Executive Summary:

A significant number of subscriptions remain unpaid which indicates potential friction in the online payment process. Revenue has been negatively impacted. This analysis identifies pain points within the payment portal and provides actionable recommendations to improve the conversion rate of successful payments.

Business Problem:

The finance team has noticed that many subscriptions haven't been paid, so they've reached out to the product team to understand if there are any friction points in the online payment portal so they can increase the conversion rate (% of subscriptions that are successfully converting to a paid subscription).
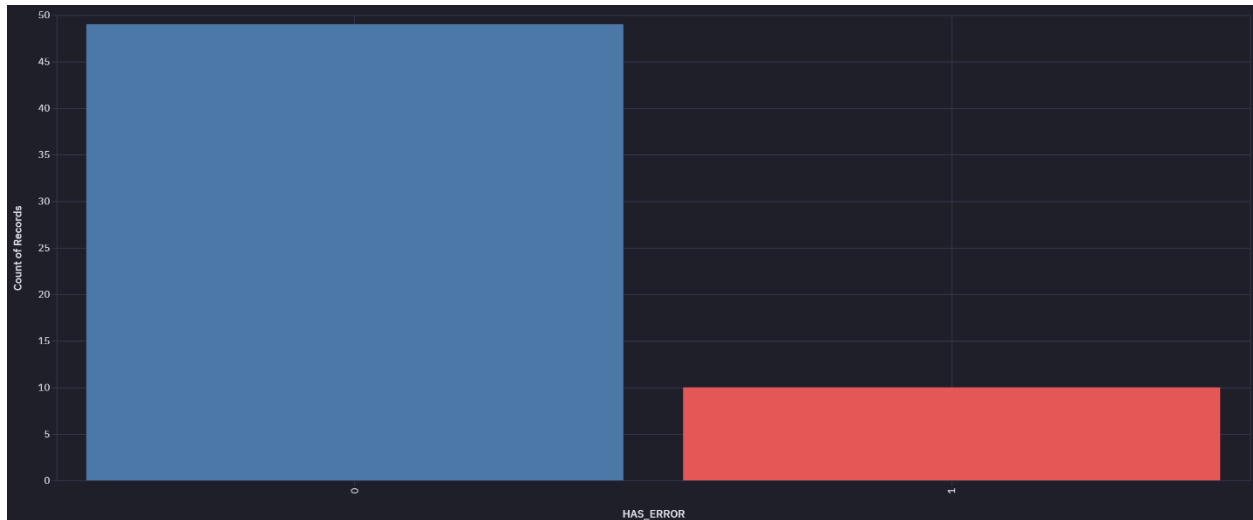
Methodology:

- EDA
    - Use simple SQL statements to understand parts of the problem before adding complexity to the code
- Product Funnel Analysis
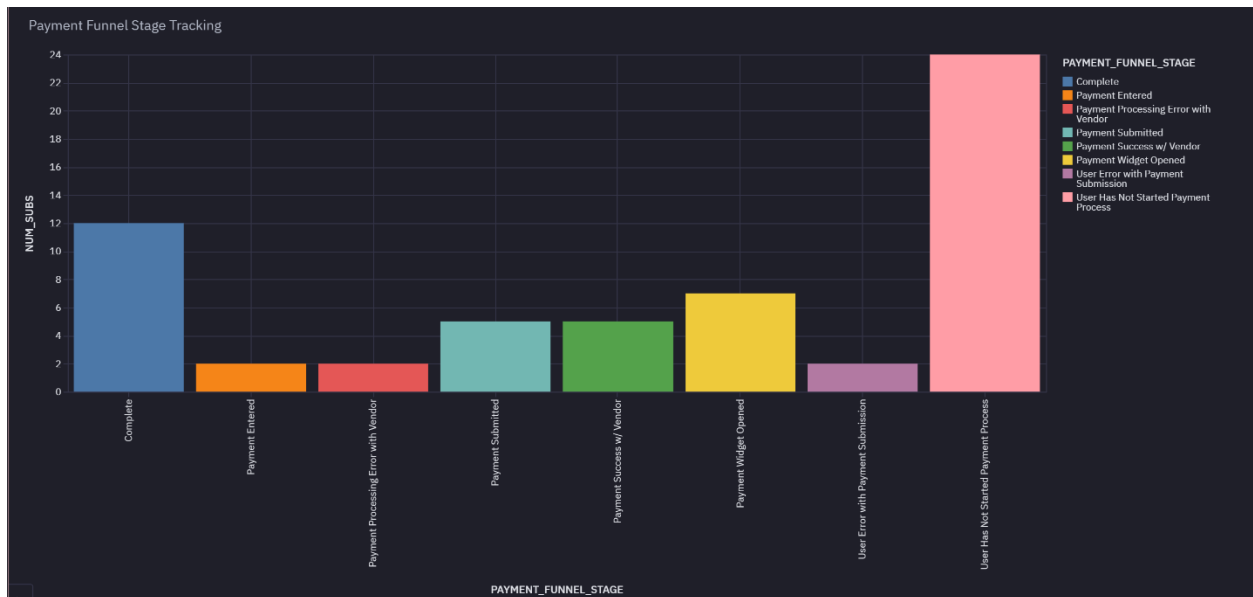- Data Visualization

Skills:

- SQL
    - CTEs, CASE, subqueries, window functions
- Data visualization
- Data Wrangling
- Data Cleaning
- Data Science Notebook
- Snowflake Data warehouse

Results & Business Recommendation:

Results:

- 16.95% of subscriptions have hit an error

- Over 40% of subscribers have not opened the payment portal

Business Recommendations:

- Reduce friction on the enter payment page by considering Apple Pay, Google Pay, or other payment methods that don't require entering in a credit card every time. This will help reduce user errors due to incorrect payment info.

- Reach out to the 3rd party payment processing vendor and inquire about the errors on their side and determine a plan reduce those in the future.

- Work with the product manager to increase the number of subscriptions that are opening the payment portal and attempting to pay. Since a large number of subscriptions aren't even going into the payment portal, we're losing opportunities at the beginning of the funnel. This indicates an opportunity to set up payment reminders or have a customer service agent call them to encourage payment.

Next Step:

- Investigate why subscriptions aren't even starting the payment process. Is it a process issue on our side? Are customers forgetting?

- Automate the sending of payment reminders to customers.