




Story

Management Summary	Metadata & Data Cleaning	Ownership	Usage	Comparison	Customer Grouping	Group Analysis
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Management Summary

	<u>Insights</u>	<u>Potential Gain From Additional Analysis</u>	<u>Additional Effort</u>	<u>Success Probability</u>	<u>Possible Impact</u>
	Identified 4 distinct customer groups: Group 1: High PAU ↑, Low PBU ↓ Group 2: High PAU ↑, High PBU ↑ Group 3: Low PAU ↓, High PBU ↑ Group 4: Low PAU ↓, Low PBU ↓	Identify customer personas Understand usage and demand	High	Medium	Very High
	 Found possible pricing impact on usage	Increase Usage or Revenues	Medium	Medium	Medium
	 Some customers dropped product despite high usage	Reduce Churn	Low	Medium	Medium

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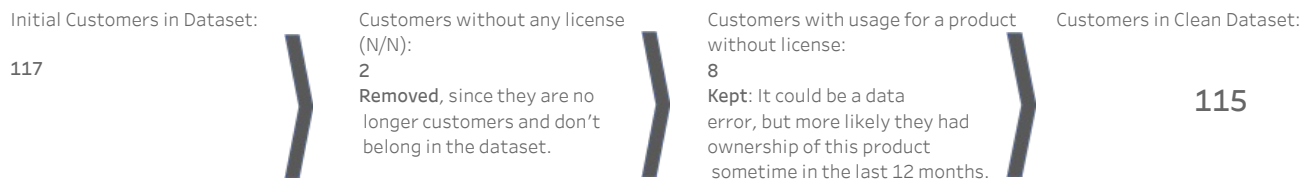
Metadata & Data Cleaning

Conventions

PAO: Current Ownership of Product A License
PAU: Product A Usage in Trailing 12 Months

PBO: Current Ownership of Product B License
PBU: Product B Usage in Trailing 12 Months

Data Cleaning



*Removed Customers: 124, 126

Time Frame & Data Source

Time Horizon: All Data is from trailing 12 months.

Last Data Update: 27. March 2020 (Applies to all Data in Presentation).

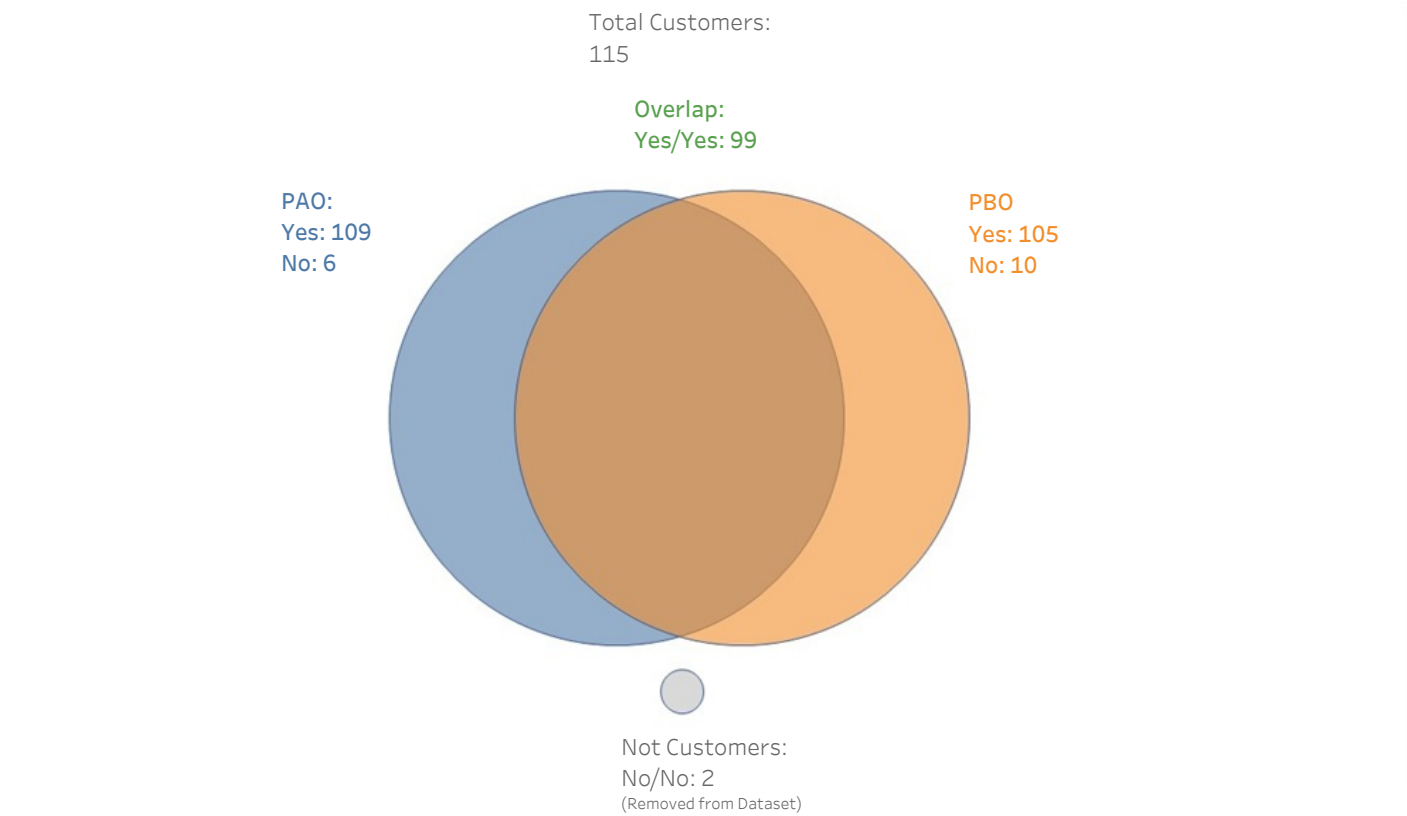
Data Source for all Slides in Presentation: **Product Management Report: Data Viz - Final Project Data File, July 2019.**

