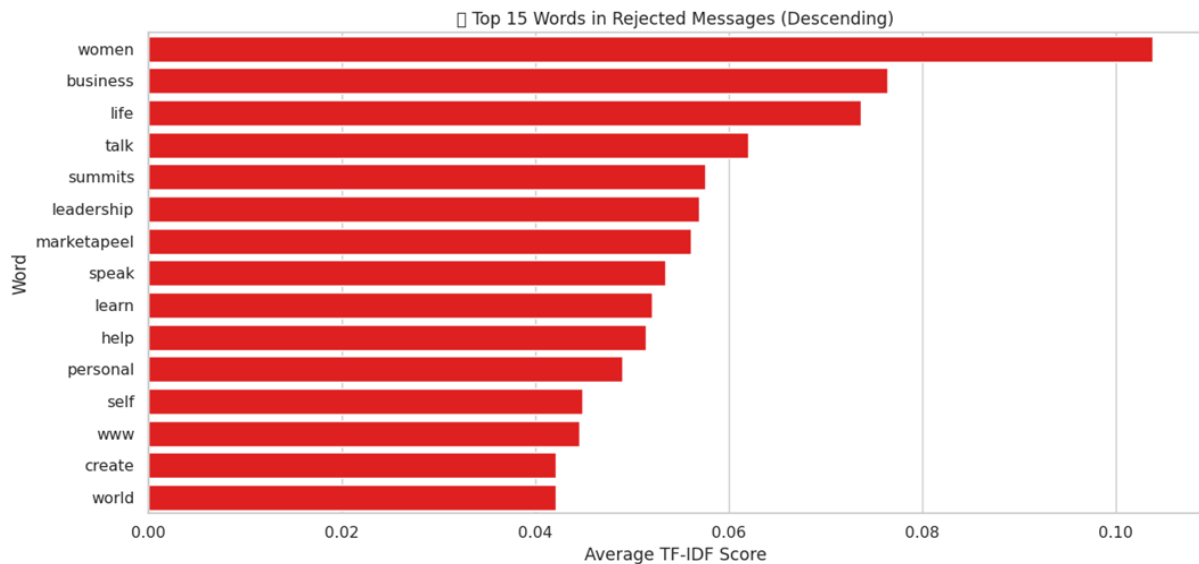


Mismatch Between Event Interest and Messaging

Analysis of rejected invitation messages reveals that commonly used keywords like “women”, “business”, “life”, and “talk”—while popular in event search terms—are overrepresented in declined invitations. This suggests that generic, broad language may reduce approval rates, possibly because it fails to communicate unique value or relevance to the recipient.

Visual Reference: "Top 15 Words in Rejected Messages" Chart

Implication: Overused themes like “life” or “leadership” must be framed with specific outcomes, audiences, or platforms to avoid sounding vague.

