

DS223 - Marketing Analytics - Group 6

Problem Definition

Subscription-based streaming companies like [Disney+ and Hulu are experiencing a decline](#) in customer retention, leading to a reduction in paid subscriptions and, hence loss of revenue. These companies offer diverse content libraries, they have user-friendly platforms, are very famous worldwide, however they are struggling to maintain their subscriber bases amidst increasing competition, and frequent pricing adjustments, that these companies themselves frequently do in hopes of combating the loss of revenue. The loss of subscribers poses a significant challenge to the sustainability and growth of streaming platforms, impacting their ability to generate revenue and invest in content development.

Project Objective

We aim, with our project, to address the issue of declining customer retention and subscriber attrition of the aforementioned subscription-based companies and others alike by developing a Python package that will make use of RFM analysis. Our package's RFM analysis will offer you insights into behavior patterns, client segmentation, and their likelihood of churn. It will assist streaming service companies optimize their retention strategies and also enhance their understanding of subscriber loyalty. By helping these companies better understand their audience, our solution aims to support sustained growth and revenue generation in the competitive streaming landscape.

Features

- **RFM Analysis:** Our package conducts RFM analysis to segment customers based on their behavior and interaction with the service. This segmentation allows for targeted marketing strategies and personalized subscriber experiences.
- **Behavioral Insights:** Gain deep insights into the behavior patterns of your subscribers. Understand what drives loyalty and what factors contribute to churn.
- **Retention Strategy Optimization:** Use our analytical tools to refine and implement effective retention strategies that resonate with your audience segments.
- **Competitive Advantage:** Equip your business with the knowledge to stay ahead in the competitive streaming service market. Understand your audience better than ever before.

How It Works

1. **Data Input:** The package requires subscription data, including subscriber activity and transaction history.
2. **Analysis:** The RFM model segments subscribers based on their recency, frequency, and monetary value contributions to the service.
3. **Insights and Actions:** Based on the analysis, the package provides actionable insights for improving customer retention strategies.