HeadSpace

Scope
This Statement of Work (SOW) defines work to be performed by Harvard Data Analytics Group for Headspace through their Data Analytics and Business Intelligence team. This work consists of creating forecasting models on various metrics to help inform business expectations for Headspace. This effort is in support of Headspace's growing efforts in leveraging data science to become more competitive in the wellness industry.

Overview:
Headspace is an English-American online company specializing in meditation, headquartered in California, USA. With more than 30 million users in over 190 countries, Headspace is leading the health and fitness spaces globally. Headspace is known for its offering of hundreds of guided meditations and exercises from stress to sleep. Being a global subscription based business, Headspace is poised to further grow and remain competitive in the wellness industry.

Deliverables:
1. **Forecasting modeling**
   - HDAG will build weekly or monthly forecasting models that forecast Headspace subscription metrics through December 2022. Methods to build forecasting models include ARIMAX and Facebook Prophet. Metrics will be prioritized in the following order: free trial starts, free trial conversion rate, paid member renewal rate, average revenue per member, content starts, active days. Separate models will be developed for monthly and annual plans. Final deliverables will be statistical modeling code (e.g., Python, R) used to generate each forecasting model.
2. **Data analysis**
   - From the forecast models, HDAG will generate a set of insights of the subscription KPI data from Headspace. The final deliverable will be a presentation on these key insights.

Skills: Machine Learning, Time Series Analysis