



# CASE BRIEF

Solving Retention &  
Engagement at Atlassian

DataSoc x Atlassian Datathon 2025





# THE CHALLENGE

*Atlassian products power teams all around the world – but how do we keep those teams engaged, adopting new features, and coming back month after month?*

In this datathon, you'll step into the shoes of an Atlassian data scientist and ML engineer.

# What you're really doing

## **BE A DATA DETECTIVE**

You're not just analysing data – you're solving business problems.

*What does that mean?*

Uncover meaningful insights from the data that could transform Atlassian's customer engagement, craft a compelling story around your findings, and propose solutions that could drive real impact for Atlassian's customer engagement.

**REMEMBER THE PROBLEM, SOLVE IT.**

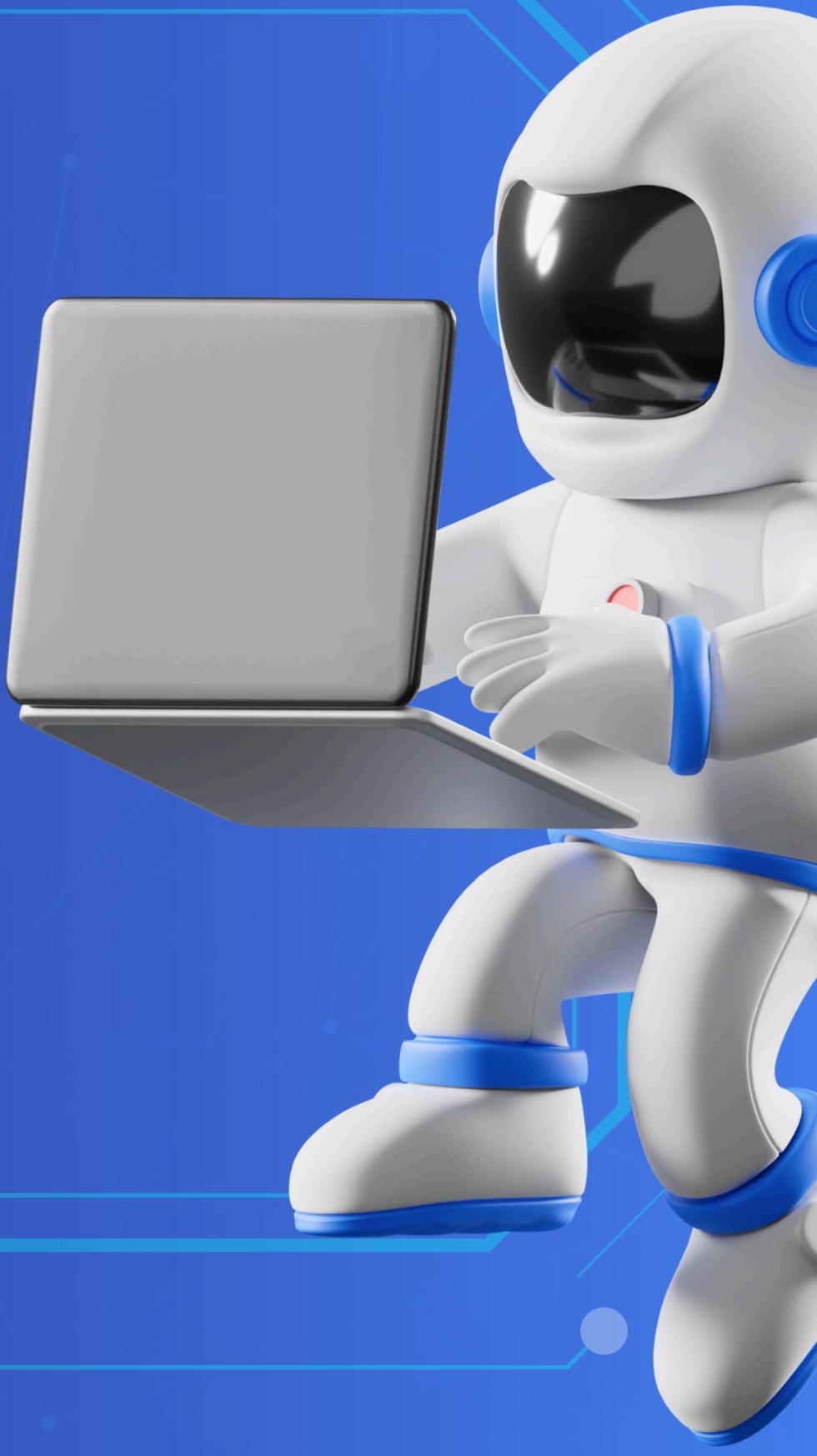
**FOCUS ON IMPACT, STORYTELLING, AND ACTIONABLE SOLUTIONS.**



# Your Data Playground

You'll work with a rich dataset of **users, sessions, events, and billing data**, with realistic engagement patterns and signals. Think of it as a *sandbox of Atlassian's world*, designed to give you a taste of what it's like to work at Atlassian.

- 100,000 users across Jira, Confluence, Trello, Bitbucket
- 336,717 sessions + 234,329 events + 1M+ billing records
- 18 months of data (Feb 2024 → July 2025)
- Real patterns: for you to find!
- See the README file for a data dictionary



# YOUR TASK

Deliver a solution backed by data-driven insights on a problem of your choice. Teams should explore the dataset and define a story to investigate that is impactful to Atlassian and its customers. Analysis should then be conducted to uncover insights from the story to recommend an actionable solution Atlassian teams can implement. Please feel free to go beyond these points and remember to refer to the judging criteria.

1

## Define Your Story

- What is the problem you are trying to solve and why is it important?
- How will the outcome of the story affect Atlassian and its customers?

2

