SoFi & the Data Science Society at Berkeley

Timeline

September 20 - Project Kickoff
November 1 - Midpoint deliverable/check in
December 13 - Final deliverable/presentation

Project description

Member Data Science team will collaborate with the Data Science Society to understand SoFi Members' churn and improve retention. As part of the project, the team will have experience working with our AWS Big Data platform that contains member information across SoFi mobile and web platforms. The team will help the SoFi Member Business Unit to understand drivers for churn, share strategic insights and provide recommendations to improve engagement. As part of the project, the data scientists will have experience building Machine Learning models for churn and retention, visualizing complex data and patterns, and doing data engineering.

Deliverables/Goals

- Analysis and visualizations about SoFi's members, including key characteristics and product engagement.
- Identify meaningful trend(s) to understand which members are likely to be highly engaged and which members are likely to "churn".
- Provide recommended strategies to increase member retention and engagement.