# Topics yet to be covered –

**Days 3 -**

A/B testing on checkout UX

Targeted reactivation emails

Churn reasons by product category

Churn prediction by real time data (SQL + Python Pipeline)

Customer retention strategies based on prediction

Automate **Churn** **Prediction & Retention Strategies** using Python

**Build a SQL Dashboard** to monitor churn & retention

Apply Machine Learning to Personalize Retention Emails

SQL analysis and Python modelling for Price Elasticity and

**SQL and** Python-Based Discount & Ad Spend Impact Analysis

**Run Price Sensitivity A/B Testing (Impact of Different Price Points)**

SQL and Python-Based Multi-Channel ROI Analysis

SQL and Python based Attribution Analysis and implement data driven attribution model