## Present Insights

- What are the key data-driven insights related to the story?
- What are the techniques used to extract these insights?

3

## Build or Recommend a Solution

- What actions should Atlassian take based on the insights uncovered?
- What will the solution look like and how would it be implemented?



*What makes you win?*

# WE WANT STORY + IMPACT, NOT CODE



*"Here's my model with 90% accuracy"*



*"Here's why 23% of customers are at risk and what to do about it"*



*Complex technical deep-dives*



*Clear insights that Atlassian / stakeholders can act on asap*



*Just showing charts*



*Explaining what they mean and why we should care*

**Your audience: semi-technical BUSINESS LEADERS who make decisions, NOT JUST REGULAR ENGINEERS**

# GO FIND YOUR STORY

Suggested ideas (but feel free to explore beyond these):

- Which customers are at risk of churn and why?
- What drives teams to try and stick with new tools? (Think feature adoption)
- What separates expanding customers from stagnant ones?
- Design AI-powered approaches to boost engagement

*REMEMBER: The most sophisticated model is worthless if you can't explain why it matters.*

**MAKE US BELIEVE IN YOUR STORY.**



# SUBMISSION & CRITERIA

Teams should submit a PowerPoint or PDF presentation by **3pm Monday 15<sup>th</sup> September**. Presentation decks will be screened and teams making the heats round will be informed by the end of the day. At the Atlassian office heats teams will be given 8 minutes to present followed by a 4 minute Q&A. Teams that make finals will present again in the same format.

**Submission Link:** <https://forms.gle/VoTXYB8Prd69GVRG7>



## **Story & Problem Statement Definition**

*Assesess the relevance, impact and clarity of the chosen story. The problem statement should be well-defined and convincing.*



## **Analysis and Data-Driven Insights**

*Assess the depth, quality, and innovativeness of the analysis, with a focus on providing insights that go beyond surface-level examination of the data.*



