

## PROJECT DESCRIPTIONS

### Project 1:

In this project, we conducted market research assessing the viability of expanding hours and offerings for Strauf's Cafe, a coffee shop on the Ohio State University campus. To determine customer demand, we surveyed 300 potential customers, and analyzed current market saturation and competition. Results indicated a competitive market, but one with growing demand.

We delivered findings to business owners in the form of an executive summary highlighting the current market size and demand, target market, value added, and risks and opportunities of expansion.

### Project 2:

For Project 2 we were tasked with improving website conversion for Paws Out, an online pet retailer.

We noticed that cart abandonment rates were 6% higher than average, especially on mobile. To understand why, we conducted focus groups with 50 users and developed 3 user personas.

Focusing in on one persona, we created a storyboard for the executive team to visualize where trust breaks down in the current checkout flow. Each storyboard frame was paired with reflection questions and potential solutions for stakeholders to see where improvements could have real impact.

### Project 3:

In this project, we explored why membership signups were steadily declining for a subscription-based makeup company. Our goal was to determine whether churn was being driven by internal factors like customer satisfaction or external pressures like inflation.

To do this, we proposed a targeted survey to gather qualitative and quantitative insights directly from churned and active members.

Next, we designed an A/B test to evaluate how different membership tiers impact signup and retention rates. We created a slide deck for the executive team to outline our findings and suggestions based on our research.

## EXECUTIVE SUMMARY

### Problem

Stauf's Coffee, a café located near The Ohio State University, is considering extending its current operating hours from 6:00 a.m. – 3:00 p.m. to midnight, and adding alcohol to its menu in order to attract a broader customer base.

### Objective

Determine the viability of expanding offerings and operating hours by analyzing market size, saturation, and demand.

### Project Description

Determined customer demand through collection of 300 potential customer surveys and analysis of reviews from competitors with similar offerings. Assessed the current competitive landscape. SWOT analysis was used to determine strategic positioning and readiness for expansion.

### Value Added

**74% of respondents** expressed interest in expanded cafe hours and offerings, and **61%** indicated they would be more likely to visit the cafe during evening hours if alcohol were served. Additionally, student enrollments at OSU are growing, representing an expanding market and strong conditions for expansion.

### Target Market

The primary target market includes OSU graduate students (**14,000+ individuals**) and undergraduates above the age of 21 (**35,000+ individuals**). The secondary market includes OSU faculty, as well as residents and young professionals within walking distance of the cafe.

### Competition

There are **12** establishments serving alcohol within a 20 minute walking radius. Of these, **3** are similar dual-concept coffee & bar locations, two of which operate during late-night hours. Reviews show high ratings, with customers indicating preference for flexible spaces with good ambiance.

### Risks/Opportunities

**Risks:** saturated market around campus; liability risks and increasing insurance costs; alcohol consumption is trending down for young adults

**Opportunities:** tap into a growing student population seeking casual, social evening venues; increased revenue from extended hours and higher-margin alcohol sales; existing customers and other consumers express interest in expanded hours and offering

### Conclusion

Research indicates a competitive market, but one with growing demand. Most potential customers supported expanding offerings to include alcohol, and creating a calm, ambient social space. Customer interest combined with an expanding market and high profit margins on alcohol sales suggests that extended hours offering both coffee and alcohol have potential to expand Stauf's Cafe's customer base and increase profits.

# Strauf's Market Expansion Research Proposal

## Problem Statement

Stauf's Coffee, a café located near The Ohio State University, is considering extending its current operating hours from 6:00 a.m. – 3:00 p.m. to midnight and adding alcohol to its menu in order to attract a broader customer base. This study will assess the potential increase in revenue from alcohol sales. The research aims to evaluate customer demand, competitive positioning, and financial viability to support an informed, data-driven decision-making process.

To achieve this, the study focuses on understanding key demographics—including students, faculty, nearby workers, and local residents—to determine the most effective strategy for expansion. By analyzing market dynamics and consumer preferences, this research will provide valuable insights to help guide Stauff's Coffee in enhancing its offerings and maximizing business growth.