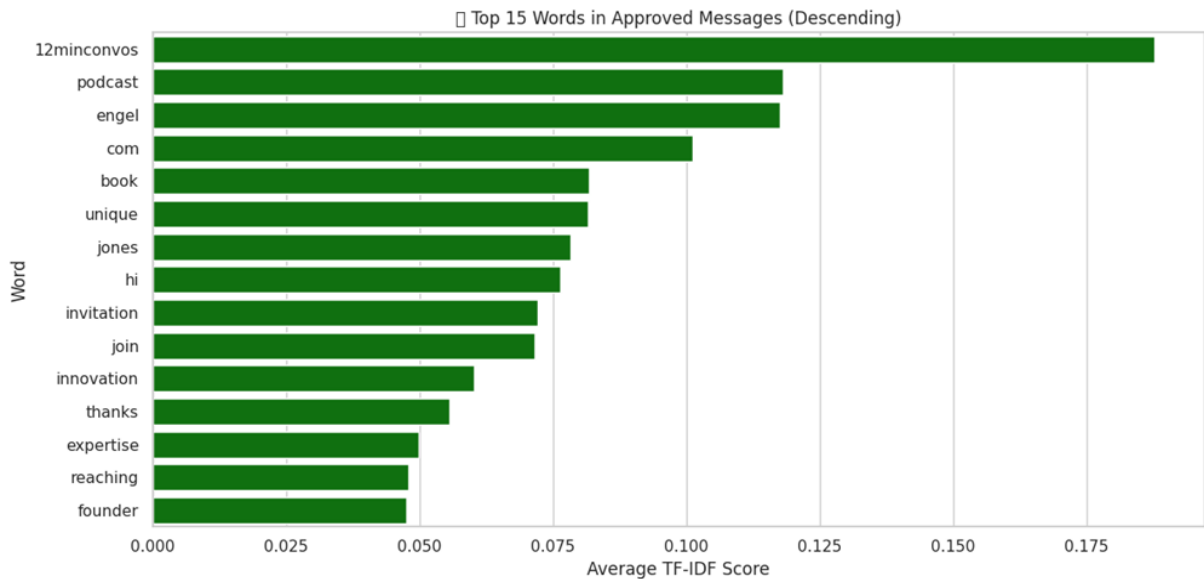


Approved Messages Feature Specificity and Personalization

TF-IDF analysis of approved messages shows higher scores for terms like “podcast”, “angel”, “invitation”, and “thanks”. These words signal personalization, namedropping, appreciation, and call-to-action—all of which contribute positively to acceptance. This indicates that relationship-focused and specific language is a key factor in successful invitations.

Visual Reference: "Top 15 Words in Approved Messages" Chart

Implication: Crafting customized, human-toned invitations increases engagement likelihood.



Strategic Initiatives for Speaker Engagement and Platform Optimization

- Expand Speaker Portfolio in High-Demand Areas**
 Prioritize recruitment in underrepresented but trending topics such as **mental health, wellness, women in business, and diversity leadership**. These align with growing event search interest and fill current speaker gaps.
- Enhance Keyword Matching & SEO Strategy**
 Refine internal tagging and search algorithms to better reflect audience behavior. Strengthen SEO efforts with long-tail, intent-driven keywords such as:
 - “Women in cybersecurity leadership”
 - “Mental health speakers for tech events”
 This will improve visibility and relevance in both speaker searches and event planning.
- Automate Invitation Follow-Ups**
 Implement automated, personalized follow-up reminders for “sent” invitations. This can significantly improve engagement rates and reduce the number of stagnant requests.
- Establish Post-Event Feedback Loops**
 Introduce structured feedback collection after events to enhance:
 - Speaker-performance scoring**
 - Keyword-to-event matching accuracy**
 - Content recommendation algorithms.**

Conclusion

By improving the precision of messaging and aligning speaker offerings with audience interest, Woman Innovation Company can enhance invitation approval rates and strengthen its speaker ecosystem. Integrating these data-driven recommendations will ensure better event outcomes and reinforce the brand’s positioning as a leader in inclusive innovation.

