KKBox: Data-Driven Marketing Plans

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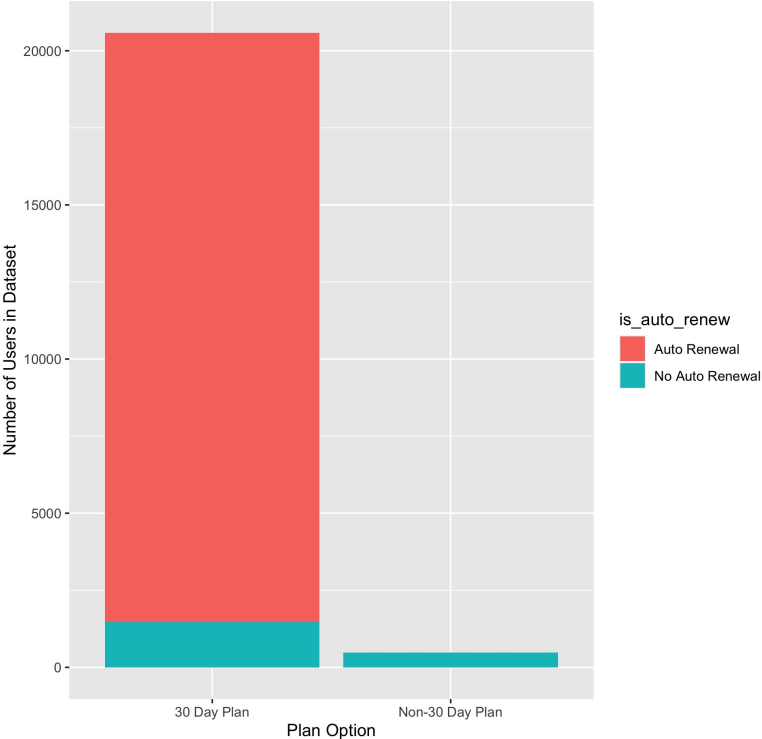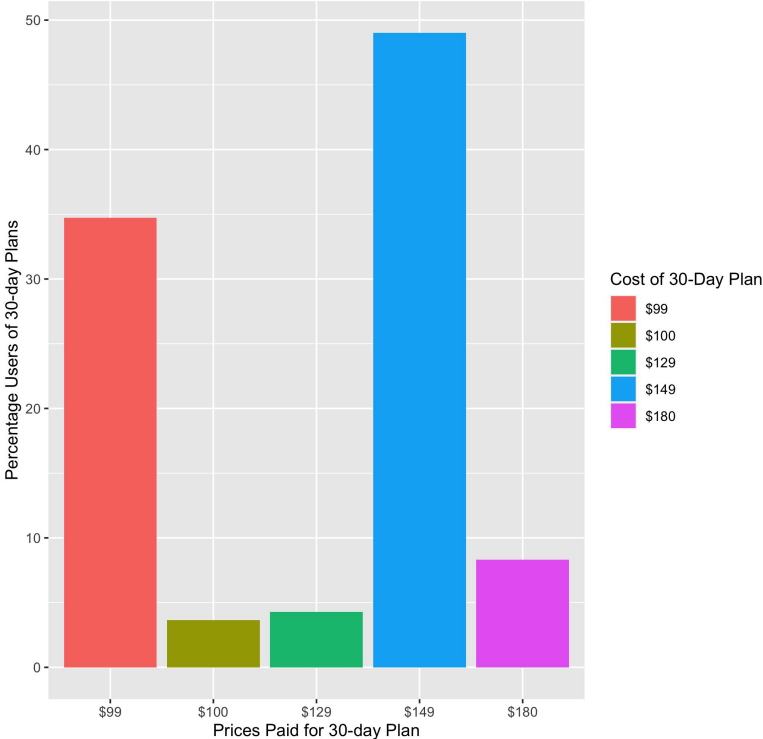# Overview

