FRAUDFINDER CASE STUDY

Shruti Walawalkar
Northeastern University | 7shrutiw@gmail.com

About Data

Observations and Questions.

- Data spread is 42 months.

- Types of customers are as follows:
    - Users of only one product.
    - Users of both products.
    - Users who switch to and fro.

- Assuming, Negative values representing losing subscription.

- Some customers have revenue history missing.

- What is the revenue growth over time?

- Is the growth rate acceptable?

- How many customers switch to a new product?

- What is the loss of customers over time?

- How is revenue wrt usage?

Observations

For FraudFinder 2.0

- Revenue is growing continuously.

- The growth from 2010 to 2011 was much higher than growth from 2012 to 2013.

- Can we say most customers have switched to FraudFinder 2.0 already and are satisfied?

- Customer Switch from FraudFinder to FraudFinder 2.0 is very high compared to otherwise.

- Customer Switch from Other to FraudFinder 2.0 is also more than half of FraudFinder 2.0 to Other

Time Period	Revenue ($)
Jan 2010 to Jun 2010	3,210,730.85
Jul 2010 to Dec 2010	3,746,193.00
Jan 2011 to Jun 2011	4,415,986.05
Jul 2011 to Dec 2011	5,077,844.47
Jan 2012 to Jun 2012	5,727,891.28
Jul 2012 to Dec 2012	6,404,022.06
Jan 2013 to Jun 2013	6,674,225.63

Time Period	Revenue Growth (%)
Jan 2011 to Dec 2011	36.50
Jan 2012 to Dec 2012	27.78
Jan 2013 to Jun 2013	10.03

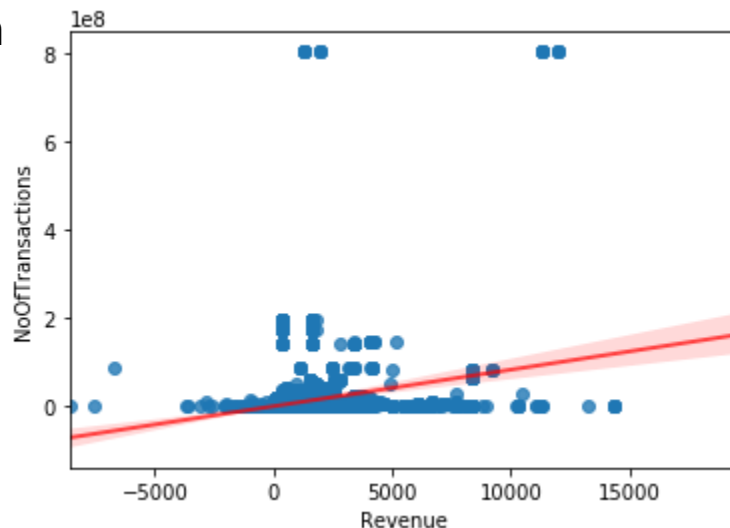| Products	Customer Switch Count
FraudFinder 1.0 to FraudFinder 2.0	1031
Other to FraudFinder 2.0	358
FraudFinder to Other	109
FraudFinder 2.0 to FraudFinder 1.0	16