## Objectives

Determine the viability of expanding Stauff's Coffee's offerings and operating hours to include alcohol sales between 3pm and midnight, through the following avenues:

1. Identify total market size for target demographics—students 21+ living within walking distance (5-20 minutes) of the cafe, as well as faculty, residents, and nearby workers
2. Assess market saturation and opportunity for market development by evaluating potential competitors in terms of both quantity (number of competitors) and quality (customer satisfaction with competitors)
3. Determine market demand by collecting feedback from current and potential customers, and cafe employees

## Research Methods

- **Customer Survey**

- **Objective:** Gather quantitative and qualitative data on customer interest and preference in extended hours, alcohol sales, pricing, and environment. Determine baseline Net Promoter Score (NPS) score for evaluating customer segments and estimating the impact of expansion.
- **Strategy:** Target current customers using a QR code at checkout and flyers within the cafe. Our target sample size is 300 valid respondents.
- **Example Survey Questions:**
  - 1: How likely would you be to visit our coffee shop in the evening if we offered alcoholic beverages? [multiple choice]
  - 2: What kinds of alcoholic beverages most interest you? What is your ideal price range?

- **Competitive Analysis**

- **Objective:** Evaluate the competitive landscape to understand market saturation, pricing, offerings, and peak hours.
- **Strategy:** Research other bars/pubs within a 20-minute walking radius of Stauf's. We'll analyze their pricing, hours of operation, ratings, and popular hours, and present the findings in a detailed comparison table.

- **SWOT Analysis**

- **Objective:** Evaluate how Stauf's fits into this market by assessing internal and external factors. This will help us determine strategic positioning and readiness for expansion.
- **Strategy:** Conduct a SWOT analysis to identify key strengths, weaknesses, opportunities, and threats that could impact the success of the expansion.

- **Customer Analysis**

- **Objective:** Gain insight into the target customer base for evening alcohol service, focusing on demographics, behavioral patterns, and potential interest in late-night offerings.
- **Strategy:** Collect quantitative data from Yelp, Google reviews, local news articles, and social media about coffee shops within a 30-minute walking or 10-minute driving radius. Machine learning methods will be applied to analyze the data. Utilize automated data collection tools to track pedestrian activity outside our location from 4pm-12am, 7 days a week for 2 weeks. Supplement findings with demographic data from OSU.

## Problem

Paws Out is an online pet retailer specializing in mid-range pet goods. Internal data shows that 76% of website visitors who add an item to their cart do not ultimately complete a purchase—a rate 6% higher than the average cart abandonment rate. This indicates a high degree of potential lost revenue, and substantial opportunity to improve conversion rates. Our goal is to identify the factors contributing to cart abandonment by conducting focus groups with 50 website visitors.

## Research Methods

- **Participant Recruitment**

- Users who added items to their cart but did not complete a purchase were identified, and received a link to a screening survey via email. Screening survey questions focused on collecting demographic information including age, race, gender, location, profession, and income; respondents were offered a discount code in exchange for completing the survey. A total of 1,489 respondents completed the screening survey.
- 50 focus group participants were recruited from the survey respondents; sampling was stratified based on income (low, middle, high) and shopping modality (web vs. mobile) to group consumers who may experience different pain points impacting purchase completion (e.g., price of items, site navigation difficulties, etc.).

- **Focus Groups**

- Focus groups were selected because they offer several benefits. Their social dimensions facilitate an exchange of ideas that can generate novel insights, and providing opportunities for users to agree/disagree regarding their experiences is helpful in identifying pain points that affect all customers versus only specific customer segments in ways that may not be made as explicit in one-on-one interviews.
- Focus groups lasted 60-90 minutes, covered 12 questions regarding online shopping behaviors, and were composed of 8-10 participants.
- Existing data on cart abandonment highlights browsing behaviors, technical difficulties, additional costs/fees at checkout, and security concerns as key drivers of cart abandonment. As such, questions focused heavily on user experiences in these areas.
  - **Ex:** Can you walk us through the last time you added something to your cart but didn't complete the purchase?
  - **Ex:** Were there any specific concerns or hesitations when you reached the checkout page?

