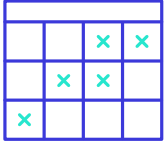January 5, 2017

CLASSPASS

# MacKenzie's Project Proposals

CP

#1 Predict Usage

Problem   ClassPass needs to know how many classes will be taken each month for financial and volume planning purposes. While members are signed up to take a set number of classes, members take a varying number of classes each month of their subscriptions (New Year's Resolutions anyone?).

Hypothesis   Historical user behavior, similar user behavior, city, acquisition source, and seasonality can predict the number of classes a user will take in a month

Data   User-level reservation data from the past three years across 36 cities
User source (promotion, channel, etc.)
Facebook gym check-in seasonality index

Opportunity   Current forecast averages ~75% accuracy each month
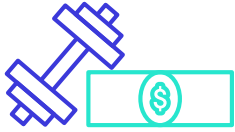
#2 Predict Subscriber Conversion Rates

Problem   ClassPass is always trying to acquire new customers with various promotions across many channels. We base our subscriber conversion projections on only two factors promotion and channel. However, other factors are likely to be stronger indicators of likelihood to convert.

Hypothesis   The combination of promotion type, acquisition channel, promo classes taken, distinct studios attended, and engagement with the platform will better predict a subscriber's likelihood to convert.

Data   Detailed marketing acquisition data from the past three years in 36 cities
                 User-level reservation data across 36 cities for promotion users
                 Event tracking data for ClassPass mobile app and desktop

Opportunity Current forecast averages ~95% accuracy each month
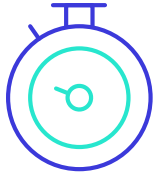
#3 Predict Likelihood to Reactivate

Problem   While many people have tried ClassPass, many people have also left. ClassPass wants these people to comeback, but does not have a targeted strategy for who would be most likely to return.

Hypothesis   A subscriber's behavior within her previous subscription and her engagement with emails/social platforms can predict her likelihood to reactivate.

Data   Detailed marketing acquisition data from the past three years in 36 cities
User-level reservation data across 36 cities for promotion users
Email click-through data

Opportunity   Currently anyone that left ClassPass is sent emails encouraging reactivation. Potential opportunity to focus efforts to be more effective.

Thanks!