IOA Sprint: DataWave Music

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Aims / Areas to Investigate

Aims

- Increase membership
- Increase customer satisfaction
- Decrease churn

Areas to Investigate

- Monthly income and yearly revenue projection
- Churn relationships against different variables
- Service Satisfaction

Data Cleaning

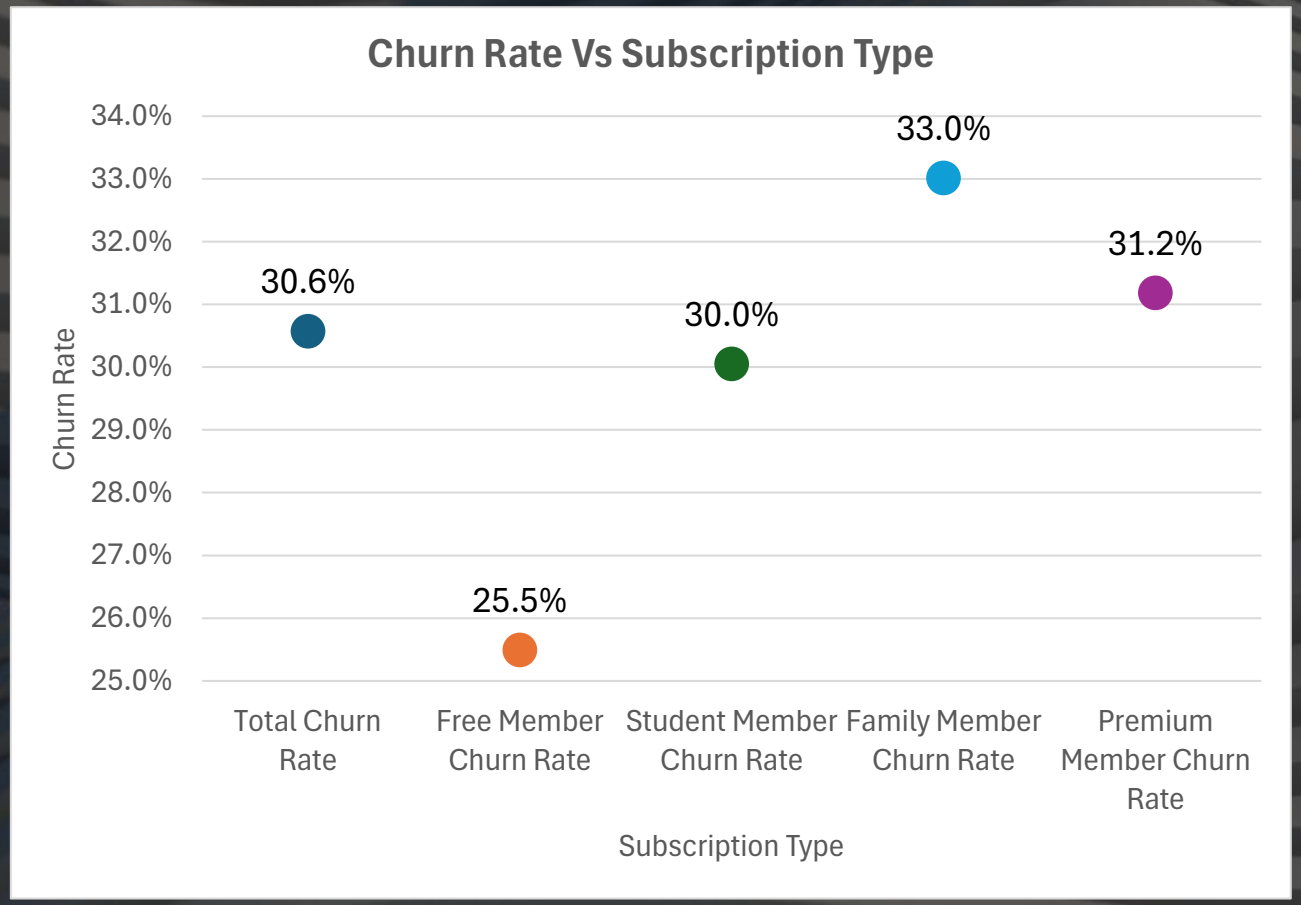
Issues:

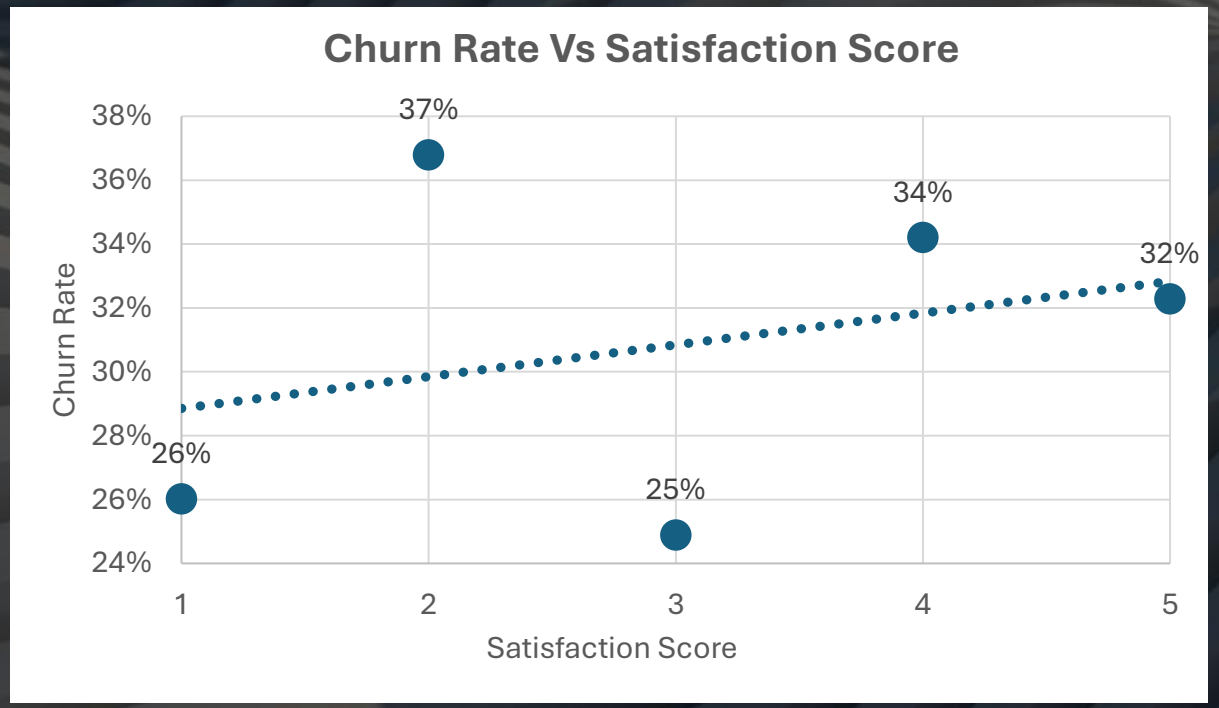
- Duplicates
- Field entries not distinct
- Numbers represented as strings
- Incorrect entries and spelling errors
- Mixed date format
- Missing values
- Lack of price consistency

Fixes:

- Standardise field names and correct spelling errors
- Change dates to UK standard format
- Update string values to numerical values
- Speak to stakeholders about missing values and price discrepancies