## APPENDIX - RESEARCH METHODS

### Cart Abandonment Statistics

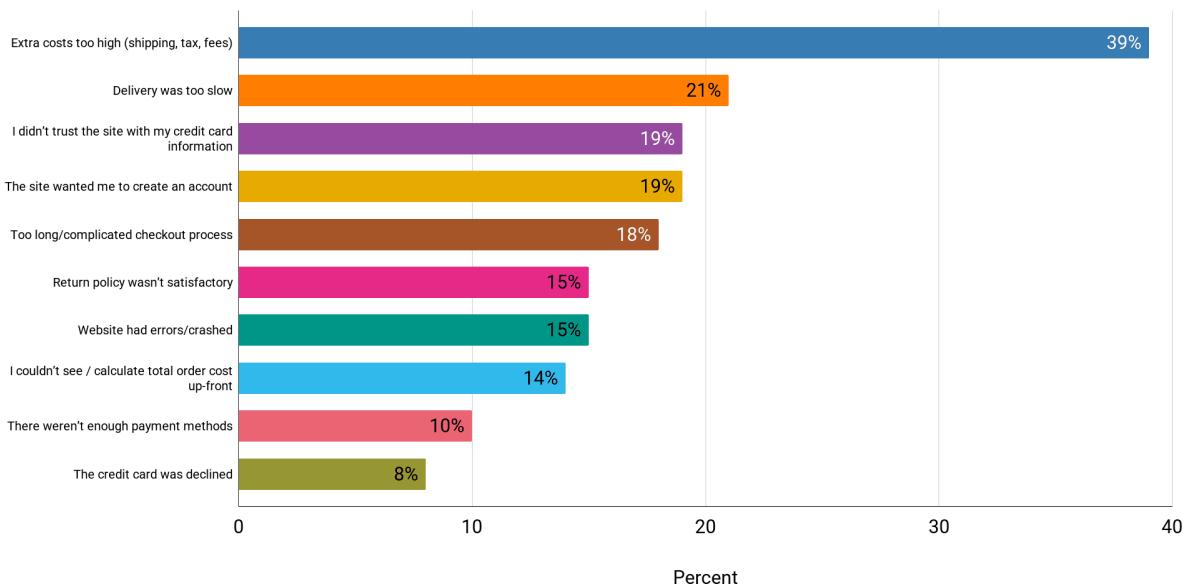
<https://baymard.com/lists/cart-abandonment-rate>

<https://baymard.com/research/checkout-usability>

- Average cart abandonment rate in 2025 was 70.19%
- Reasons for abandonment vary: 43% of cart abandoners reported using the cart as part of their browsing, when they were not truly ready to make a purchase
- Among the other 57% of online shoppers who engaged in cart abandonment, reasons for abandonment varied.

### Reasons for Abandonments During Checkout

1,026 respondents | United States | General population ecommerce shoppers in the past 3 months | © 2025 baymard.com/research



- Better checkout design has been highlighted as one of the key ways ecommerce sites can improve conversion rates.

## **Focus Group Questions**

1. How do you usually decide whether or not to buy an item online?
2. Can you walk us through the last time you added something to your cart but didn't complete the purchase?
3. Were you planning to buy immediately, or just browsing/researching?
4. What made you decide not to follow through with the purchase?
5. Were there any specific concerns or hesitations when you reached the checkout page?
6. Were there any unexpected costs (like shipping, taxes, or fees) at checkout that influenced your decision not to purchase?
7. Were there any parts of the shopping or checkout process that felt confusing or frustrating?
8. Did you experience any technical issues (e.g., slow loading, error messages, lost cart items)? If so, what?
9. What makes you decide to add an item to your cart?
10. Can you describe the last time you completed a purchase when you had initially intended to only browse? What made you decide to complete the purchase?