Analysis

Clustering
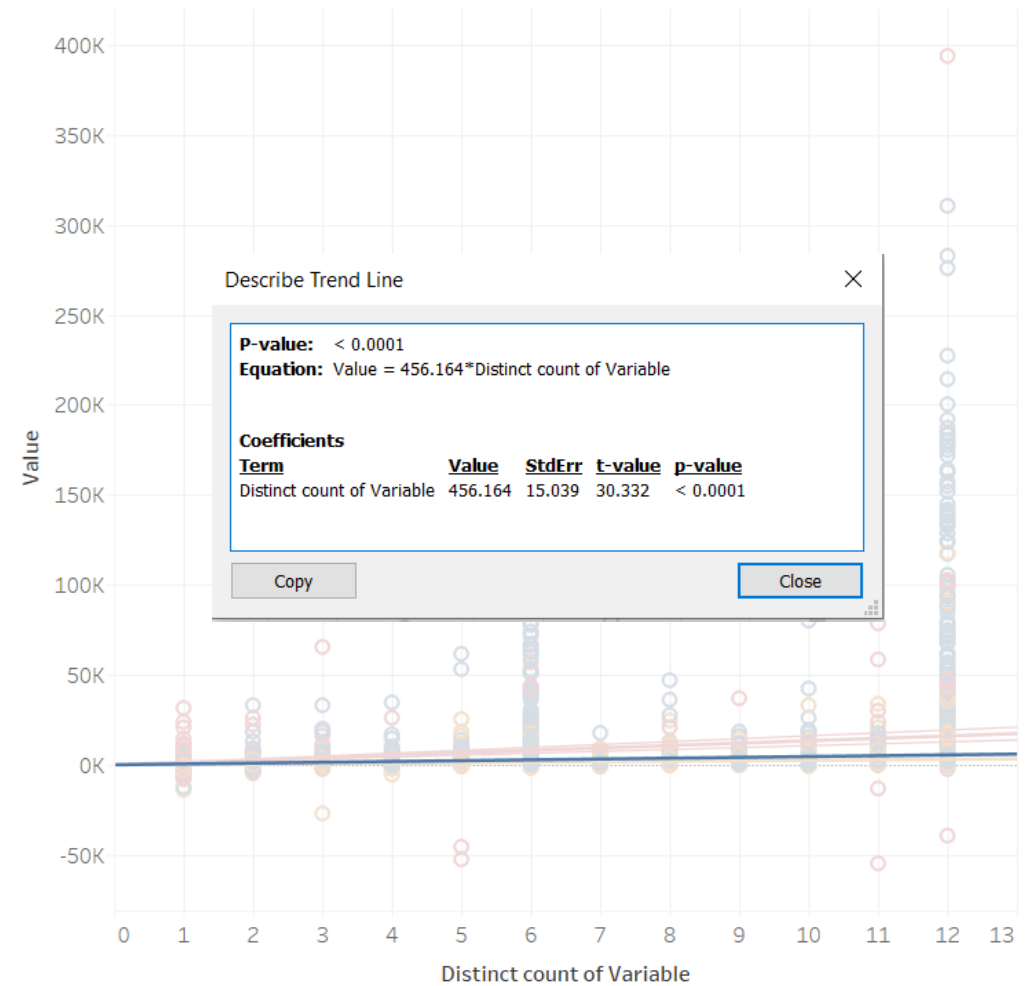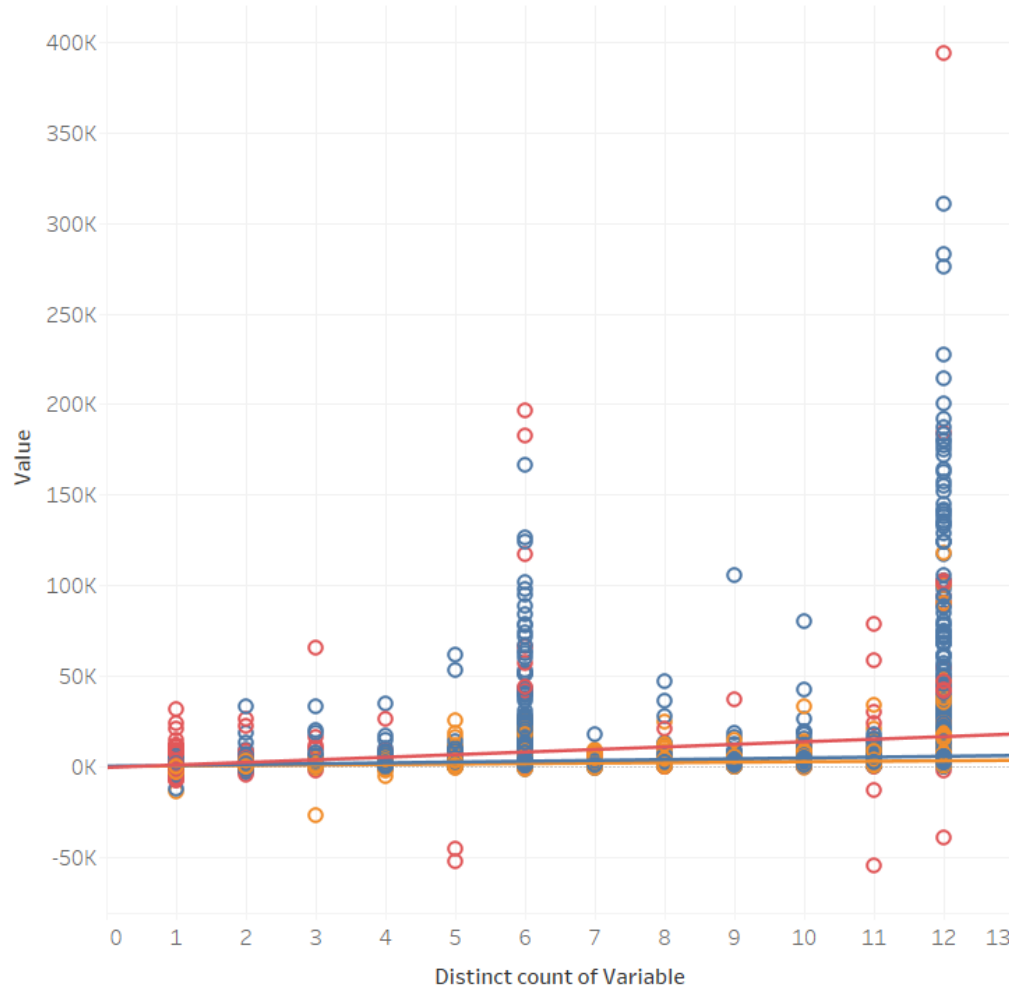
Analysis