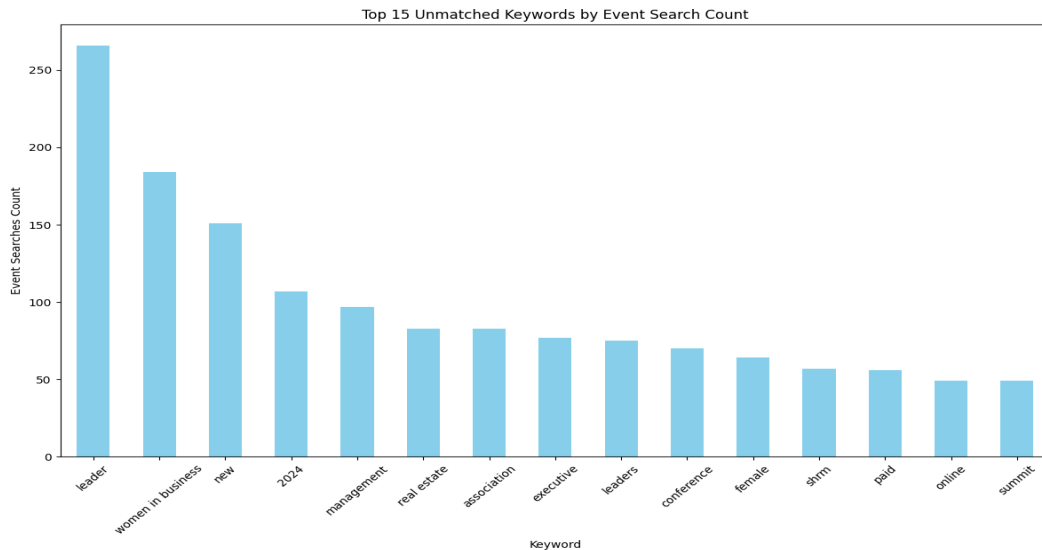
Gap Analysis

Keyword and Industry Demand-Supply Gap Analysis In addition to churn and acquisition-focused insights, our team conducted a deep dive into unmet keyword demand, industry-specific speaker availability, and user experience friction points. These findings provided critical intelligence on where Innovation Women is losing visibility, credibility, and conversion opportunities due to content mismatches, resource shortages, or UX barriers.

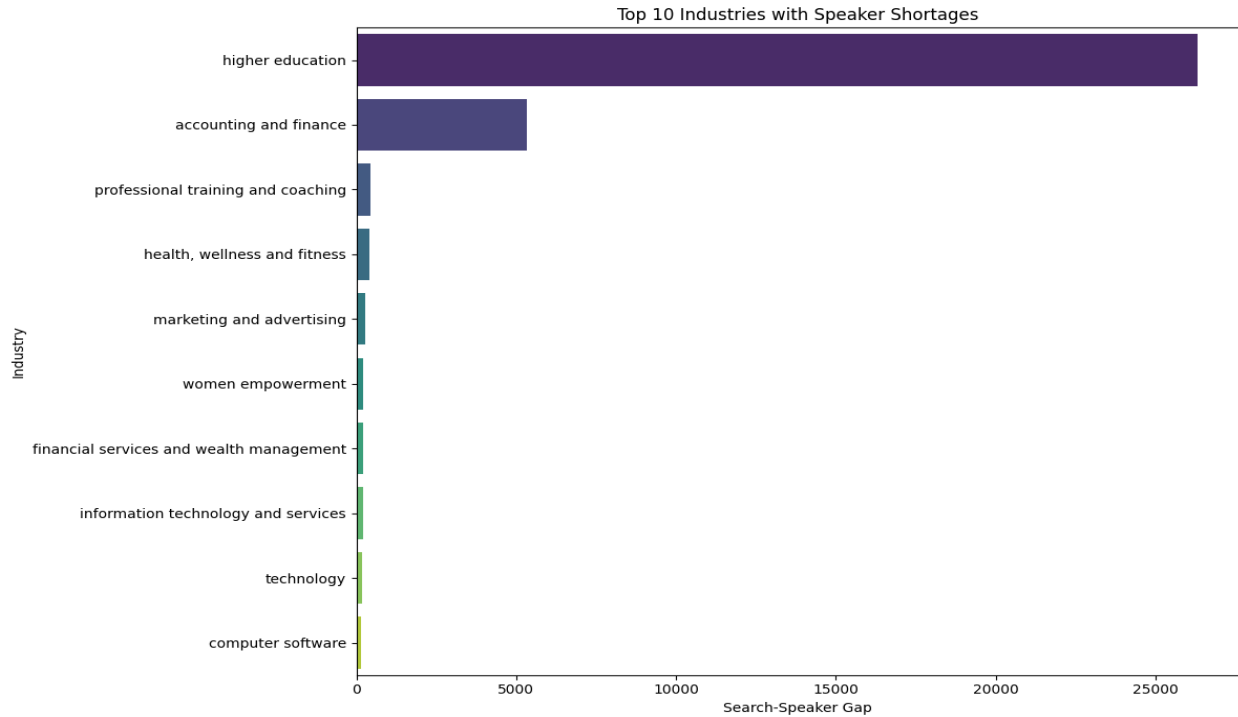
Keyword Gap Analysis By analyzing event and speaker search behavior, we identified high-demand keywords with minimal speaker coverage. Notably, terms like "leader" (266 searches), "women in business" (184), and "new" (151) revealed recurring interest from event organizers that was not met by available speaker expertise. Sentiment analysis of these keywords showed a generally neutral tone, underscoring that these searches are likely mission-critical and topic-specific rather than emotionally exploratory. This indicates that users are actively seeking solutions in these domains.