## Expected Findings

Through hypothetical interviews with three representative users — Jonathan Silva, Sophia Adams, and Emma Patel — we uncovered a range of checkout-related barriers shaped by their broader work habits, digital environments, and personal identities. Each user operates within a distinct context, yet recurring themes emerged around platform overload, a lack of transparency, and limited personalization options — all of which contribute to cart abandonment.

### **Jonathan Silva: Cognitive Fatigue and Lack of Inclusive UX**

As a 32-year-old Black non-binary account manager constantly toggling between digital tools, Jonathan experiences frequent context-switching fatigue. He typically shops online during breaks but struggles to maintain focus long enough to complete purchases. He explained that checkout interfaces often feel too dense or visually overwhelming, mirroring the clutter he faces in his work dashboards.

Jonathan's experience is further complicated by a sense of digital alienation: many e-commerce platforms fail to offer inclusive naming and pronoun options, leaving him feeling unseen. When shopping environments do not affirm his identity or feel needlessly complex, he's likely to disengage before finalizing the transaction — especially when no single-click options or saved payment settings are present.

Main reasons for cart abandonment: checkout clutter, decision fatigue, lack of inclusive customization, no identity-affirming features.

### **Sophia Adams: Distrust and Frustration with Hidden Costs**

Sophia, a 51-year-old nurse with irregular shifts, often shops online in short windows of time, relying on her phone. She expressed frustration with checkout systems that are not optimized for mobile use, and noted that she often abandons purchases when hidden costs — like shipping or service fees — appear too late in the process.

Her experience with inefficient hospital systems has heightened her sensitivity to slow, unintuitive interfaces. She avoids creating new accounts unless clearly necessary and dislikes checkout processes with too many steps or forced logins. Sophia's trust in the website declines if she can't see a clear path to purchase from the cart page. Age-related digital fluency challenges also make her wary of sites that feel overly technical or lack clear instructions.

Main reasons for cart abandonment: unclear pricing, long or confusing checkout processes, mobile interface issues, forced account creation.

## **Emma Patel: Lack of Continuity and Rigid Checkout Systems**

Emma, a 30-year-old non-binary civil engineer, typically shops during fragmented breaks between collaborative meetings. She often adds items to her cart intending to complete the purchase later, but is frequently thwarted by lack of session memory across devices. If she starts a checkout process on her phone and tries to finish it on a laptop, she's frustrated when carts don't sync.

Emma also highlighted that many sites lack flexible payment options or don't support saved preferences. She prefers platforms that allow for payment through Apple Pay, Google Pay, or PayPal, especially when juggling work-related expenses. In addition, sites that auto-fill gendered titles or ignore her name preferences make the transaction feel impersonal, prompting her to abandon the process entirely.

Main reasons for cart abandonment: cross-device inconsistency, lack of payment flexibility, rigid or impersonal interfaces, no session-saving or checkout recall.

## **Synthesis and Design Implications**

Across all three users, cart abandonment was not simply a matter of indecision or cost sensitivity. Instead, it stemmed from:

- Cognitive overload (Jonathan)
- Transparency and trust issues (Sophia)
- Workflow misalignment and personalization gaps (Emma)

These findings suggest that successful checkout design must:

- Minimize unnecessary friction (e.g., reduce form fields, simplify visuals)
- Offer identity-affirming and customizable interfaces
- Display transparent pricing from the start
- Ensure mobile responsiveness and cross-device continuity
- Provide inclusive payment and profile options

By aligning with the users' broader digital behaviors and emotional needs, we can reimagine checkout as a moment of ease — not interruption.

