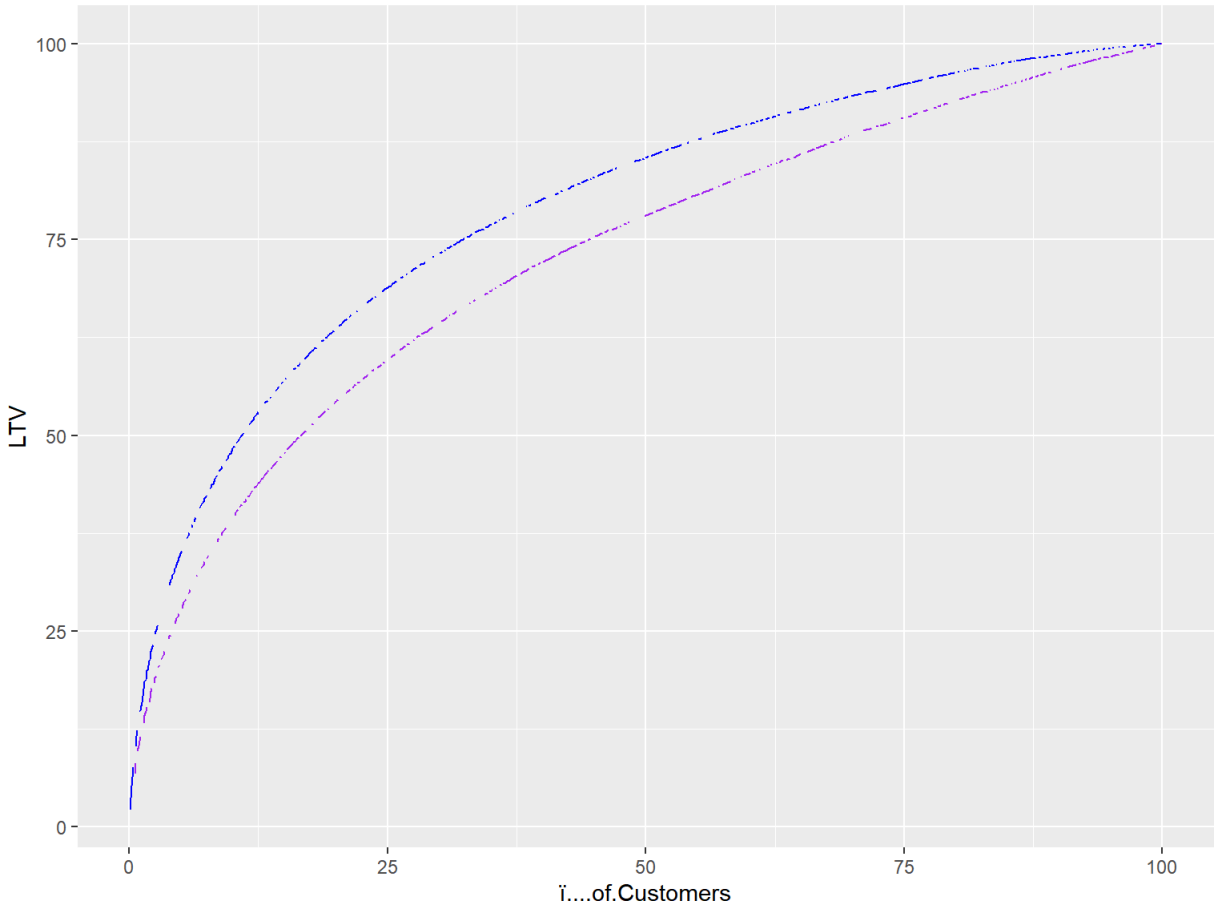
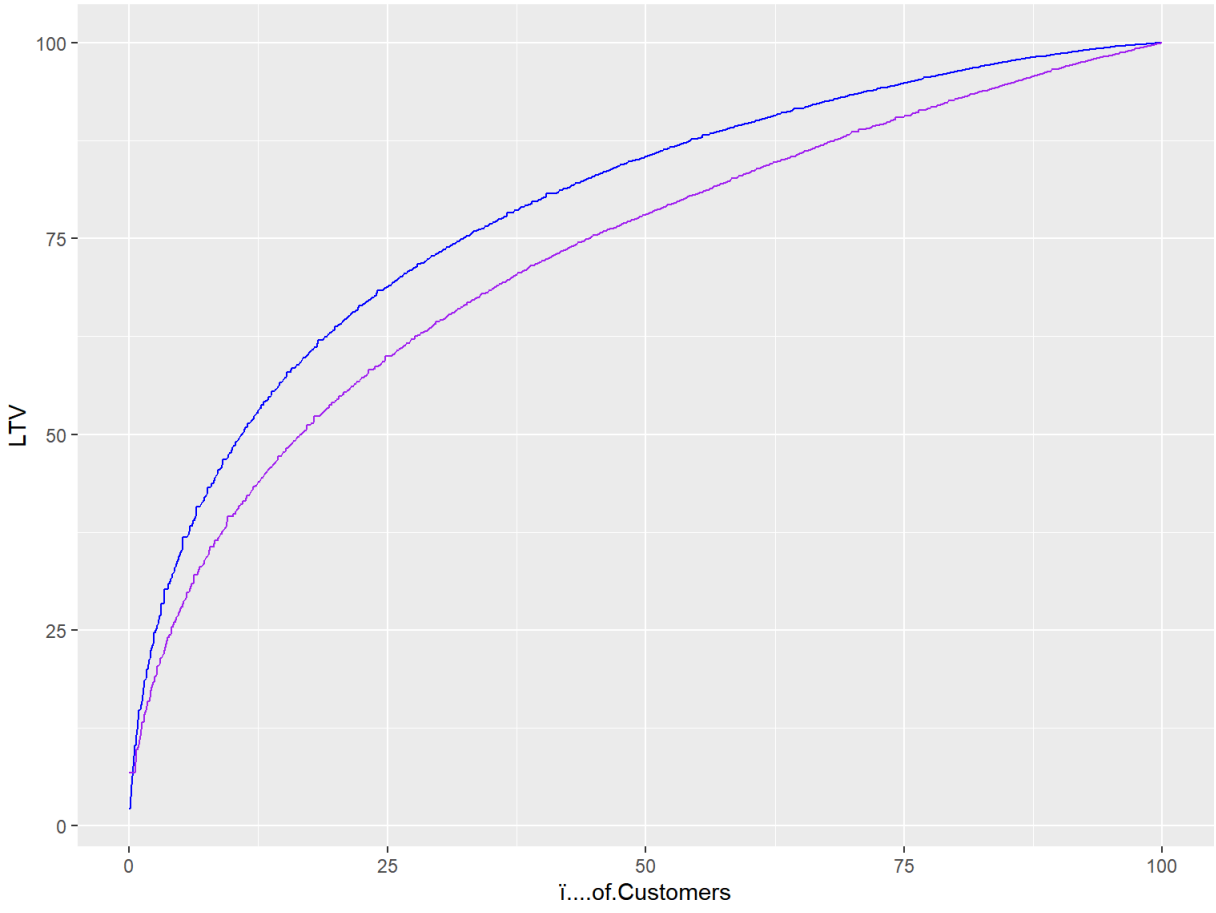
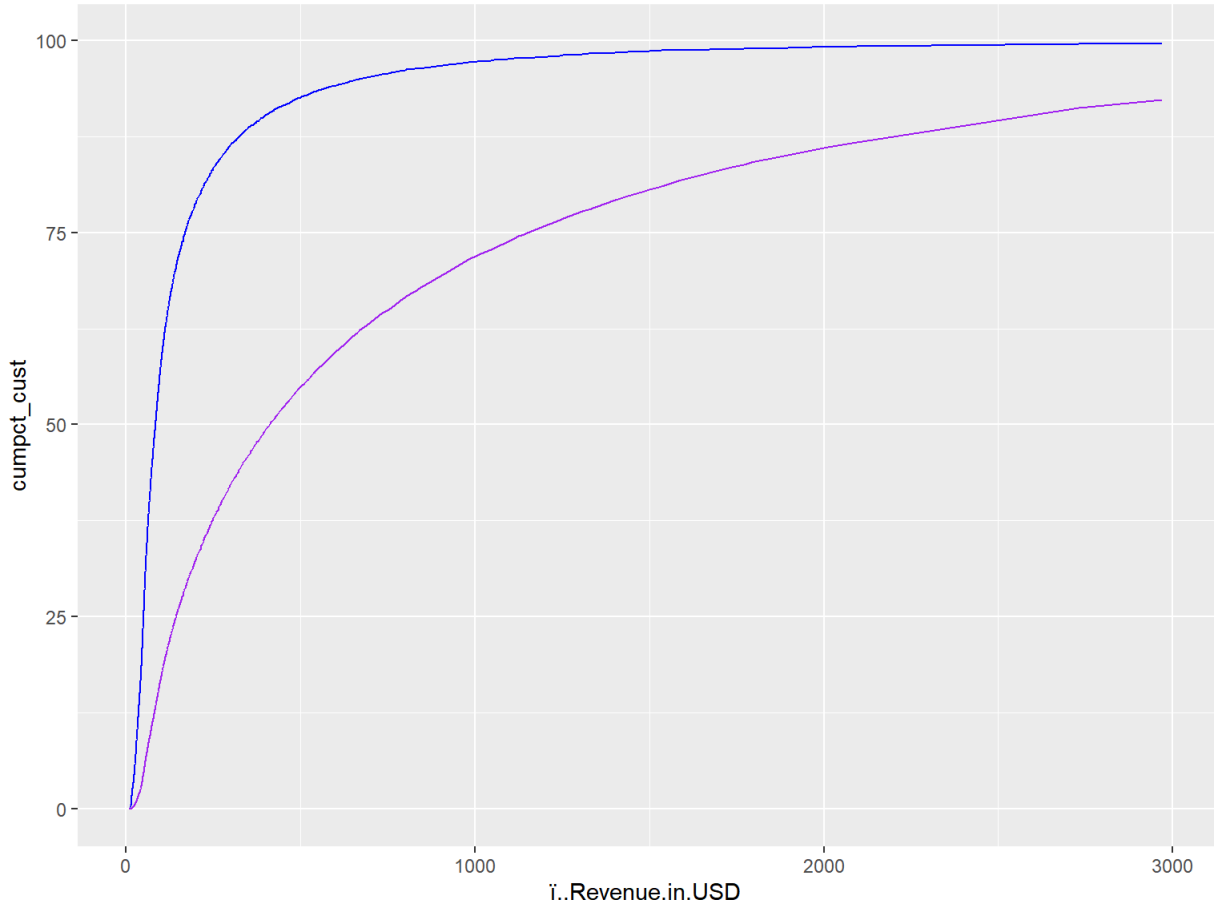
