

EXECUTIVE SUMMARY

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Project: A/B Test — 15% Discount to Reduce Churn

Key Insights:

- Overall churn decreased slightly: 0.1220 \rightarrow 0.1027 (~1.92% absolute)
- Net revenue decreased overall when applied to all customers
- High-CLV customers benefit most: churn reduced 0.0879 \rightarrow 0.0593
- Mid-CLV: moderate impact; Low-CLV: minimal impact

Recommendation:

- Apply discount only to high-CLV customers
- Monitor mid-CLV segment in follow-up experiment