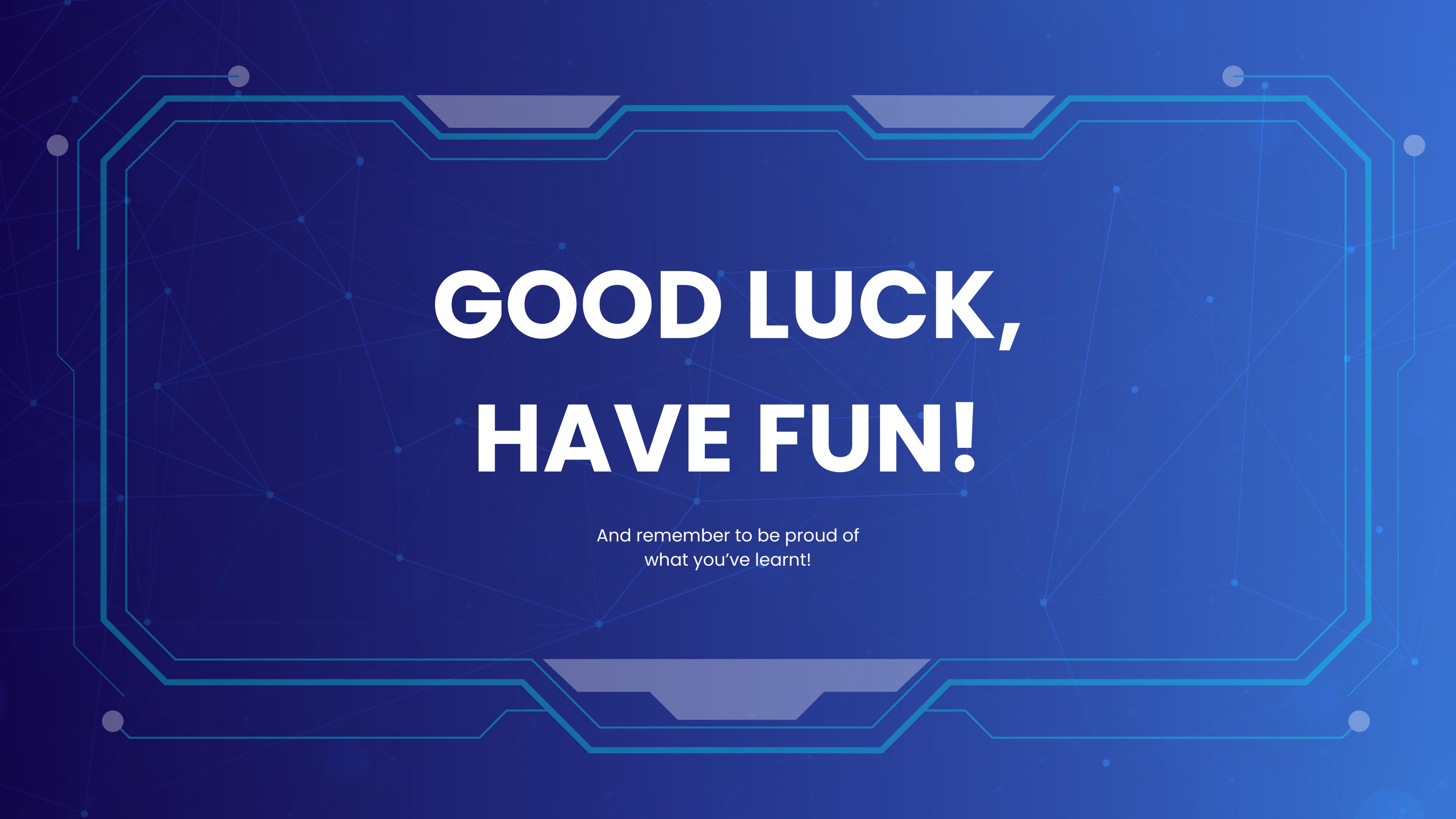
## **Solution & Recommendation**

*Evaluates if solutions and recommendations are explicitly tied to analysis and context. Solutions should be effective and feasible to implement.*



## **Presentation & Q&A Performance**

*Evaluates the quality of presentation, considering visual flow, communication and verbal delivery.*



# **GOOD LUCK, HAVE FUN!**

And remember to be proud of  
what you've learnt!