



PIXC



Client Introduction

- Pixc is an eCommerce business that helps other eCommerce businesses with their graphic design and photo editing needs
- Pixc can be integrated quickly and conveniently with many major eCommerce platforms such as Woocommerce and Shopify
- Pixc is addressing an \$11.3 billion e-commerce SaaS market that is made of over 25 million businesses - and is expanding its product offering using artificial intelligence and machine learning. With the transition of brick and mortar retail, this industry is expected to grow to \$27 trillion by 2020.



Outlining the problem

Like many “SAAS” companies, the metrics for success are somewhat convoluted. How should we measure Pixc success? Through revenue growth? Customer churn and growth?

After we’ve decided on how we measure Pixc’s success, we can then explore if Pixc is a successful start-up.

Thoughts and challenges with the data

- Another issue that many startups have, Pixc included, is the volume of data that they possess and how to properly utilize this data in order to make more informed decisions.
- There's a lot of data and tables to unpack due to the multiple platform integrations as well as outsourced data analytical and brand optimization tools in the backend (Altius)
- Remove the noise and focus on the pertinent data
- As was outlined before we want to find key data points of the business such as customer churn, customer lifetime value and revenue/cost metrics
- A lot of null values because of the heavy use of API's to register and connect to Pixc
- Hard to get an accurate/precise date of when a customer disengages/death of the customer. *Solved: Use Lifelines for subscribed and Lifetimes for unsubbed members*
- Hard to work out the cost of the business. Perhaps this is located elsewhere? Assumptions for the cost structure can be made however, I have decided to exclude this analysis because it won't give an accurate depiction of the data.

Questions that will be answered:

- What does their customer churn look like?
- What does our customer base look like in terms of subscribed and non-subscribed members?
- Do our current promotional offers work? Are they attracting more customers?
- *Check out the changes in the subscriber and nonsubscriber count*
- Can we streamline our pricing strategy?
- What is our highest earning customer segment



Proposed techniques

- Linear regression of the sales/ growth metric data
- Survival analysis of the Subscriptions set (KMF)
- Perhaps also try some form of classification/clustering techniques
- Most of the data will be cleaned in Pandas and then imported later into Tableau for visualization



Criteria for success

- Find one subscription insight
- Find one growth/revenue insight
- Find customer churn rate
- Find customer lifetime value
- Deliver analysis by the due date