Product Usage is measured according to the company's proprietary consumption measure.

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Ownership



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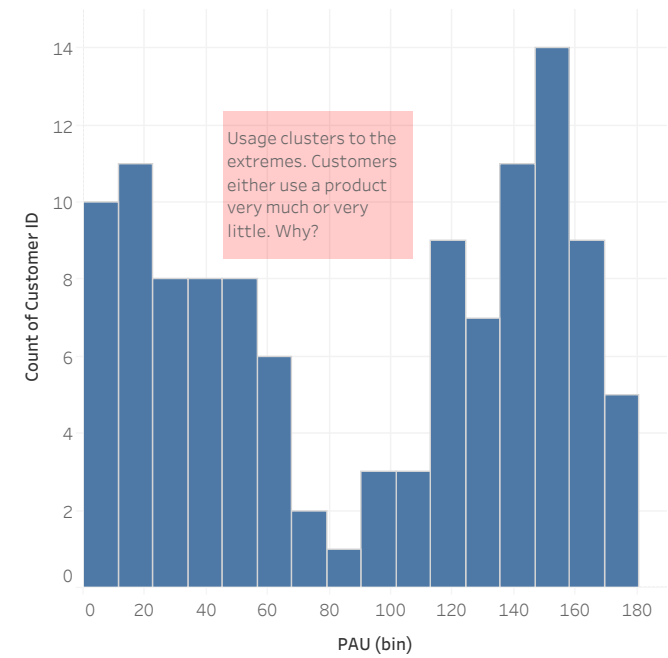
Usage

Product A

PAO	# of PAO	Max. PAU	Median PAU	Min. PAU	Total PAU
Y	109	175	112	0	10,200
N	6	117	7	0	171

Same max. usage for both products. Is this the max. possible? Is it possible to increase this?