## Why These Personas?

To effectively understand and represent our customer base, we created three user personas grounded in a diverse dataset of over 50 individuals. These personas were generated using structured demographic data (including age, race, gender, location, profession, and income) and developed using the HubSpot persona framework to ensure consistency and strategic alignment. Rather than aiming for general averages, we intentionally selected three individuals who capture meaningful contrasts in professional roles, life stages, and identity-based experiences. Our goal was to build representative archetypes that reflect the range of users our product or service must serve — not just demographically, but also in terms of goals, tools, responsibilities, and contextual challenges.

Jonathan Silva, a 32-year-old Black non-binary account manager based in Columbus, Ohio, exemplifies a mid-career professional working in client-facing sales. His persona brings attention to performance metrics, CRM usage, and the dual demands of acquisition and retention — common across B2B service industries. Sophia Adams, a 51-year-old white female nurse from Fresno, California, offers a very different perspective. Her persona highlights the emotional labor of healthcare, time-sensitive communication needs, and the critical role of ongoing certification. Finally, we included Emma Patel, a 30-year-old Middle Eastern non-binary civil engineer from Charlotte, North Carolina. Emma's persona adds a technical and design-centered voice, especially in contexts where sustainability, gender equity in STEM, and workflow precision shape daily work.

These personas allow us to account for more than just broad audience segmentation — they ground our understanding of real users' values, constraints, and motivations. In particular, they span a variety of industries (sales, healthcare, and engineering), job structures (team-based vs. independent), and communication preferences (formal documentation vs. real-time messaging). We also ensured that gender-diverse and racially diverse voices were present, not as outliers but as core representatives of our user base. This approach reflects a commitment to inclusion and ensures our design, marketing, and development decisions will be attuned to the lived realities of the people we aim to serve.

By anchoring our research and planning around these personas, we are better equipped to anticipate distinct needs, empathize with users at different stages of their careers, and design tools or services that resonate across multiple dimensions of identity and work. These personas will directly inform feature prioritization, communication tone, and user journey mapping across the product lifecycle.

# Emma Patel



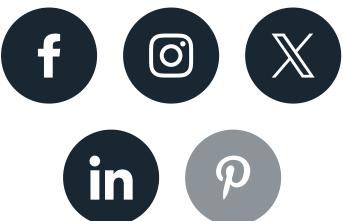
**Job Title**

**Account Manager**

**Age**

**32**

**Social Networks**



## Background & Work Context

- Income Level: \$105,000/year
- Emma works in a fast-paced, detail-heavy environment. She collaborates remotely with city planners and project teams and expects digital tools to function seamlessly across devices.

## Pet

- 1 German Shepherd

## Goals

- Purchase high-quality, eco-conscious pet products
- Access specs, reviews, and delivery info clearly
- Sync carts between mobile and desktop

## Pain Points & Cart Abandonment Triggers

- Cart contents didn't sync across devices  
Product pages lacked technical detail  
(dimensions, ingredients)
- No PayPal option; only unfamiliar payment portals
- Felt misgendered by default name/title in form

## **Quote**

- "I had to rebuild my cart twice. By then, I'd lost interest."

# Jonathan Silva



## Job Title

**Account Manager**

## Age

**32**

## Highest Level of Education

**Bachelor Degree**

## Social Networks



## Pet

- 1 rescue pit bull

## Background & Work Context

- Salary: \$68,000/year
- Jonathan juggles 20-30 clients in a mid-sized firm using Slack, Salesforce, and Zoom throughout the day. He's non-binary and tech-literate but often multitasks across tools and windows. Shopping online is squeezed into short breaks.

## Goals

- Maximize efficiency in both work and personal tasks
- Support rescue pet care affordably
- Shop with platforms that reflect inclusive values

## Pain Points & Cart Abandonment Triggers

- Multi-tab distractions at work lead to forgotten purchases
- Checkout page lacks express pay (Apple Pay, Google Pay)
- No pronoun options or inclusive UX messaging
- Shipping cost not visible until final screen

## **Quote**

- "If I can't check out in under a minute, it's not happening."

