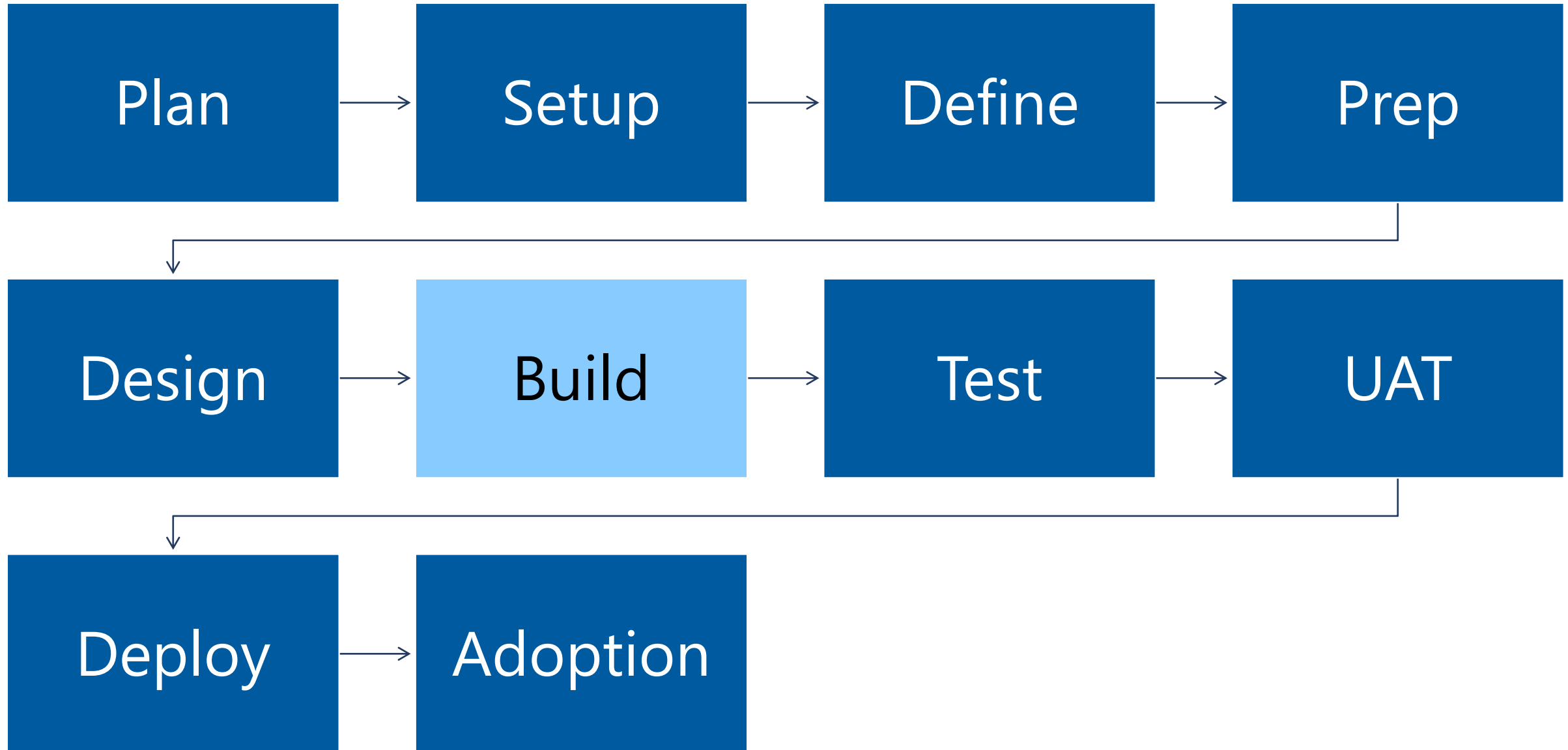


Module 04

Build the Solution Intelligence

Consistent Solution Patterns



Build – with Design and Test, an iterative process

Data

- Ingestion (Subset)
- Define entities
- Define relationships

Unified profile

- Configure map/match/merge rules
- (Optional) Apply self-conflation
- Execute M3

Activities, measures/KPIs, Segments, Outbound

- Configure activities
- Configure measures/KPIs
- Configure segments
- Configure export destinations
- Execute activities and measures/KPIs
- Execute segment creation and export

Module 4 Agenda

Intelligence	
4.1 OOB Transaction Churn Model	
4.2 OOB Subscription Churn Model	
4.3 Customer Lifetime Value	
	Lab 4



4.9 Applying the Out of Box AI experience


Creating Predictions

Predicting subscription churn

Intelligence


[Create](#) [My predictions](#)

Plan, market, and sell strategically with machine-learning models that use your data to predict customer behavior. Pick a pre-built model, or use your own.

**Customer churn model**


Identify which customers might churn so you can adapt your product or messaging to retain them.

[Use model](#)

**Product recommendations (preview)**


Use data from customer purchases and preferences to suggest products they're most likely to want.

[Model Info](#) [Use model](#)

**Customer lifetime value**

CLV predicts how much money customers are likely to spend with your business during a specific timeframe.

[Use model](#)

**Customer sentiment analysis (preview)**

Gauge customer satisfaction with different aspects of your business through analysis of written feedback. At present, we analyze feedback in English only.