PAU Hist

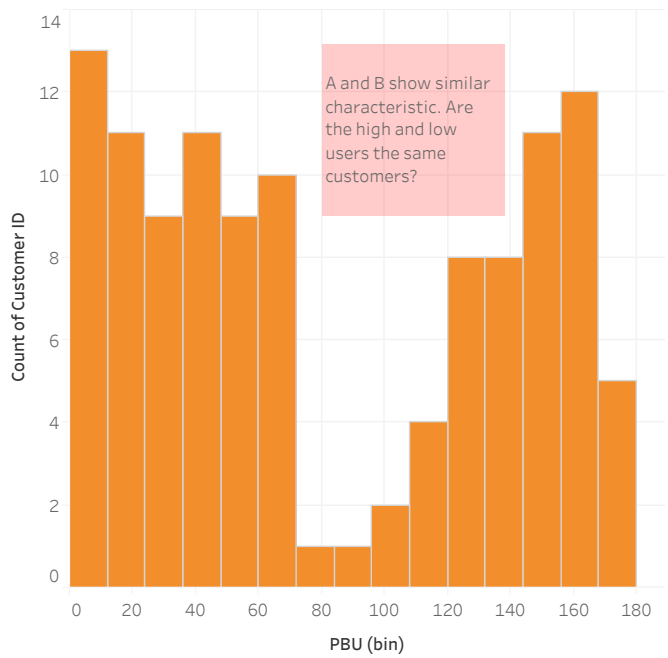


Product B

PBO	# of PBO	Max. PBU	Median PBU	Min. PBU	Total PBU
Y	105	175	69	0	9,092
N	10	160	1	0	384

Why is there usage without ownership? Explore further.

