

# Directing customers to a subscription through app behavior analysis

- Loukya Harisha

# Introduction

- Did you know that, on average, only 2% of app users convert to paid subscribers? What if I told you there's a way to increase this conversion rate significantly?
- In the world of app-based businesses, one of the biggest challenges is converting free users into paying subscribers. Many users download apps, but getting them to subscribe is a significant hurdle

# Objective

- The problem in the app industry is that a high percentage of users remain as free users and don't convert to subscribers.
- The conversion rate is often disappointingly low, and it's a problem we aim to address
- By analyzing their actions, we can make informed decisions to encourage more users to subscribe.

# Methodology

- The methodology used here involves collecting data on user interactions within the app, tracking user journeys, and using data analytics tools to derive insights from this data.
- Approach is to collect data on user actions, such as the pages they visit, the features they use, and the time they spend in the app. This data is then aggregated and analyzed.

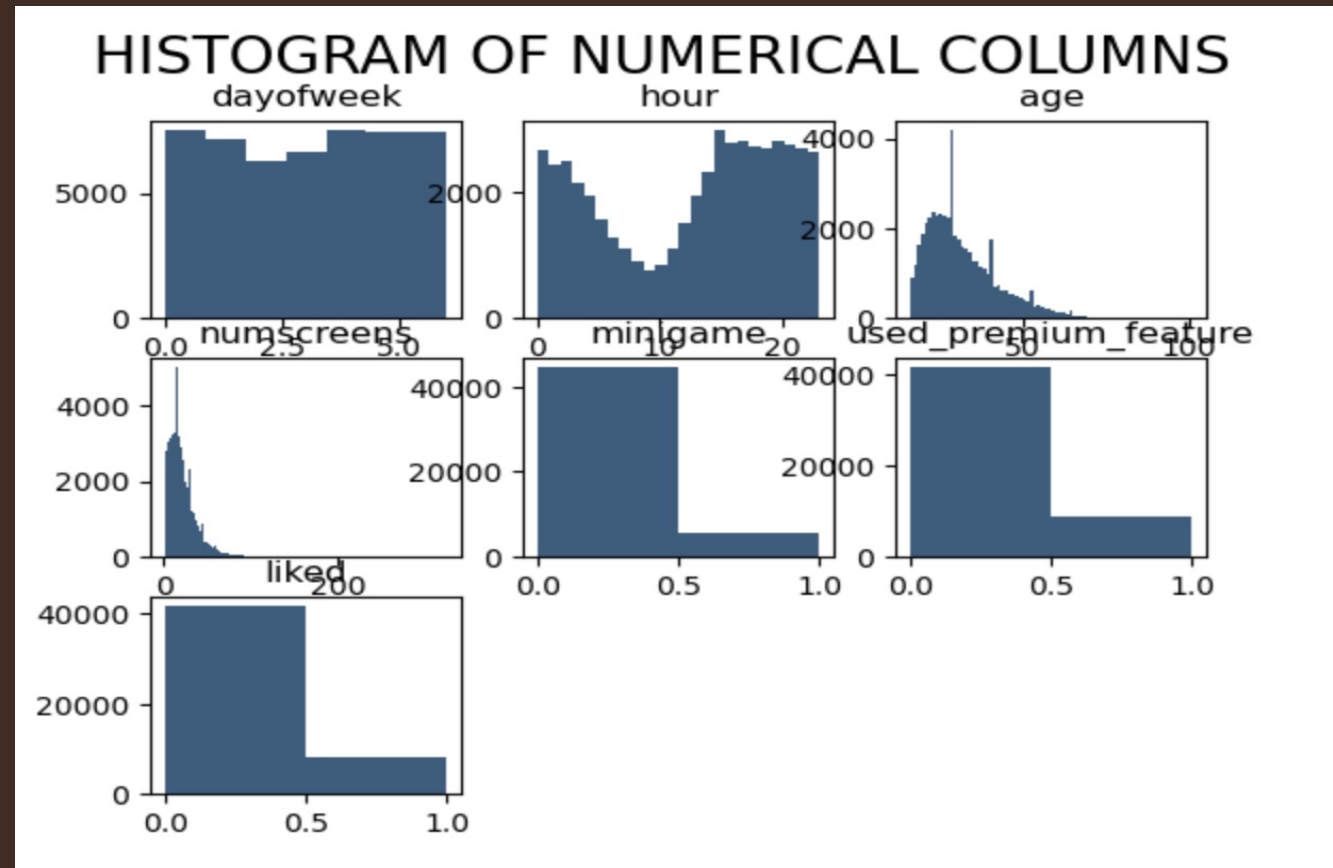
# Dataset collection

- **In-App Event Tracking** - monitor user interactions, including clicks, page visits, and feature usage within the app
- **User Registration Data** - Demographic information like age, gender, and location is collected during user registration