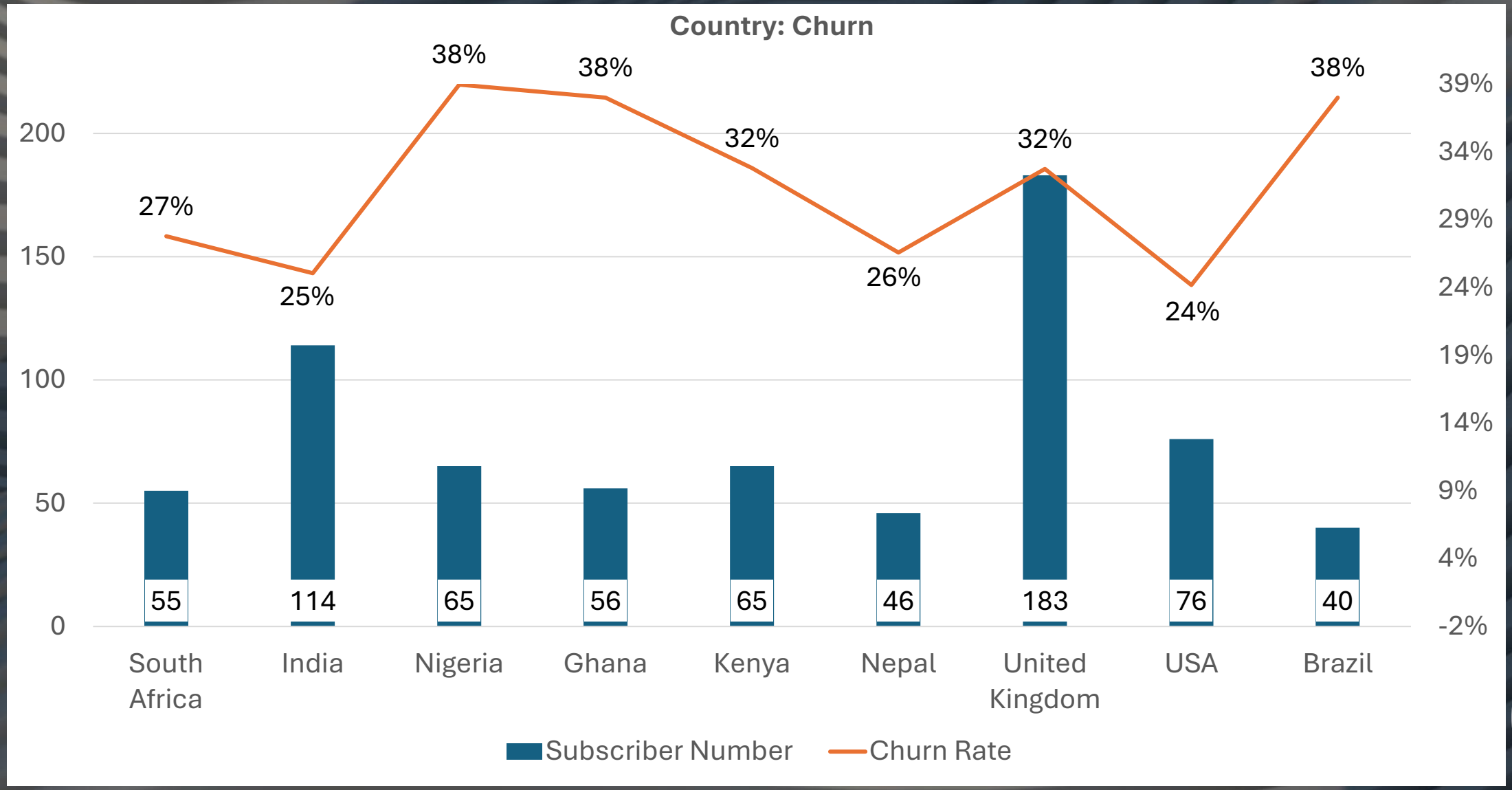
Trend Analysis





Year	Average Churn
2022	33%
2023	30%
2024	26%