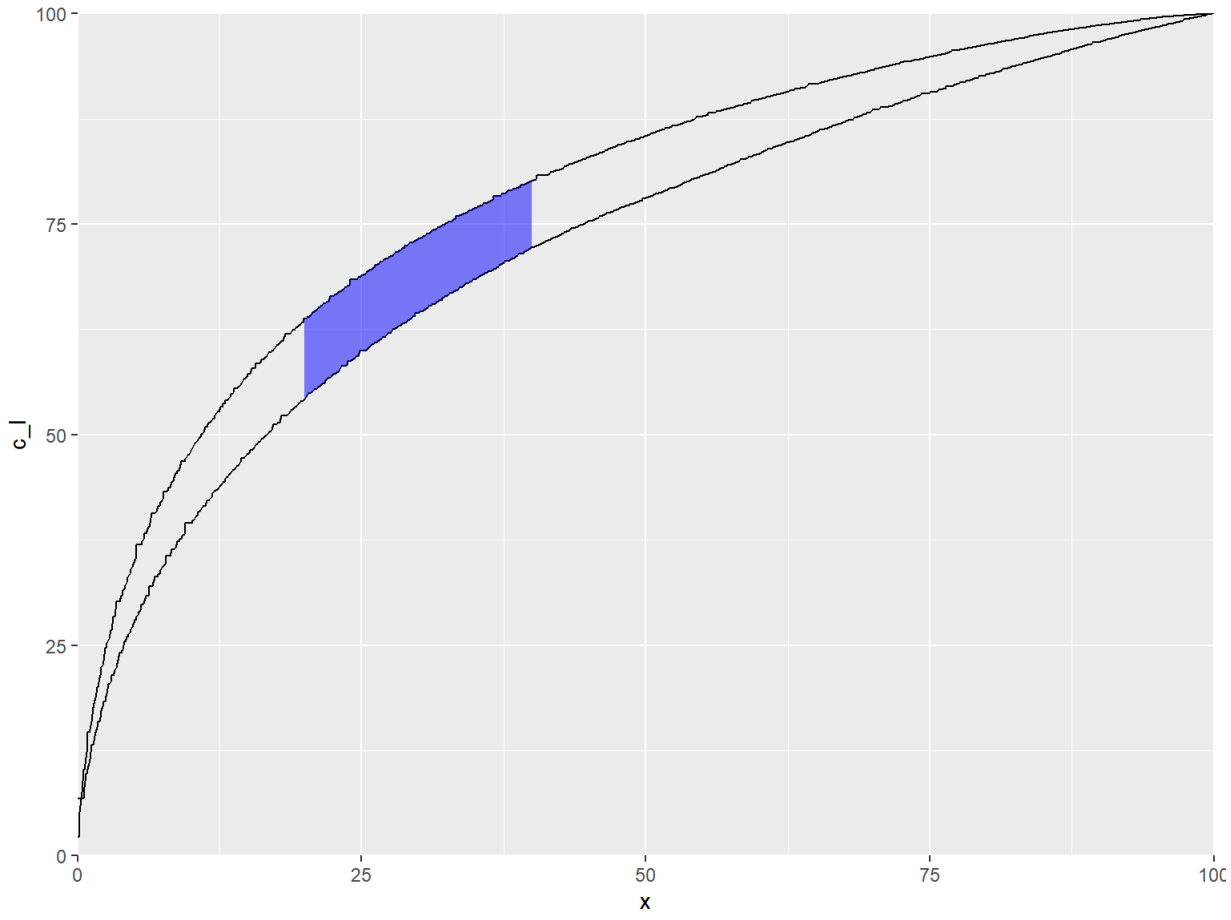
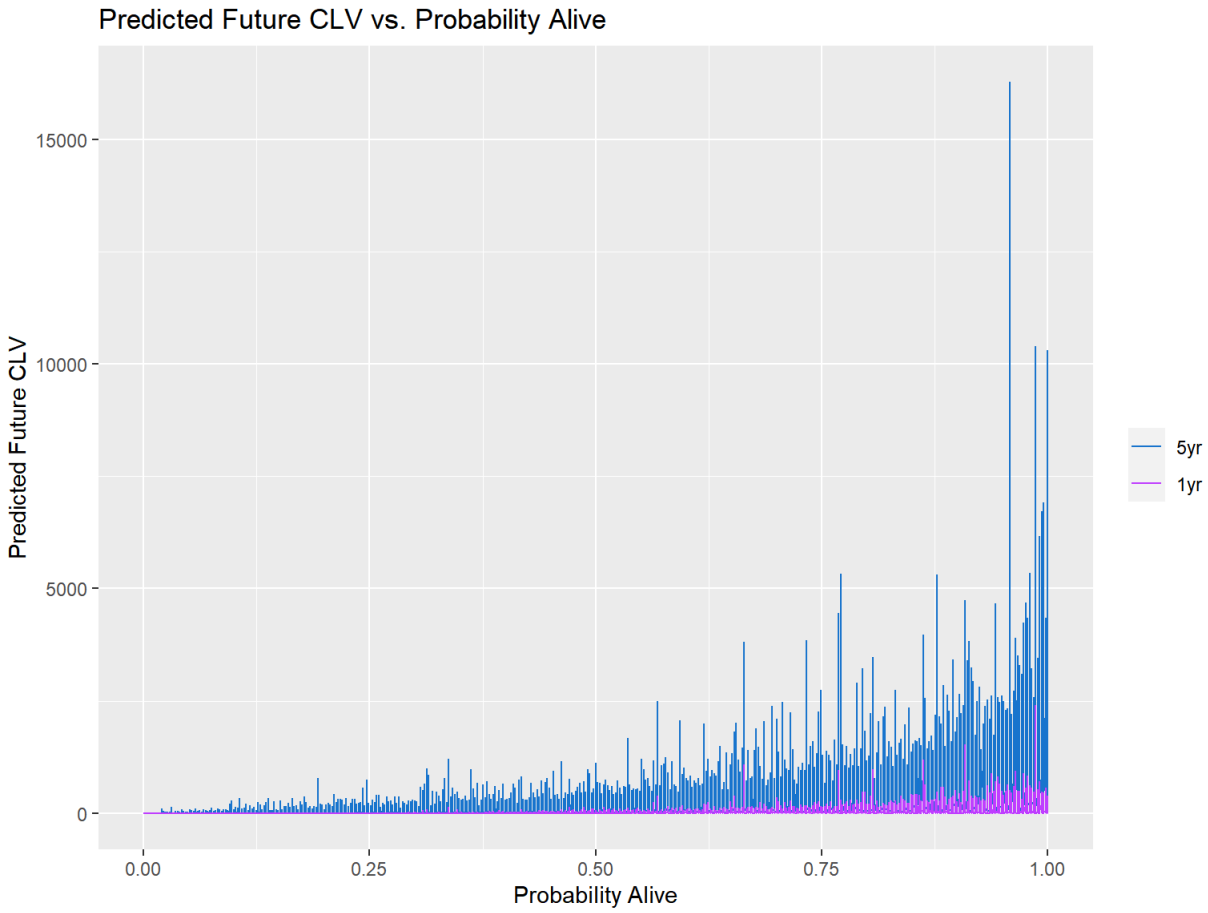
Datathon Visualizations

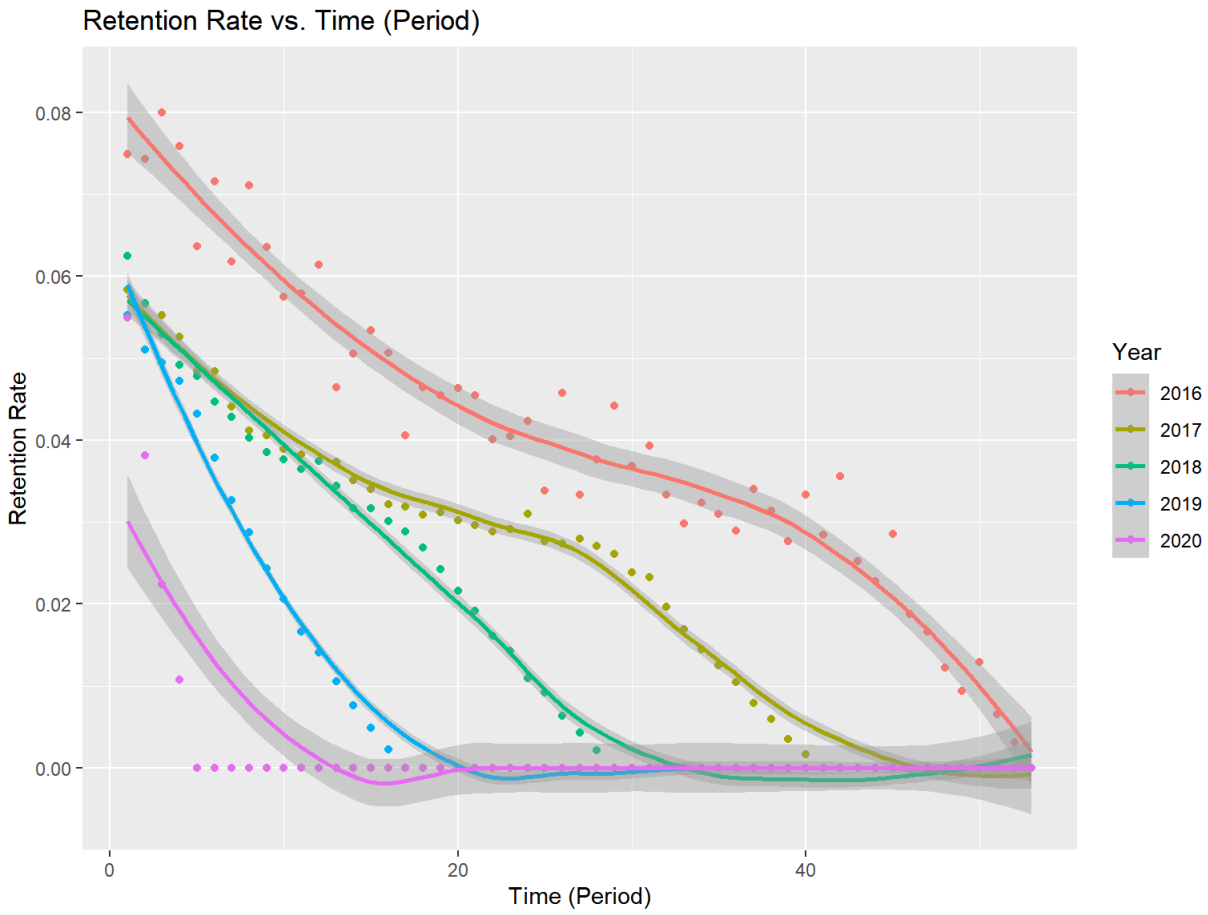





100
75
50
25
0
cumpct_cust
0
1000
2000
3000
ï..Revenue.in.USD


100
75
50
25
0
c_l
0
25
50
75
100
x


Predicted Future CLV vs. Probability Alive
Predicted Future CLV
15000
10000
5000
0
0.00
0.25
0.50
0.75
1.00
Probability Alive
5yr
1yr


Retention Rate vs. Time (Period)
Retention Rate
0.08
0.06
0.04
0.02
0.00
0
20
40
Time (Period)
Year
2016
2017
2018
2019
2020