# Sophia Adams



**Job Title**

**Nurse**

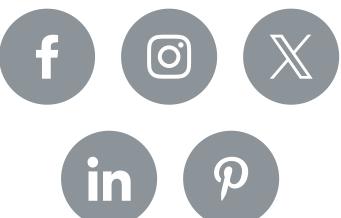
**Age**

**51**

**Highest Level of Education**

**Associate Degree in Nursing (ADN)**

**Social Networks**



## Background & Work Context

- Income Level: \$92,000/year
- Sophia manages long hospital shifts, often using her phone for quick shopping in between duties. She's experienced with medical systems but less confident with fast-changing digital interfaces.

## Pets

- 2 senior dogs

## Goals

- Purchase reliable pet health products
- Find user-friendly sites that save time
- Avoid financial surprises or returns hassle

## Industry

### patient care

#### Pain Points & Cart Abandonment Triggers

- Hidden fees (shipping, tax) appear at last stage

Checkout required account registration she didn't want

Website was slow and clunky on mobile

Unclear return policy for perishable items

#### Quote

- "I don't have time to dig through five pages just to see the total."

# 1. Scenario

This is the journey of a

## Streamliner

Streamliners are time-strapped professionals who value clarity, speed, and practicality. They want systems that reduce friction and help them get things done quickly, especially when under pressure.

They are highly sensitive to inefficiencies because their daily responsibilities demand precision, focus, and urgency. Streamliners value digital experiences that are clear, dependable, and built for life on the go.

### Key goals and needs

- Get things done quickly
- Avoid unnecessary steps
- Mobile use optimization

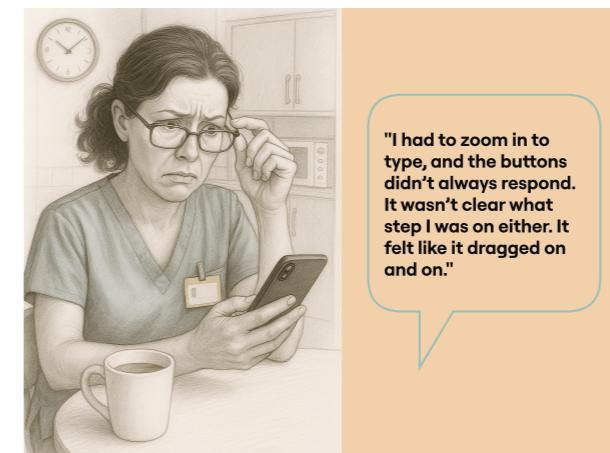
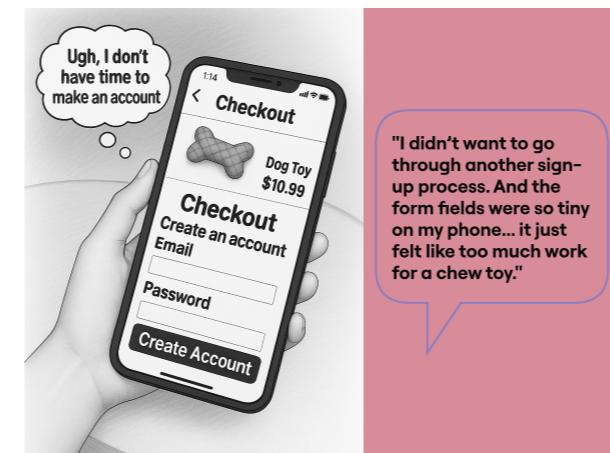
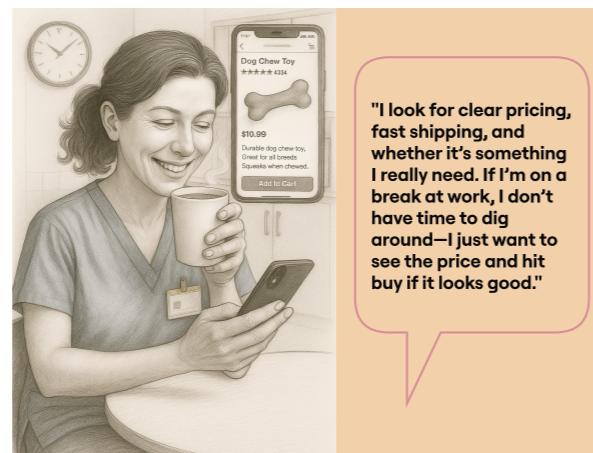
### Key pains and constraints

