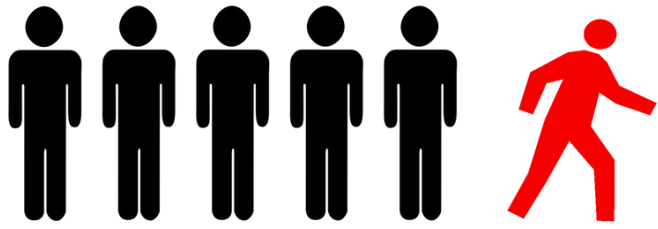




Wonder when is the customer churn point on your platform?



Customer Churn Prediction in OTT Platforms

Exponential Growth Leads with Exponential Competition

- Growth fueled by post-Covid digital adoption
- Increasing competition in an already fragmented market
- Customer fatigue and ease of switching providers leading to high churn rates



300 OTT platforms in the US



84M households streamed OTT



44% churn in US OTT



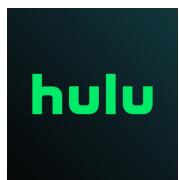
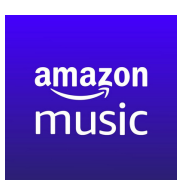
\$122B Revenues in 2021 in US



Big Data Solution Architecture



Adopters



Use Case on Sample Data

{j s o n}

Variety

Mixed Formats



Volume

12 Million Rows



Velocity

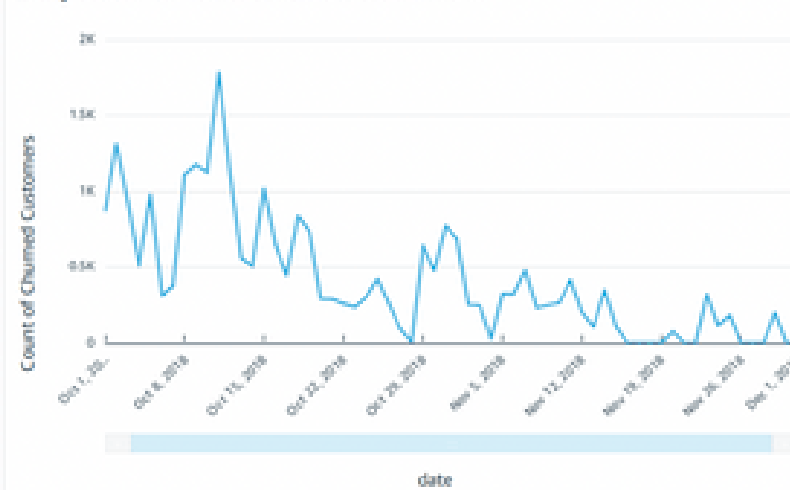
Data in motion

Churn Prediction Dashboard

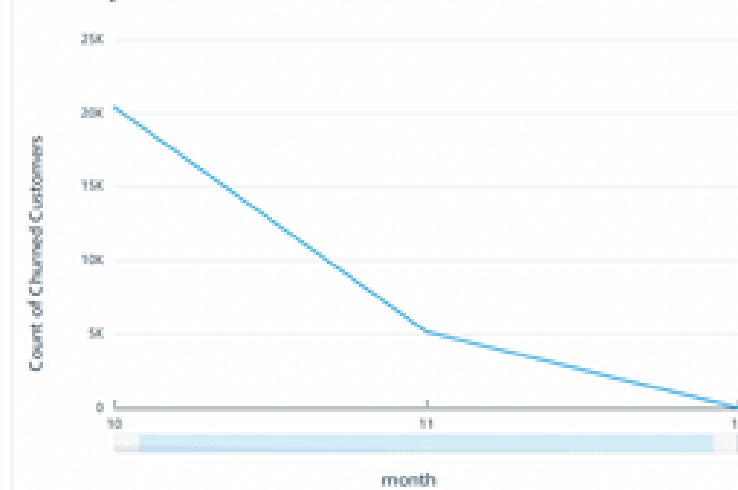