- Isolating users

- Churn's effect on revenue

- Two marketing plans
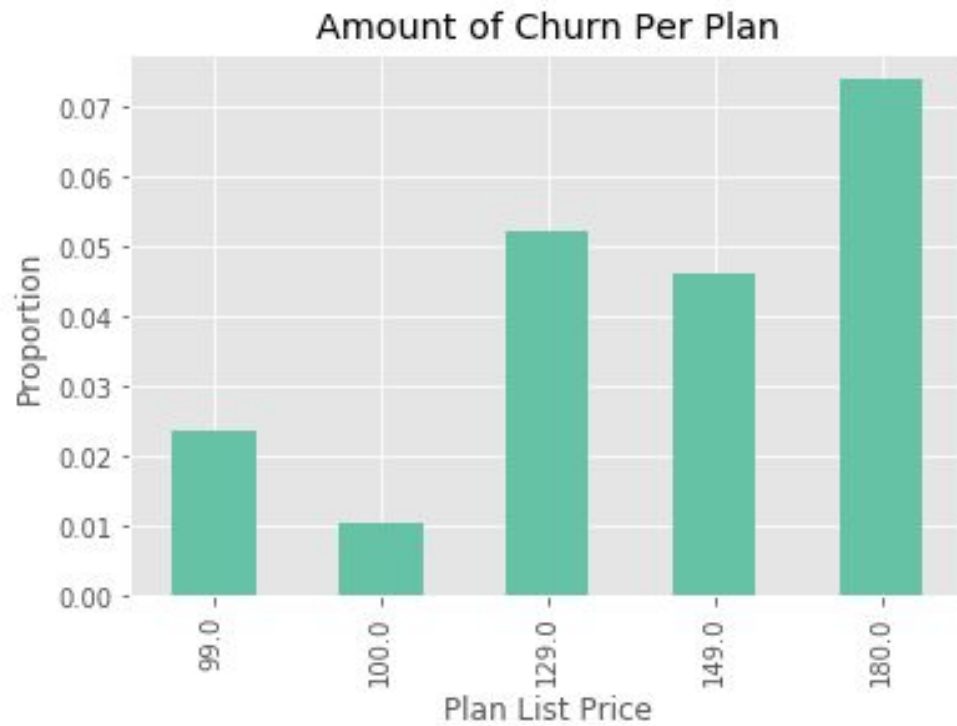
- User segments

- Data improvements

Key Users

Number of Users by Plan and Renewal

Percentage of Users by Price for 30-day Plan
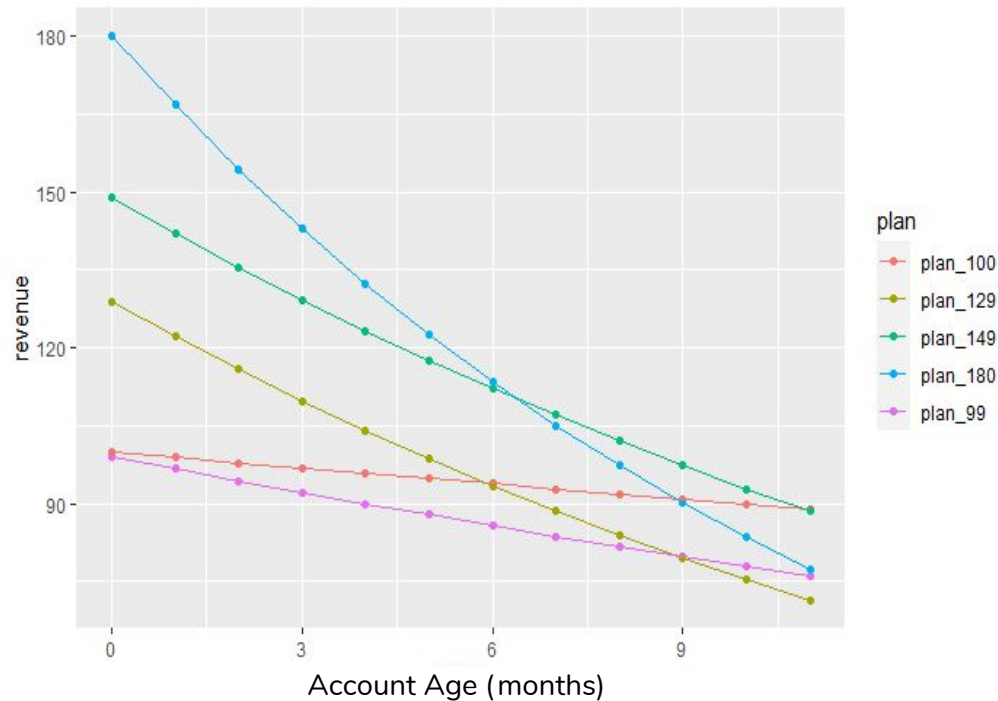
Churn