Industry Gap Analysis We then analyzed speaker supply by industry and compared it against search demand. The most severe speaker shortages were seen in:

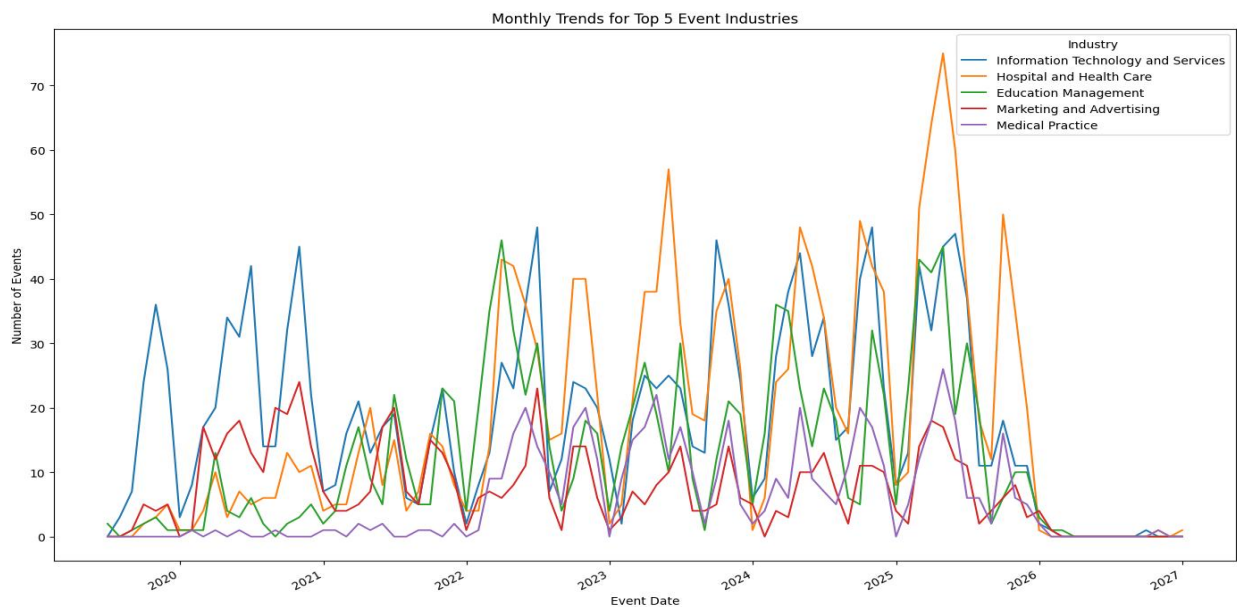
- Higher Education: 26,315 gaps
- Accounting and Finance: 5,340 gaps
- Professional Training and Coaching: 441 gaps



Industries such as Women Empowerment and Technology also showed significant gaps, aligning with both keyword trends and Innovation Women's core mission. These shortages represent strategic recruitment opportunities that, if addressed, would unlock event growth and improve member satisfaction.



Temporal Patterns in Demand Using event-level timestamps, we identified seasonal peaks in demand for speakers in industries such as Higher Education, Technology, and Leadership. These cycles suggest optimal windows for recruiting new speakers and planning targeted campaigns. Timing speaker outreach and marketing to align with these surges can significantly enhance engagement outcomes.