Trend Analysis



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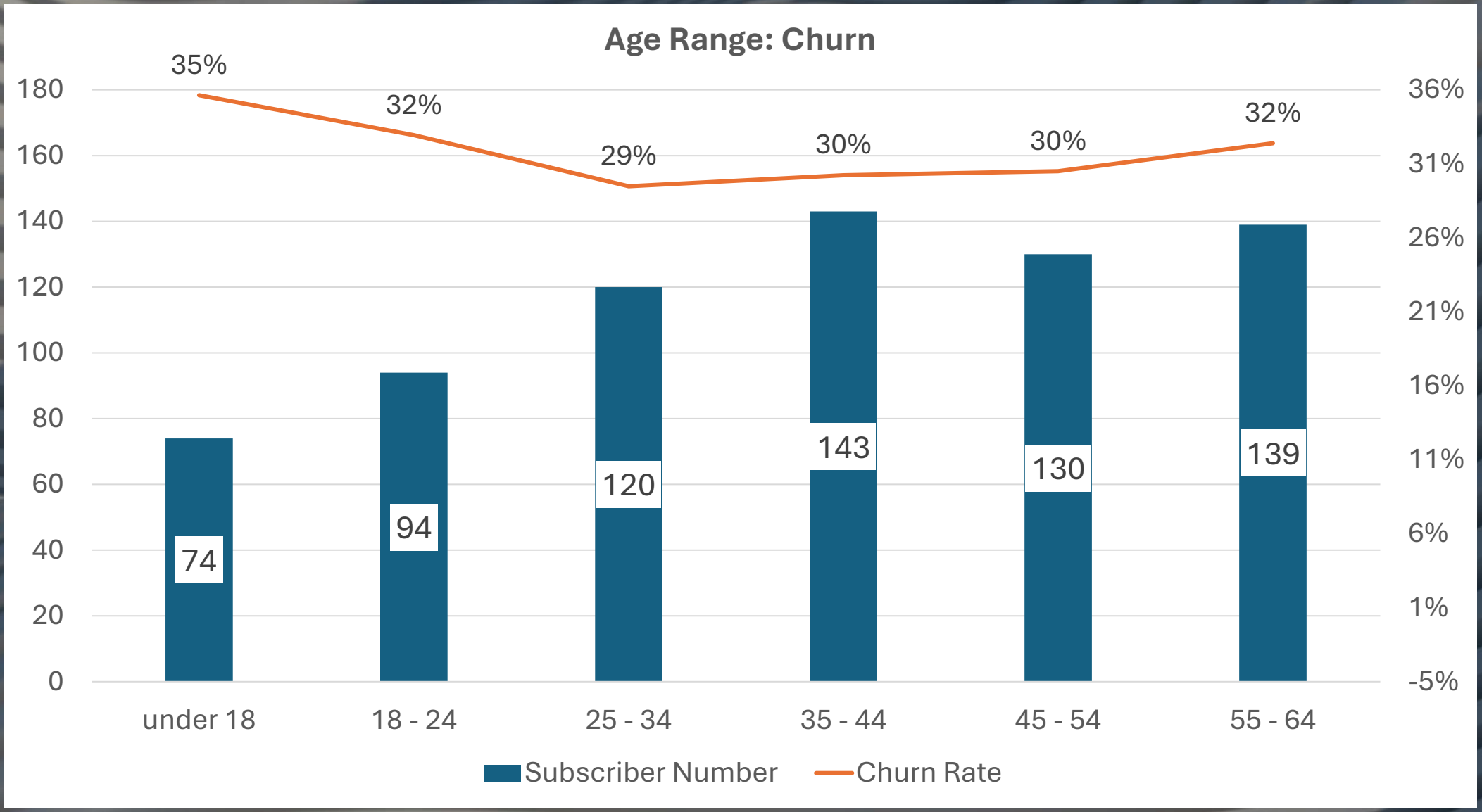