- Hidden costs
- Time is limited
- Checkout process is unclear

### Context

A significant portion of Paws Out's traffic comes from mobile users shopping in short bursts during busy moments, such as work breaks or while multitasking at home. These shoppers expect a fast, intuitive experience. However, confusing checkout flows and surprise costs may be driving them away. Our research explores how these pain points impact trust and conversion.

## 2. Storyboard - Meet Sophia



Intent A Short Break to Get Things Done	
When every minute counts, so does a smooth mobile experience.	
Introduction	Sophia is a 51-year-old nurse who often shops online in short windows of time during her shifts, relying on her phone.
Reflection	Speed and simplicity will be essential to her to get what she needs done.

Discovery Quick Win - The Right Toy, Right Away	
We want to take advantage of consumer aha moments on our site and provide a fast experience while they have that feeling.	
Decision Driver	<b>Strong reviews</b> and <b>fast shipping</b> catch Sophia's attention.
Reflection	How can we capitalize on these customer moments?
Potential Solutions	<ul style="list-style-type: none"> <li>• Incorporate a <b>1-click purchase</b> option</li> <li>• Add <b>urgency cues</b> to product pages</li> </ul>

Journey Friction - Login Letdown	
Forced logins and poor mobile design create mental fatigue and increase dropout risk.	
Pain Points	Sophia is <b>squinting at her screen</b> . She has to <b>create an account</b> , which she doesn't have the time for but reluctantly does anyway.
Reflection	How can we increase conversion for consumers like Sophia? Is account creation/login worth the friction?
Potential Solutions	<ul style="list-style-type: none"> <li>• Offer a <b>Guest Checkout</b> option and ensure it's easy to find on the Checkout screen</li> <li>• Improve the <b>mobile responsiveness</b></li> <li>• Make <b>larger tap targets</b> on mobile</li> </ul>

Journey Friction - Endless Checkout	
Cluttered layouts and unclear steps make the mobile checkout experience feel overwhelming and time-consuming.	
Pain Points	It's <b>tough to see</b> what she's doing during the checkout steps, having to zoom and fumble with the screen. Her time is almost out and she's <b>not sure how close she is to finalizing</b> the purchase.
Reflection	How can we streamline our checkout experience?
Potential Solutions	<ul style="list-style-type: none"> <li>• Add a <b>progress bar</b> to clearly show where users are in the checkout process</li> <li>• Add <b>auto-fill support</b> for form fields</li> <li>• Design a <b>mobile-first</b> checkout layout</li> <li>• Make the checkout experience one page</li> <li>• Improve page load speeds</li> </ul>

Conclusion Page Abandoned, Trust Gone	
When total costs aren't transparent upfront, customers feel misled leading to frustration, cart abandonment, and lost brand loyalty.	
Pain Point	Sophia finds an extra \$9 in <b>hidden fees</b> when she finally makes it to the end of the checkout.
Reflection	Are we being transparent enough about total costs early in the checkout process to build trust and reduce abandonment?
Potential Solutions	<ul style="list-style-type: none"> <li>• <b>Display estimated total cost</b> (with shipping &amp; taxes) on the product and/or cart pages</li> <li>• Add a <b>Price Breakdown preview</b> page before users enter checkout [Cart &gt; Preview &gt; Finalize Checkout]</li> <li>• Add a <b>shipping cost calculator</b> on product pages</li> <li>• Clearly label additional fees</li> </ul>

# What To Do About Membership Churn?

C-Suite Presentation for Blend Beauty  
By Rina James, Jess Smalley, Luxin Yin

# Our Problem

Subscription memberships have decreased a total of **14.1%** over the past 3 quarters. Q1 churn was **25%** higher than Q4.