Recommendation

To improve platform engagement and speaker conversion, Innovation Women should focus on three strategic areas: **closing speaker gaps**, **aligning with demand trends**, and **reducing user experience friction**. Recruitment should target in-demand topics like **mental health, wellness, and women in business**, while existing speakers can be upskilled through training. Seasonal campaigns and keyword-driven showcases should align with industry peaks. Replacing external forms with **native workflows** and fixing drop-off links will streamline user flow. A phased rollout—including speaker tagging, email targeting, and NLP-driven auto-matching—will help boost speaker visibility, increase booking conversion, and reduce friction, while improving ROI across key subscription tiers.

Final Recommendation & Conclusion

Innovation Women is uniquely positioned to change the game around user retention, event effectiveness, and even financial sustainability through leveraging data. Our analysis, which integrated churn behavior, geospatial data, financial data, and customer engagement data, and topics supply and demand gaps, gave us a view of where we can take you toward proactive, high-impact solutions, not just reactive ones. The connective tissue of all the findings is that you need better segmentation, more regional, more intuitive content, and some more meaningful intelligence on the platform. These are not just conceptual recommendations; they are tangible, actionable, and measurable approaches based on documented patterns in the data.

Key Recommendations:

- **Segmented Churn Management**
 - Re-engage **Active Churners – High Profile** through exclusive speaker showcases, reactivation offers, and curated communications.
 - Automate nudges for **Low-Profile Active Users** to complete their speaker profiles.
 - Test simplified onboarding for **Passive Churners**, focusing on usability and early value exposure.
- **Geo-Targeted Growth**
 - Launch **regional speaker recruitment** in user-dense states with low speaker presence (e.g., Texas, Florida).
 - Align **event planning** with speaker density and audience hotspots.

- **Financial Optimization**

- Improve **payment recovery** by integrating Apple/Google Pay and automated renewal reminders.
- Redesign **subscription packages** with value-based tiers (e.g., Professional, Corporate).
- Phase out low-performing coupons; prioritize fixed-dollar discounts for ROI efficiency.

- **Engagement & Product Fit**

- Embed **TF-IDF keyword suggestions** into profile and onboarding flows to improve discoverability and event match rates.
- Use churn signals (login count, profile quality) to trigger **personalized engagement workflows**.

- **Platform Intelligence & Predictive Analytics**

- Build churn prediction models using behavioral patterns.
- Link **event searches engagement outcomes** (clicks, invites).
- Standardize and enrich metadata across **events, searches, and referrals** for better targeting.

All of these strategies will allow Innovation Women to move from reactive user management to an intentional, persona-based ecosystem that maximizes retention, minimizes friction in visibility, and optimizes speaker supply with event demand. This will be a tremendous advantage, achieving greater purpose with less wasted effort, by reconnecting disconnected internal data, personalizing the experience, and allowing the platform to scale transitively and correspondingly build real value for the speaker and the event professional.

Implementation Plan

To move knowledge into action, implementation is planned in phases - consisting of early wins, intentional and minor improvements, and future enablement projects. The following roadmap lays out the priority of ways to put knowledge to action representing high impact with low effort.

Short-Term (0–2 Weeks)

Focus: Quick Wins & Foundation Building

- Deploy churn segmentation flags within the user database based on login activity and profile completeness.
- Launch email nudges for low-profile, active users, encouraging them to complete key sections (e.g., summary, passion).
- Export and review inactive but high-profile churners for re-engagement campaigns.
- Visualize churn by cohort and login activity in dashboards for ongoing monitoring.
- Update onboarding flow to reflect top-performing TF-IDF keywords per persona.
- Begin targeted campaigns based on current Stripe payment behavior (e.g., follow-up with failed payments).

Mid-Term (2–8 Weeks)

Focus: Content Gaps, Revenue Growth & Engagement

- Implement a reactivation workflow for churned users via personalized emails based on the churn segment.
- Initiate speaker onboarding enhancements by embedding recommended keyword usage into onboarding guidance.
- Adjust pricing strategy and evaluate coupon usage effectiveness by churn group and LTV.
- Launch speaker outreach in underserved geographies (e.g., states with high event supply but low speaker density).
- Begin collecting structured post-event feedback from event organizers (e.g., through surveys or embedded forms).