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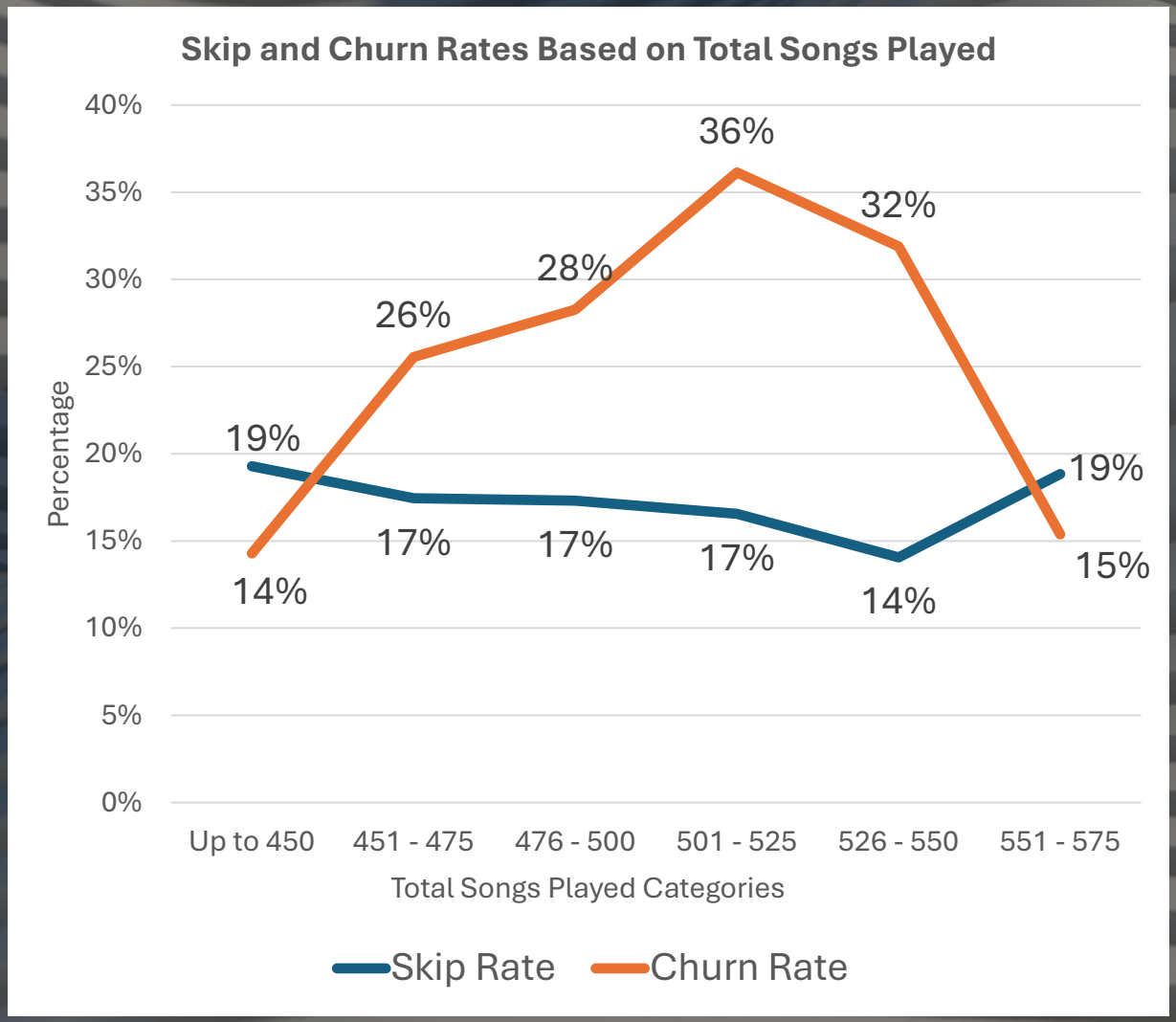
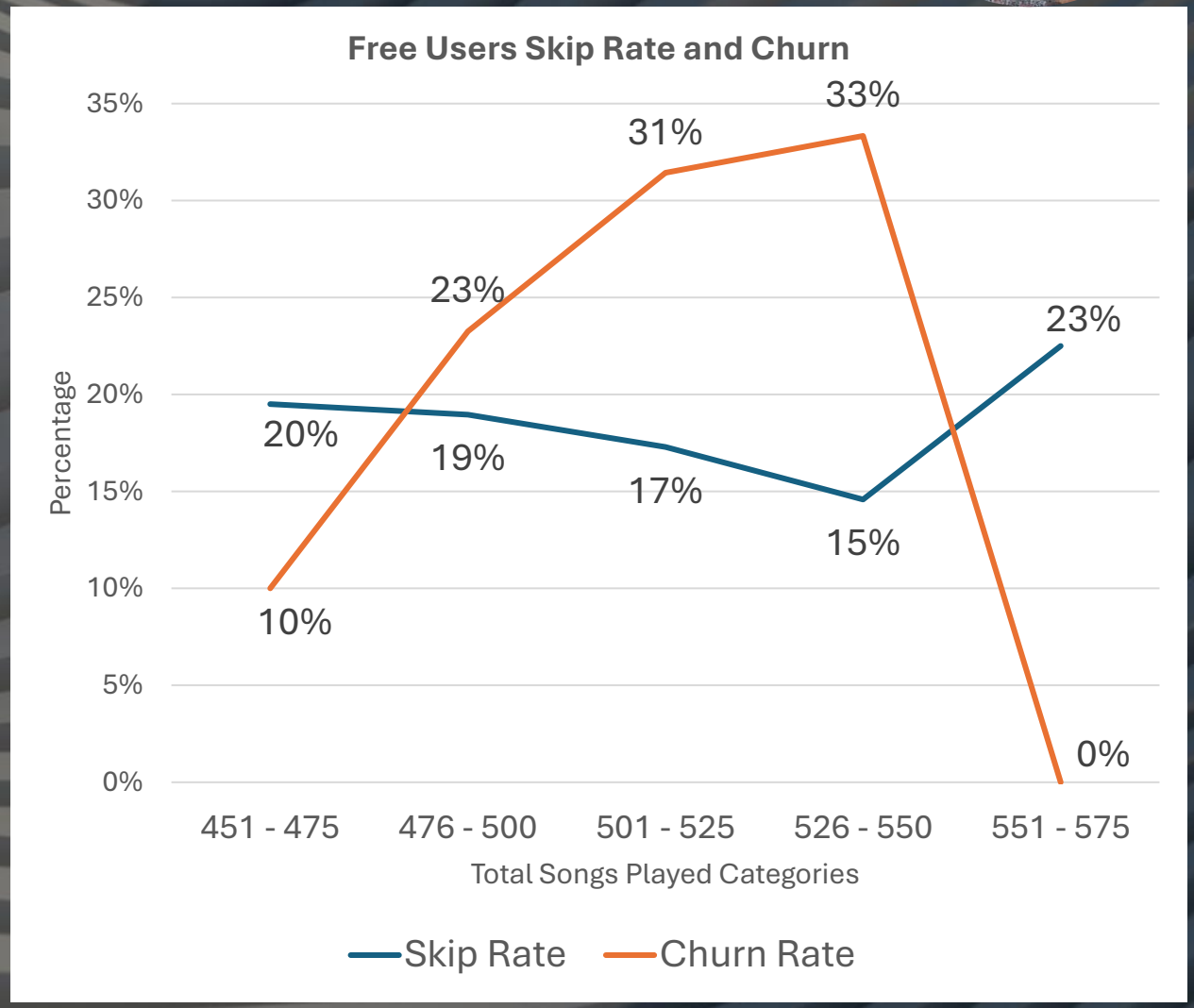




