Why did we select the job?

We decided to choose the job partly because we are familiar with the subscription bundle that Disney chose to focus on for this role. Secondly, we can demonstrate our skills on a different bundle analysis in the telecom industry where our focus is understanding the churn pattern.

The problem we are trying to solve

We are aiming to help Disney solve their customer churn rate problem by figuring out the main cause and identifying at-risk customers that would leave by the end of the month.

We are planning to solve the problem with the toolkit below:

Descriptive Analytics Dashboard: Provide a real-time view of the current churn rate across bundle-services in addition to display patterns in customer churn such as identifying inactive users past 14 days, peak time in a month for churn, and performance across services.

Diagnostic Analytics Dashboard: Apply statistical techniques to determine predictors of churn. This can involve correlational analysis between churn and various independent variables, which can further be investigated with ANOVA, regression models, and/or business sense. It would help us understand the "why" of the issue we are trying to solve.

Automated Data Pipeline: This would enhance data quality by ensuring a consistent, accurate, and clean flow of data into the previous two dashboards. It would gather data from various sources such as customer feedback, service usage logs, and more.

Predictive Model: Apply historical data to predict future churn rate in the form of regression analysis or – more likely – machine learning to account for a wider range of variables. The aim is to forecast potential churn and identify at-risk customers before they churn.

The One Metric That Matters

The OMTM for our project is the monthly churn rate. Calculated as monthly churn rate = (# of customers lost in the month / total # of customers at the beginning of the month) x 100