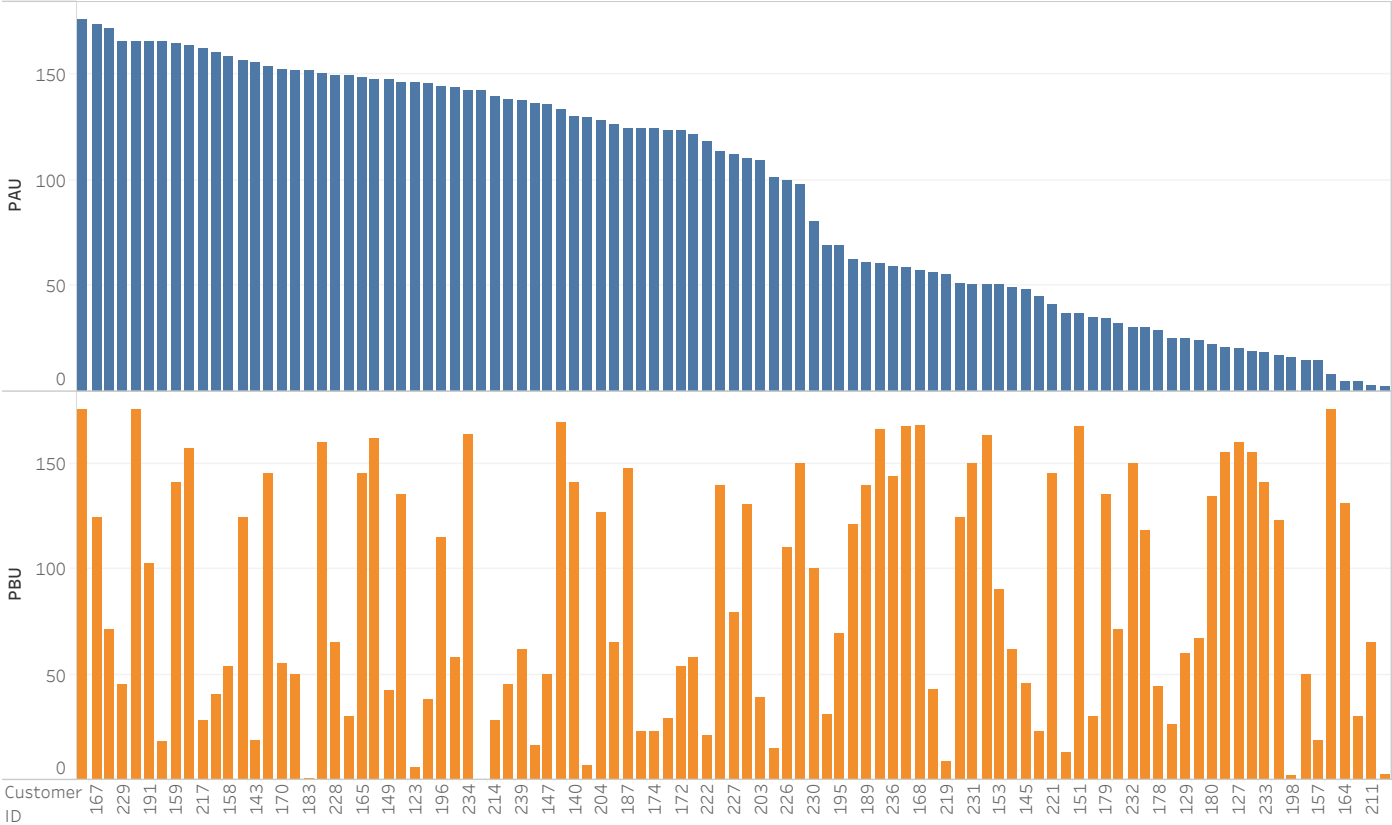
PBU Hist



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Use comparison ordered by PAU

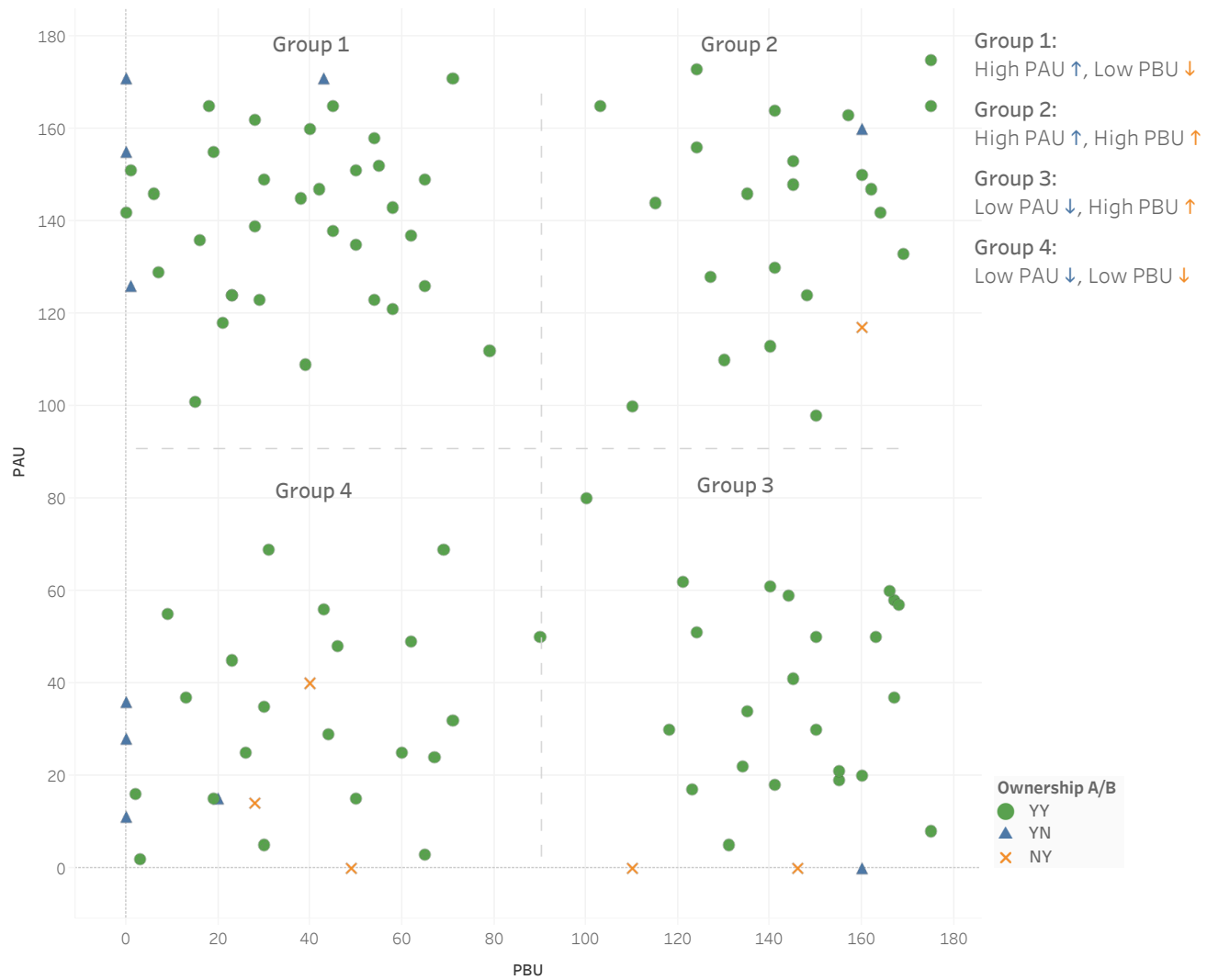


There seems to be no clear relationship between high and low usage of both products