Monthly Actual / Yearly Revenue Projection

The total monthly actual: $4382.82

Yearly revenue projection: $52,593.84

Yearly revenue with churned customers omitted : $36,515.15

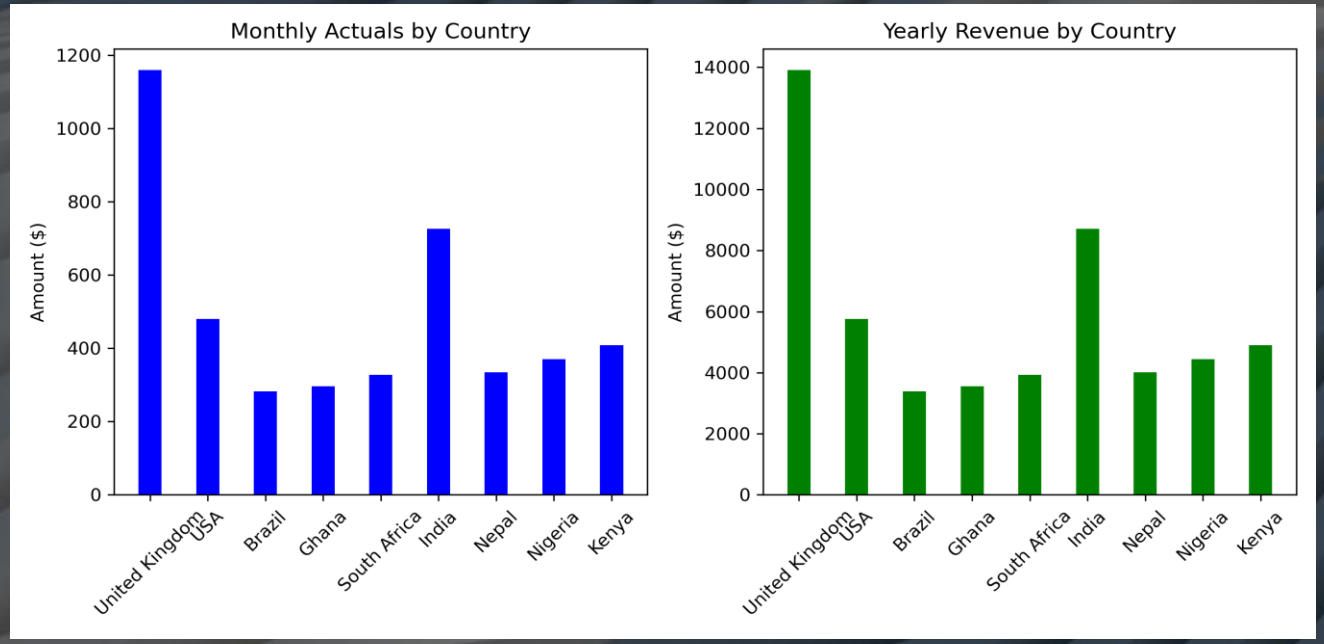
Potentially lose: $16,078.69

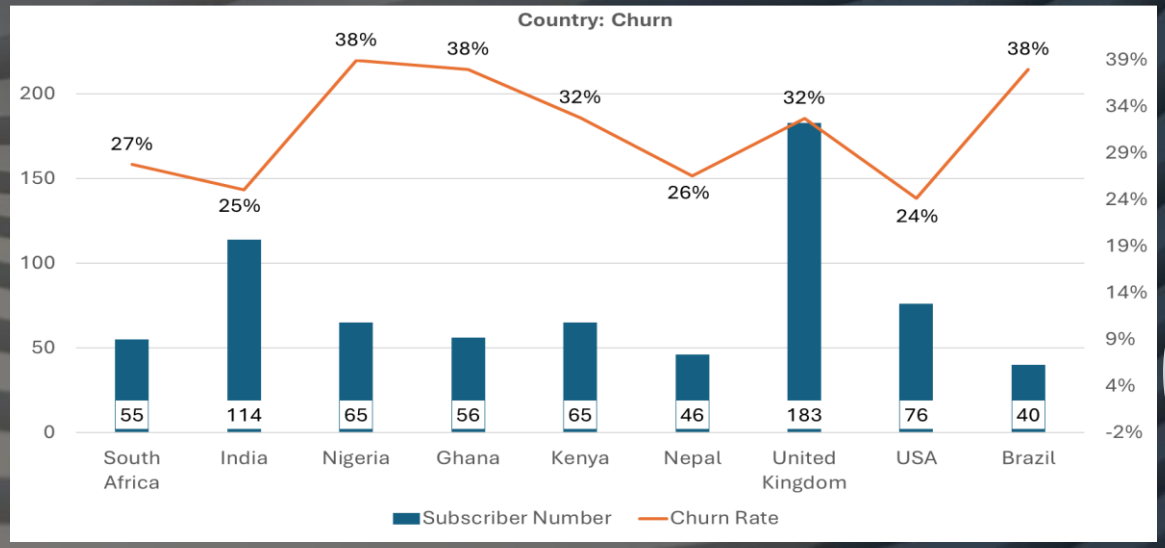
Top 3 spenders: United Kingdom, India, USA

Top 3 highest spend per customer: Nepal, Brazil, India

Median yearly revenue of null data: $11,026.20

Percentage of null data: 16%. Needs finding.





Recommendations

- Streamline Subscription Pricing: $5 – Special Offer, $7.99 – Student, Premium - $9.99, Family - $12.99
- Implement dashboards to track changing trends
- Implement a CRM system for better data collection methods
- Improve current sales process and pipeline
- Prioritise reducing churn for the top 3 spenders and Brazil
- Prioritise core market 35-64
- Incentives to listeners for 501 – 550 total songs listened
- Find monetisation options for free listeners
- Competitor analysis

Further Investigation

- Pricing inconsistencies
- Financial forecasting and what-if analysis
- Further trend analysis of churn compared to the total number of songs played
- Find survey qualitative data and satisfaction issues
- Review algorithm effectiveness
- Investigate free members