Long-Term (2–6 Months)

Focus: Predictive Insights & Platform Optimization

- Build a churn prediction model using behavioral and profile features for early intervention triggers.
- Enrich event data with industry, audience size, and content category tags.
- Link search query logs to speaker page engagement (e.g., profile views, contact actions).
- Create a B2B engagement dashboard to track company-based user acquisition, retention, and ROI.

- Roll out A/B-tested onboarding flows based on churn segment insights (e.g., different welcome emails for passive vs active churners).
- Consider personalized speaker recommendations to event planners based on past event types and preferences.

The envisioned roadmap enables Innovation Women to reduce churn, effectively monetize, and clarify its strategy through data-driven execution immediately, while also laying a foundation for sustainable growth at scale. This roadmap enables Innovation Women to reduce churn, effectively monetize, and clarify its strategy through data-driven execution immediately, while also laying a foundation for sustainable growth at scale.

Expected Impact & Success Metrics

Goal Area	Expected Impact	Success Metrics
1. Membership Retention	Reduce churn and re-engage high-risk users	<ul style="list-style-type: none"> - 15–25% decrease in churn for Active Churner – High Profile within 3 months - ≥ 30% click rate on re-engagement nudges - ≥ 10% uplift in profile completions post-nudge
2. Net Cash Flow Improvement	Lower payment failure rates and improved subscriber value	<ul style="list-style-type: none"> - ≥ 20% decrease in failed Stripe payments - 15% increase in average Customer Lifetime Value (LTV) - Eliminate non-performing coupon usage patterns
3. Geographic & Persona Targeting	Fill speaker gaps in high-demand states and match top segments to outreach efforts	<ul style="list-style-type: none"> - ≥ 25% increase in speaker signups from underrepresented states - 10% increase in event-speaker match rates - Targeted engagement on industry-aligned profiles
4. Topic Alignment & Matching	Better profile guidance using keyword insights and TF-IDF per segment	<ul style="list-style-type: none"> - ≥ 20% increase in keyword-enriched profiles - ≥ 15% rise in invites from TF-IDF optimized speaker profiles - 300+ planner feedback records collected
5. Platform Intelligence	Establish churn prediction and dashboard capabilities	<ul style="list-style-type: none"> - Churn prediction model deployed (≥ 75% accuracy) - 3+ new event metadata points integrated - Real-time churn dashboard operational

APPENDICES

Persona Summary Table

Segment	Profile Completeness	Engagement	Public Views	Action Priority	Key Insight
Active user – High profile	High	High	Very High	Top	Valuable core user. Promote and retain.
Active user – Low profile	Low	High	Medium	Moderate	Nudge to complete the profile and increase exposure.
Active churner – High profile	High	Previously High	Very High	High	Lost high-value users. Target reactivation.
Active churner – Low profile	Low	Previously High	Medium	Medium	Investigate churn reasons. Offer an exit survey.
Moderate churner – High profile	High	Moderate	High	Medium	Prompt with new content or features.
Moderate churner – Low profile	Low	Moderate	Low	Low	Low effort needed. Monitor only.
Low engagement churner – High profile	High	Low	Low	Medium	Remind value, highlight activity around them.
Passive churner (never engaged)	Mixed	None	None	Lowest	Consider an alternate onboarding. Possibly churnable.

APPENDICES

Recommendation Table by Churn customer segment

Persona Insight / Segment	Recommendation
Active Churner – High Profile	Launch reactivation campaigns (webinars, premium trials, speaker invites).
Low Profile Active Users	Nudge for profile completion using tooltips, gamification, or incentives.
Passive Churners	Test alternate onboarding paths or simplified intro flows tailored to their background.
Moderate Engagement – High Profile	Send automated content prompts, invite to community challenges or curated events.
Low Engagement – High Profile	Target with feature update emails, case studies, and showcase programs.
Marketing & Messaging	Use TF-IDF keywords and industry data to customize email content and landing pages per persona.
Product Development	Prioritize profile tools, visibility features, and analytics for power users.
Churn Trend Monitoring	Use cohort trends as an early warning system to adjust onboarding or engagement.