Story

Ownership	Usage	Comparison	Customer Grouping	Group Analysis	Usage Drop	No Ownership Usage
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Grouping of customers according to usage of each product

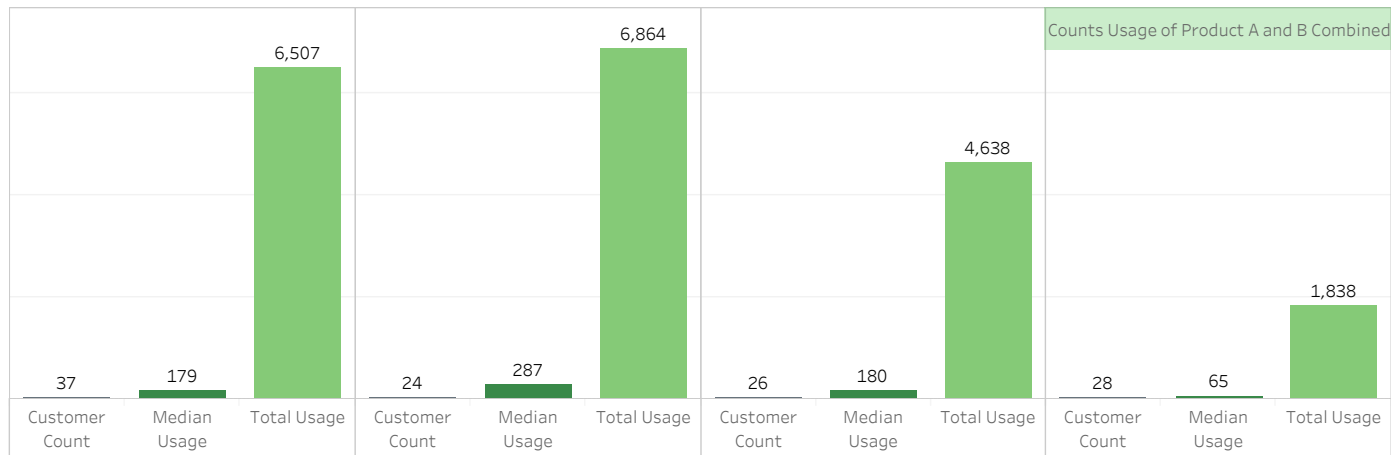


Story

Usage	Comparison	Customer Grouping	Group Analysis	Usage Drop	No Ownership Usage	Additional Analysis
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Group Analysis

Combined Usage per Group



Group 1:
High PAU ↑, Low PBU ↓

This is the biggest customer group. They contribute a good third to the total usage due to their high number. Use this customer group as marketing rolemodels to increase sales of PA. Possibly try to increase their use of PB to increase their overall usage.

Group 2:
High PAU ↑, High PBU ↑

Group 2 is the rarest, but most valuable customer group. They should be the prime target for marketing effort. Study their usage of both products. They create value by using PA and PB combined. Therefore they could be rolemodels for Group 1 and Group 3.

Group 3:
Low PAU ↓, High PBU ↑

These customers are the counterparts of Group 1, but appear less frequent. PB seems to be less popular, but clearly has considerable value even when used on its own. Use them as role models to target customers for PB.

Group 4:
Low PAU ↓, Low PBU ↓

Their low usage of both products makes them unattractive as customers. Try training them if possible, but avoid marketing to this group.