[Use model](#)

Customer Insights Predictions

Predictions lets you easily create predicted values that can enhance your understanding of a customer.

Warning:

- This feature may create results subject to GDPR regulations



Creating Predictions

Prerequisites:

- ✓ Matching credentials that you use in Common Data Service and in Dynamics 365 Customer Insights
- ✓ Customer Insights environment is attached to your Common Data Service instance

Summary ↓

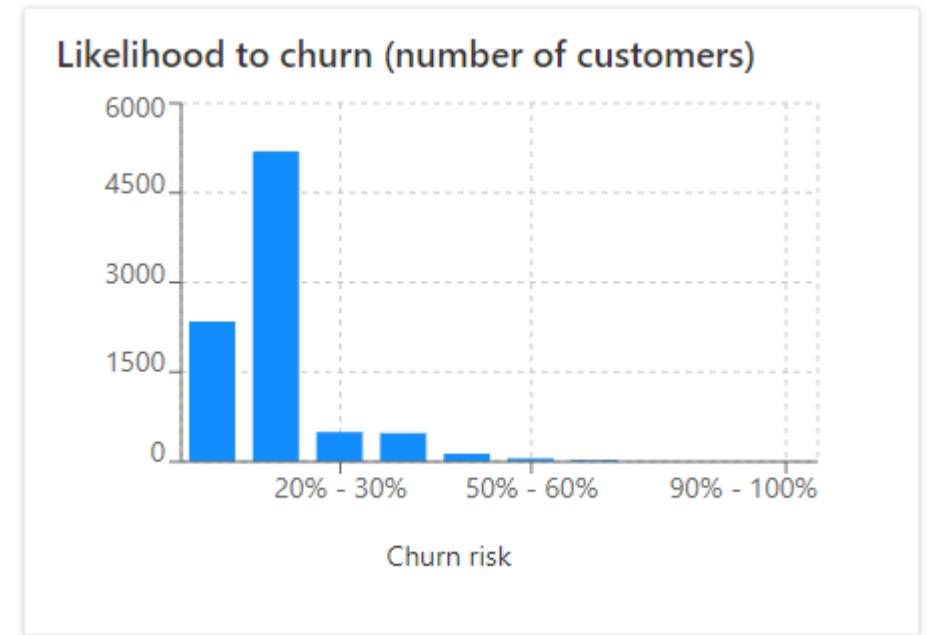


[Predictions in Dynamics 365 Customer Insights - Dynamics 365 AI | Microsoft Docs](#)

Predicting Subscription Churn

Subscription churn prediction helps predicting whether a customer is at risk for no longer using your company's subscription products or services.

- ✓ Create subscription churn prediction on the Intelligence > Predictions page.
- ✓ Prerequisites:
 - ✓ Time-based business definition of churn
 - ✓ Subscription and customer identifiers
 - ✓ Customer activities
 - ✓ Subscription recurrence/renewal event dates



Creating a Subscription Churn Prediction

- ✓ From Intelligence > Predictions > Create, use the Subscription Churn model
- ✓ Name the model and output entity
- ✓ Define your churn
- ✓ Assign fields from subscription and customer data
- ✓ Map fields from subscription and customer activity entities
- ✓ Set a training schedule, run the model
- ✓ View the results on the Intelligence > Predictions page

Intelligence

Create My predictions

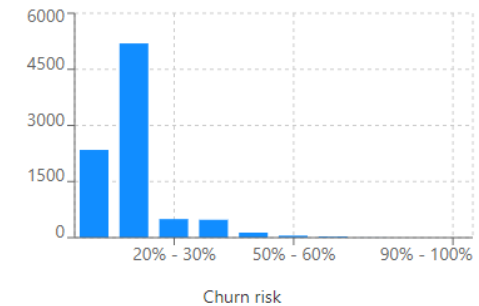


Subscription churn model (preview)

A model that can predict whether a customer is at risk for no longer using your company's subscription products or services

Use this model

Likelihood to churn (number of customers)



Most influential factors

Factors	Impact on churn risk
The length of time a customer's subscription has been active.	30.593% <div></div>
The number of days between the last activity occurring and the end of the subscription.	29.828% <div></div>
The number of days from the start of the period and the first subscription activity that occurred.	6.830% <div></div>

Training Model Performance

- Scores are determined based on the following rules:
 - **A** when the model accurately predicted at least 50% of the total predictions, and when the percentage of accurate predictions for customers who churned is greater than the historical average churn rate by at least 10% of the historical average churn rate.
 - **B** when the model accurately predicted at least 50% of the total predictions, and when the percentage of accurate predictions for customers who churned is up to 10% greater than the historical average churn rate of the historical average churn rate.
 - **C** when the model accurately predicted less 50% of the total predictions, or when the percentage of accurate predictions for customers who churned is less than the historical average churn rate.

Training model performance



Lab 4 – Intelligence

In this lab, you will use the environment you configured in Labs 1, 2, and 3

You will:

Exercise 1: Use the OOB Transaction Churn models

Optional: OOB Subscription Churn Model

Optional: Customer Lifetime Value (CLV) Prediction

Estimated time: 30 - 60 mins.