

Data Analysis Project

Data Analyst: Enzo Santana

Client/Sponsor: StreamTime Digital

Purpose:

Identify the top three predictors of voluntary customer churn within 90 days of subscription to reduce the churn rate by 2% by the end of Q4 2025.

Scope / Major Project Activities:

What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.

Activity	Description
Data Collection & Engineering	Collect and clean subscriber usage/demographic data for the North American market (Jan 1 – Sep 30, 2025).
Initial Model Development	Develop and validate a Churn Prediction Model to achieve a minimum of 80% accuracy.
Final Reporting & Delivery	Deliver final recommendations, the insights dashboard, and technical documentation.

This project does not include:

- Creating or implementing new retention offers;
- The analysis of involuntary churn (e.g., failed payments) and any data prior to 2025.

Deliverables:

A specific list of things that your project will deliver.

Deliverable	Description/ Details
Churn Prediction Model	A documented Python script or notebook validated for re-use.

Retention Insights Dashboard	A dynamic dashboard (e.g., Tableau) detailing the top 5 churn risk factors for business users.
Final Presentation	Presentation of the top three actionable, cost-benefit-analyzed recommendations.

Schedule Overview / Major Milestones:

The expected schedule for the project. This can be defined by milestones (e.g. "all data is cleaned and processed"), periods of time ("Week 1 / Week 2"), or other ways based on the needs of the project.

Milestone	Expected Completion Date	Description/Details
Data Cleaning & Engineering	11/15/25	Review of all data sources and completion of ETL process.
Initial Model Development	12/01/25	Model achieved 80% accuracy and feature selection is finalized.
Final Report Delivery	12/15/25	Final deliverables and documentation submitted to sponsor.

*Estimated date for completion:

December 15, 2025