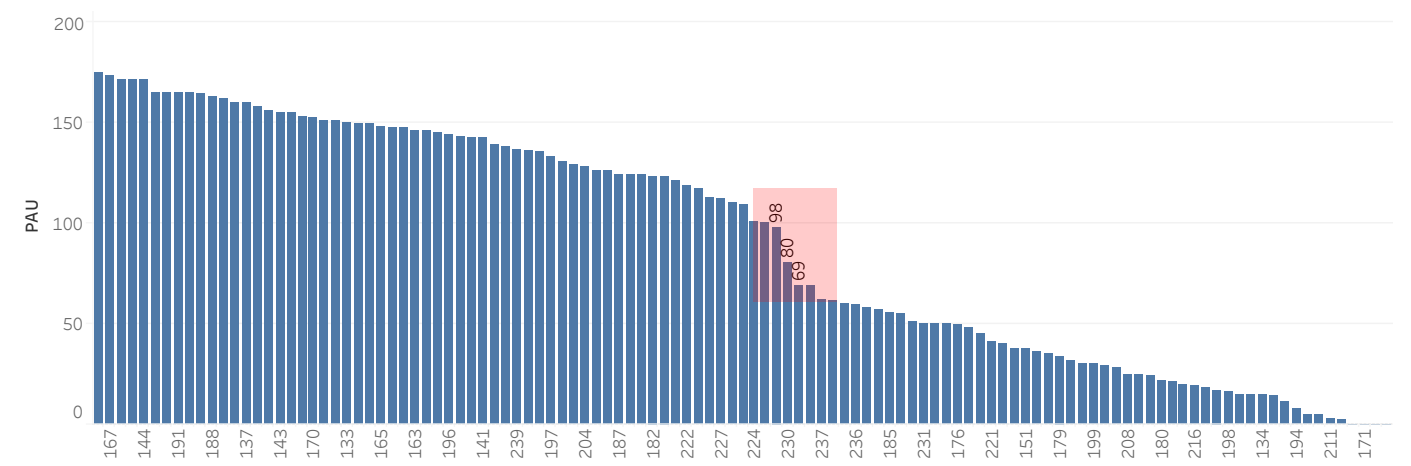
Identify Group personas for targeted marketing.
Study usage to increase interdependency benefits of products.

Story

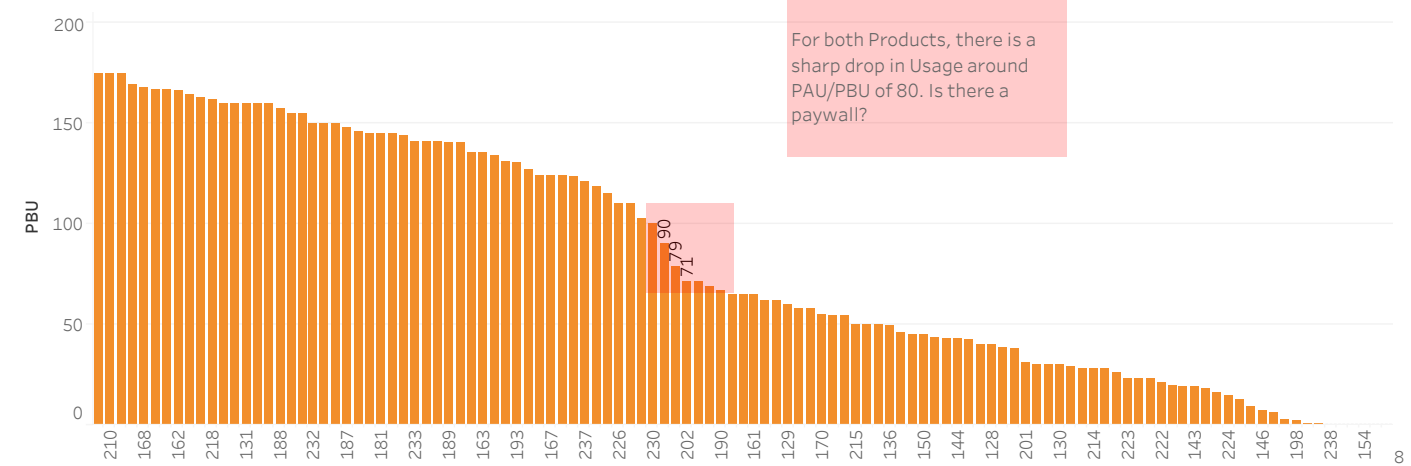
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Sudden Usage Drop