## Clustering and Time-series Analysis

- Correlation between # Transactions and Revenue is 0.29.

- High revenue contributors have low usage.

- Multiple low revenue contributors have high usage.

- We can price the product from insights of the below graph

- Count of Customers subscribing to FraudFinder 2.0 has continuously increased till 2012.

- Most have switched from FraudFinder 1.0 to FraudFinder 2.0

Product count over Years
Blue- FraudFinder, Yellow - FraudFinder 2.0, Red- Others
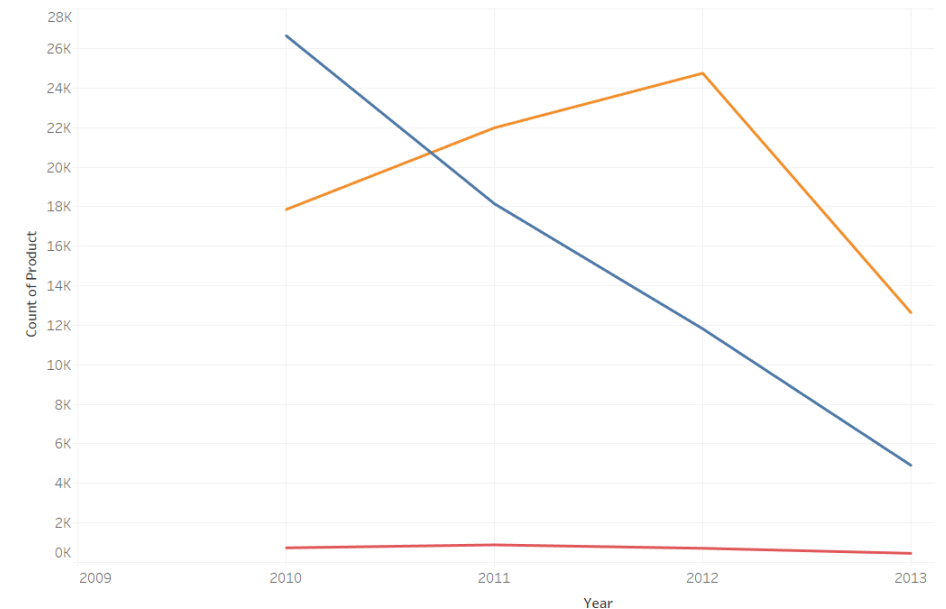
Recommendations

For International Releases

- FraudFinder 2.0 got 36.50% revenue growth after its first year. It is likely to boost revenue with its launch in international markets too.

- However, the business model is successful here with certain customers does not guarantee geographical success. Based on the economy and how affordable is the pricing to customers of that particular market, the growth rate should be defined.

- 10% increment in the subscription cost can be high for international markets and low for here, due to the difference in the currency value. Hence, the company might be losing out on revenue with less growth rate or vice versa.

- Also, if the growth rate is too high, it can be easily seen that the company might lose customers. Hence, it can be recommended to keep a low growth rate.

Thank you