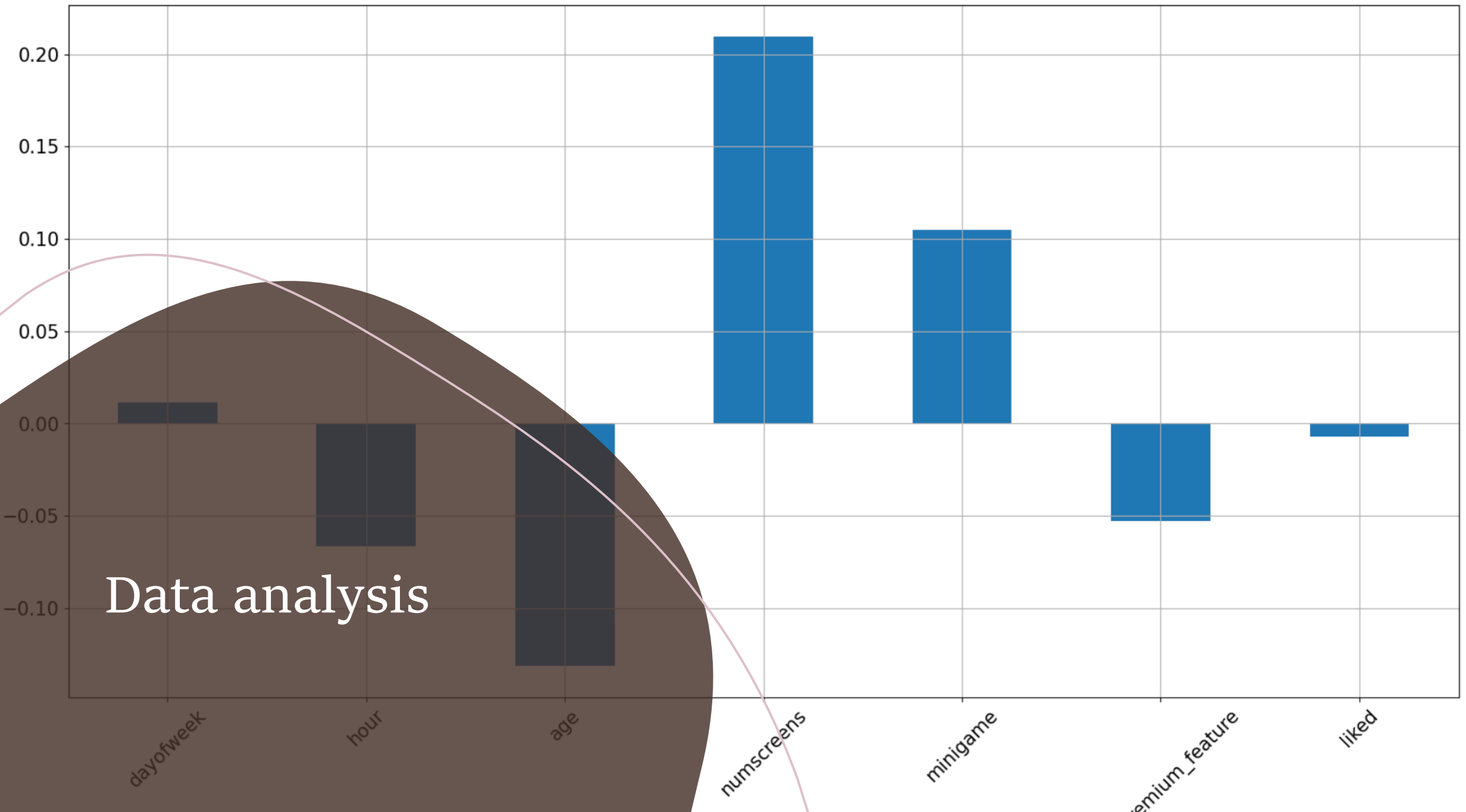
# Data pre-processing

- **Data Cleaning** - handle missing values, duplicates, and correct data inconsistencies.
- **Feature Engineering** - New features are engineered, e.g., user engagement scores
- **Data Normalization** - Data is normalized to ensure consistency in scale.
- **Data Aggregation** - Data is aggregated at different levels, such as daily, weekly, or monthly.

# Data analysis



CORRELATION WITH RESPONSE VARIABLE







# Implementation

- Model building
- Model tuning
- Algorithms used – 1. Random forest  
2. Logistic Regression
- Model testing by grid search

# Result

- Implementing app behavior analysis to direct customers to a subscription can yield higher subscription rates, increased revenue, and improved user engagement
- By personalizing user experiences and optimizing content delivery, the project can reduce churn rates, leading to long-term sustainability and a competitive advantage

# Conclusion

The implementation of app behavior analysis to direct customers to a subscription represents a strategic approach with the potential to yield significant benefits. By leveraging user data and personalizing experiences, businesses can increase subscription rates, enhance revenue, and improve user engagement. This approach not only contributes to long-term sustainability but also offers a competitive edge in the dynamic app market



Thank you