Count of Total Churned Customers



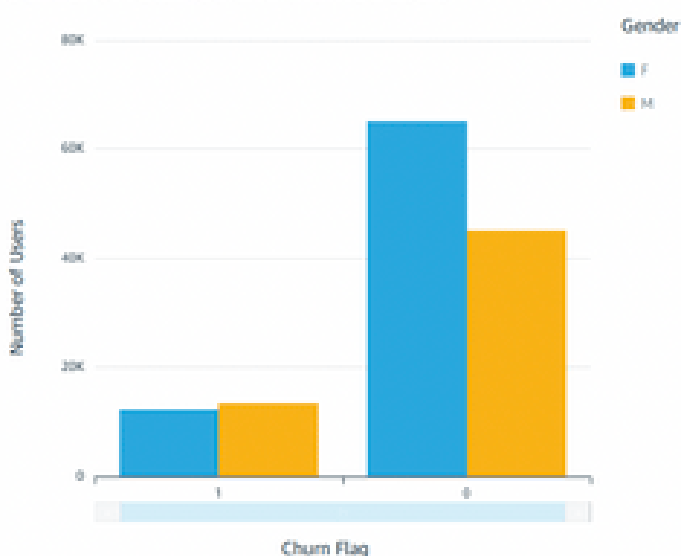
Daily count of Total Churned Customers



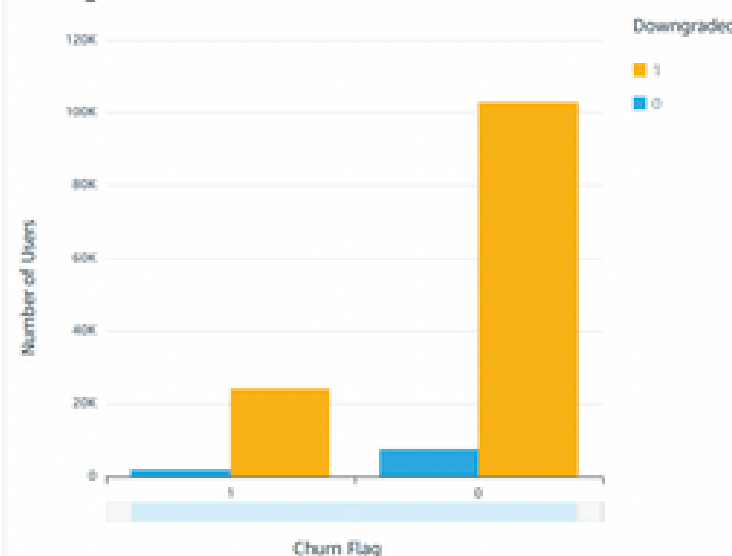
Monthly count of Total Churned Customers



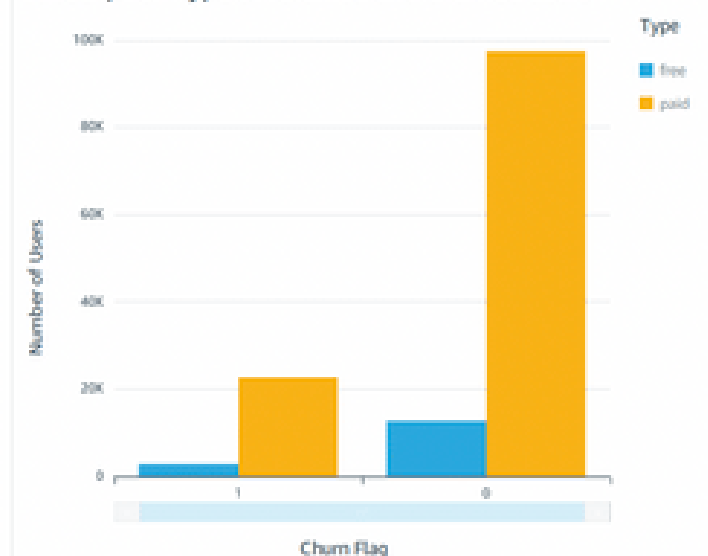
Gender of retained and churned users



Downgrade condition of retained and churned users



Subscription Type of retained and churned users



Business Value

- Targeting customers with high churn probability with relevant communication
- Identifying key business levers that can impact customer churn across various groups
- Real time dashboard to visualize dynamic variations in churn
- Improved customer engagement strategies informed by churn likelihood
- Common dashboard shared across stakeholders for better synergy

Group 9

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