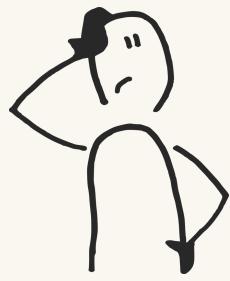




Project Presentation

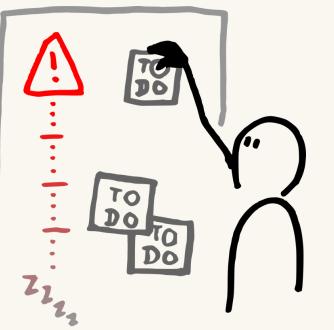
PRESENTED BY
Koussay Ghanmi

AIFLOW



Problem

AI flow is a SaaS company that encountered obstacles concerning customer Churn rates and Customer retention



Solution

Identify the main causes (priority, order cancellation ...) to be able to determine a clear Roadmap on how to solve these problems



Why It Matters

Ensuring Customer retention, customer loyalty and therefore growing the Monthly Recurring Revenue.

MAIN PROCESS

Week 1

ETL

Defining the Industry, organization description ,figuring out the main customers of the target companies ,analytical questions and business measures for later

Tools used

- Statista
- G2 reviews
- Crunchbase

Week 2-3

Data preparation & Modelling

- Collection of data from Online source (Kaggle).
- Setting the target data format and cleaning accordingly.
- Designing the Data model (Star) and the approach (Kimball)

Tools used:

- Kaggle
- Python (Pandas)
- Jupyter notebooks

Week 3-4

Dashboard & insight

- Creating interactive dashboards .
- Summarizing and analyzing the results.
- Identifying obstacles and areas of improvements

Tools used:

- Power BI + Thorough analysis

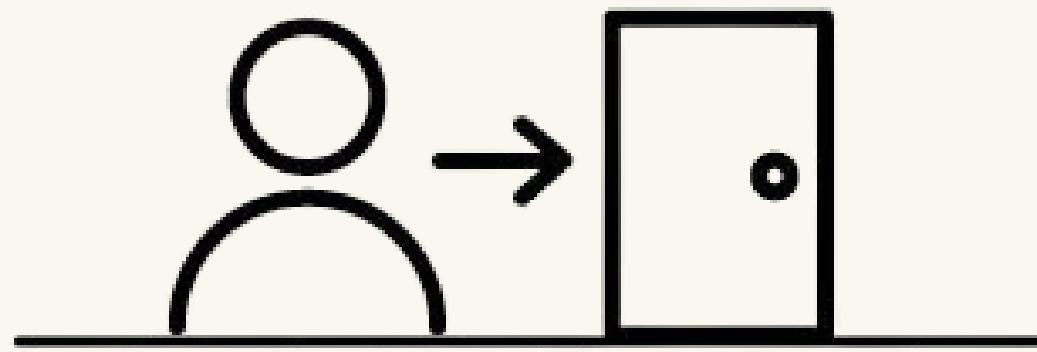
Week 1

Main Goal

Identify industry nature then comparing it with the company's (local and global benchmarks for Churn rates) ,main clients' location and characteristics

Findings

- The average Churn rate between SaaS companies is 3-6%
- SaaS customers typically show cancellation intent after 5-15 days of support delays or feature abandonment
- AIFlow serves a global customer base (mainly EU/US)



Week 2-3

Main Goal

Extract and Transform the original data (removing duplicates ,setting the convenient format for future use),Data Quality Fix and Data standardization for the five tables ,following Star Schema (one fact_subscriptions table and 4 dimensional tables) and the Kimball approach (industry standard)

Findings

- 68% of churned accounts had 3+ open tickets
- Priority 1 + 5+ tickets = 68% churn probability
- Payment failures correlate with 41% higher churn
- Missing rows and duplicates (solved)



Week 3-4

Main Goal

Established relationships between the tables with high granularity for data modelling.

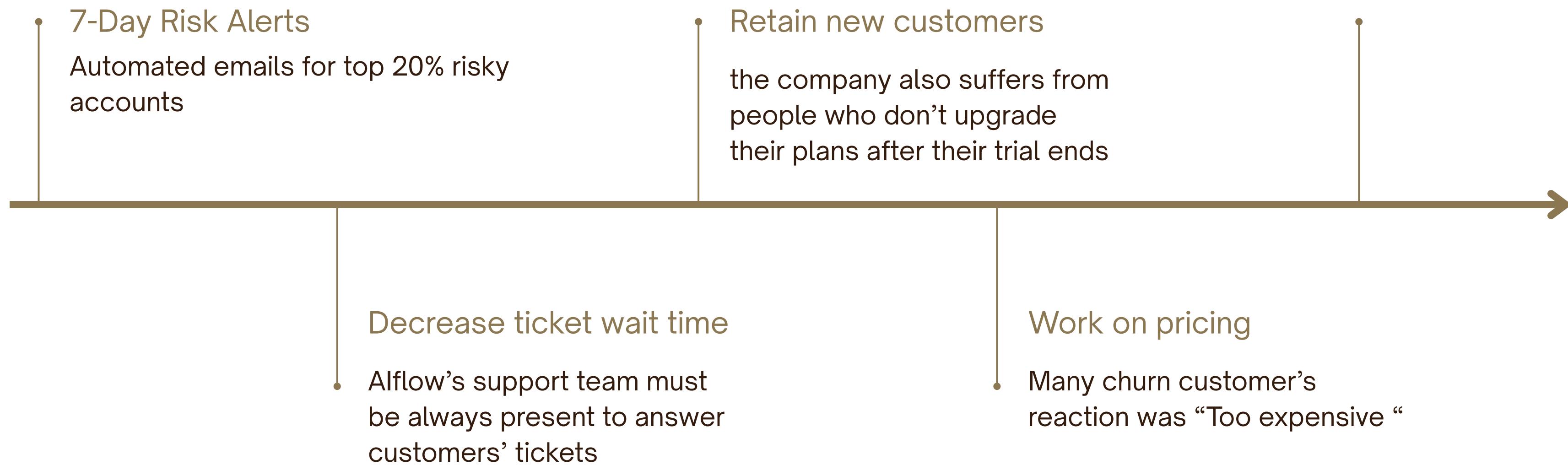
- Three related dashboards :Executive summary ,Deep dive ,Geo forecast.
- The use of forecasts to estimate future results

Insights

- The company should focus mainly on high priority customers
- <90 days subscription + high tickets = 3.4x risk
- developing all of these leads to reducing payment failure and increase customer retention
- EDtech is one of the company's active industries



Business Recommendations & future improvements



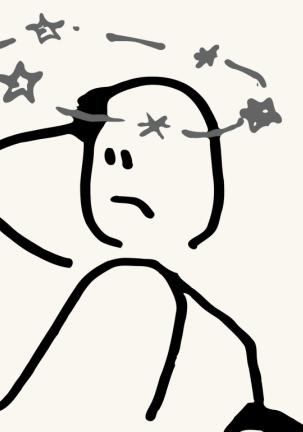
BACKGROUND RESEARCH

Obstacles & Limitations

1

missing account IDs and
duplicate tickets

Solution



Forward fill from subscriptions

2

Country slicer broke across 3
pages

Solution

Manual sync setup

3

Country click broke all visuals →
Edit interaction

Solution

Edit interactions

The End

Koussay Ghanmi | IT300 | Jan 2026