Amount of Churn Per Plan
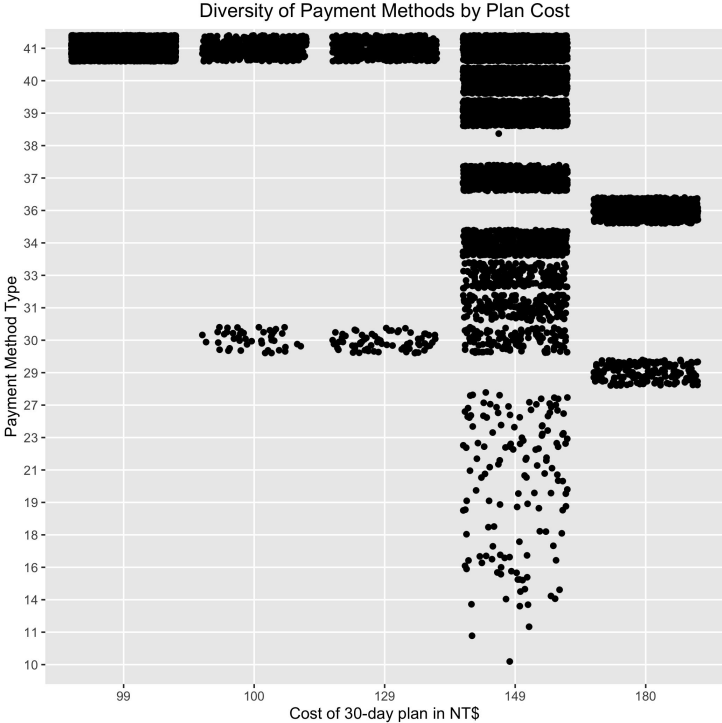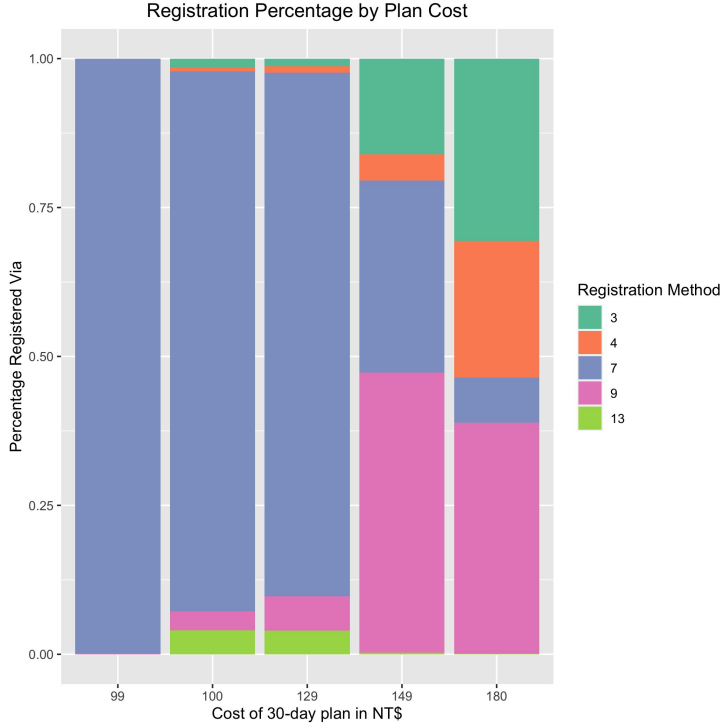
Marketing Strategies

- To reduce churn, increase low-tier users

- To maximize revenue, increase high-tier users

Marketing Strategies

30-Day Plan	Average Annual Revenue (NT$)
NT$99	$1043
NT$100	$1129
NT$129	$1173
NT$149	$1398
NT$180	$1465

Plan Patterns

Registration Percentage by Plan Cost

Diversity of Payment Methods by Plan Cost

Listener Behavior

The 7 Personas:

Active Curator   Music Epicurean   Guided Listener

Music Recluse   Non-Believer   Wanderer   Addict.

Spotify's 3 metrics:

Discovery: How much a user searches

Diversity: Range of music listened

Tilt: How actively streaming is curated

Dataset Improvements

- ○ Session usage

- ○ Interactions

- ○ Music preferences

- ○ Device usage

Thank you!