Q4 '24	6.52%
Q1 '25	8.14%

**Churn Rate**

Hypothetical  
Data

## Active Memberships





# The Goal

Identify key **internal and/or external factors** contributing to membership churn through a **member survey** and **A/B testing**.

# Survey

# Survey Objectives

*What are we aiming for?*

1. Assess customer satisfaction
2. Evaluate the perceived value for the cost / price sensitivity
3. Understand the impact of economic changes
4. Identify key factors of cancellation and retention

# Survey Plan

*How will we conduct the survey?*

- **Churned members:** survey anyone that cancelled within the past 6 months
- **Active members:** survey members who have had an ongoing subscription for the past 6 months
- Surveys will be sent out via **email**
- To encourage completion, provide a **20% off coupon code** after submission for any product in the store

**3,000** qualified active members

**1,350** qualified churned members

# Expected Insights

<b>Membership Satisfaction</b>	How do members feel about the current subscription offerings? Does the membership meet their expectations based on how it was advertised?
<b>Pricing Perception</b>	Is pricing a primary driver of cancellations? Do members feel the subscription is worth the cost?
<b>Economic Factors</b>	Are members cancelling due to financial pressure, reduced discretionary spending, or economic uncertainty?
<b>Retention &amp; Cancellation Drivers</b>	What are the perks most used by active vs churned members? Do any perks motivate retention vs cancellation?

# Sample Survey Questions

[Access Full Survey Here](#)

## Likert Scale

Has concern about inflation or rising prices made you more cautious about recurring expenses?



## Multi-Select

Which membership perks are the most valuable to you?



## Multiple Choice

In the past 6 months, how has your overall spending on beauty and self-care changed?



# What We Found

Churn Factors	Pricing Insights	Usage Behavior
30% of churned users said it was <b>too expensive</b>	Most acceptable price: <b>\$16–\$25/month</b>	Least-used perk: <b>Exclusive Tutorials</b>
But top issue was <b>low perceived value</b>	40% of churned users would rejoin if <b>improved</b>	Churned users used <b>fewer perks overall</b>
16.8% canceled <b>without major financial stress</b>		Retention appears linked to <b>active perk engagement</b>
35% <b>cut back on beauty/self-care spending</b>		

# A/B Test: Membership Tiers

# Rationale

- **Problem:** Survey results showed that member churn was primarily driven by low perceived value, with churned members using fewer perks overall
- **Potential solution:** Pivot to a tiered membership that allows customers to choose the price point and perks that work best for them
- **Hypothesis:** Retention rates after introduction of tiered membership will be higher than retention prior to introduction of tiered membership

# Membership Tiers

Basic Blend	Original Blend	VIP Blend
<p><b>\$20/month</b> includes:</p> <ul style="list-style-type: none"><li>• Free shipping</li><li>• Monthly blind box</li></ul>	<p><b>\$35/month</b> (original price) includes:</p> <ul style="list-style-type: none"><li>• Free shipping</li><li>• Monthly blind box</li><li>• New product early access</li><li>• Exclusive tutorials</li></ul>	<p><b>\$50/month</b> includes:</p> <ul style="list-style-type: none"><li>• Free shipping</li><li>• Monthly blind box</li><li>• New product early access</li><li>• Exclusive tutorials</li><li>• 2-day shipping on new releases</li><li>• Bonus full-sized product in monthly blind box</li></ul>

# Analysis

- Compare retention rates before and after introduction of tiered membership system
  - Control (A): Retention for three months prior to conversion
  - Treatment (B): Retention for three months after conversion
- Analytic approach: t-test to assess significant differences in churn rates

# Actionable Insights

- Analysis will determine whether allowing customers to pick their own price point/value added improves retention rates
- Changes to retention rates may provide insights to help guide additional membership tier adjustments as necessary