PAU Drop



PBU Drop



Story

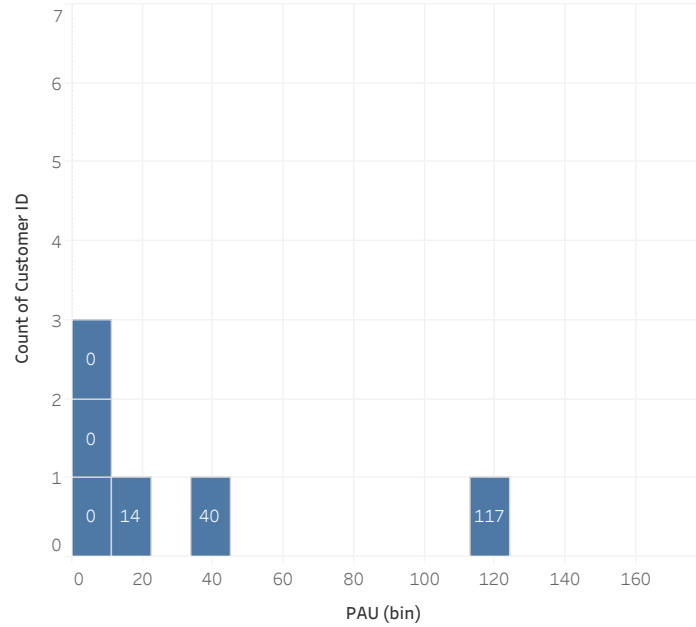
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Customers with only one Product Ownership

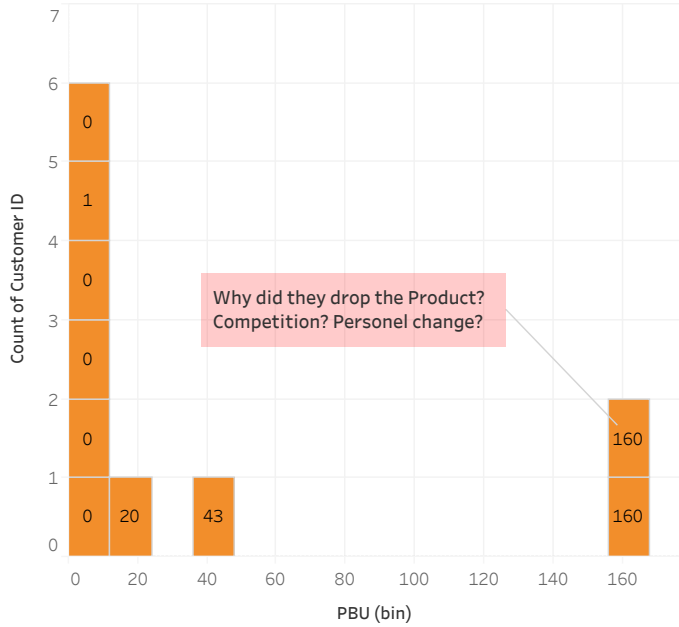
After cleaning the Dataset, there are only 6 customers without a license for Product A, and 10 customers without a license for product B remaining.

Half of these never used this product, likely never had ownership. The other half has used the respective product within the last twelve months. Assuming that this is not a mistake in the dataset, they had ownership of the product, tried it, and decided not to use it further. Five never used the Product much. However, three used it extensively, but still decided to drop it, while continuing with the other product. Contacting them to find out why could give valuable insights.

Usage of Product A without Ownership



Usage of Product B without Ownership



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Further Questions

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<u>Group Characteristics</u> Group Personas Study the personal characteristics of the customers in each group. Are there any common patterns? Is it possible to identify personas for more targeted marketing efforts? Group Product Usage Why are certain customers only using one product? Have they no need for the other product, or are they using a competitors product? Is it possible to increase interdependency benefits from using both products together?	<div>.....</div> <div>Personally identifiable information about customers</div> <div>.....</div> <div>Detailed usage reports</div> <div>.....</div>
<u>Pricing</u> Why is there this sharp usage drop around 80? Is there a paywall? Does the base fee include this amount of usage and above requires additional payment? Is this deterring customers from using the product?	<div>.....</div> <div>Pricing structure</div> <div>.....</div>
<u>Lost Customers</u> Why did these customers cancel ownership when they used it frequently before? Did they switch to a competitor?	<div>.....</div> <div>Contact customers ID 125, ID 137, ID 131</div> <div>.....</div>