

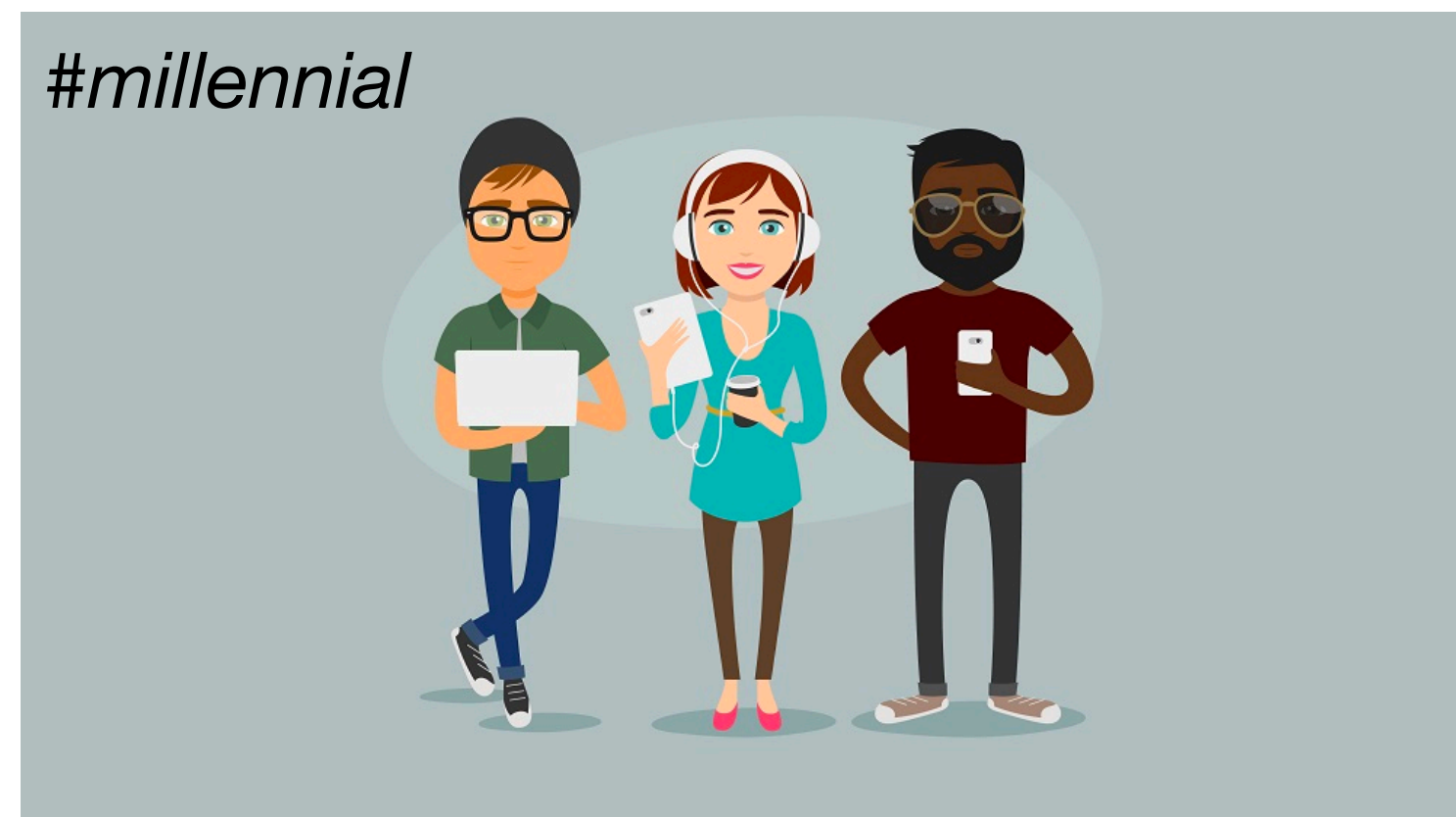
Data Solutions for a Newsletter Startup

Will Stokvis
March 29, 2018



Who is our company?

Audience



Analogous Companies



Overview of Solutions

Referral Network Analysis



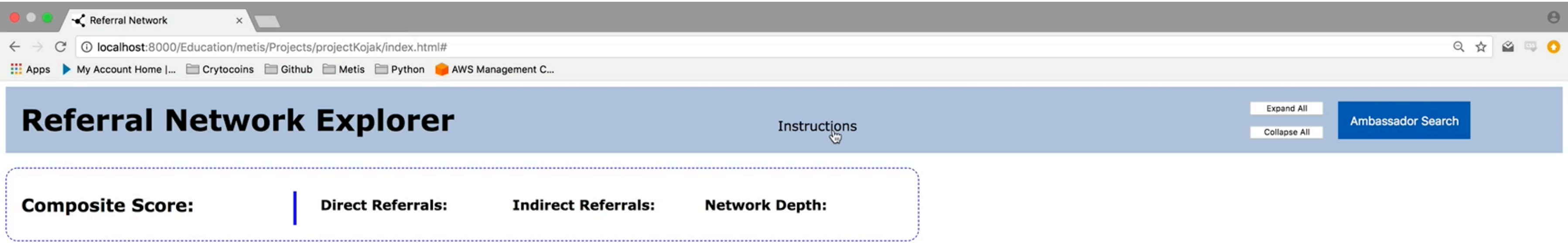
Referral Prediction



Churn Prediction

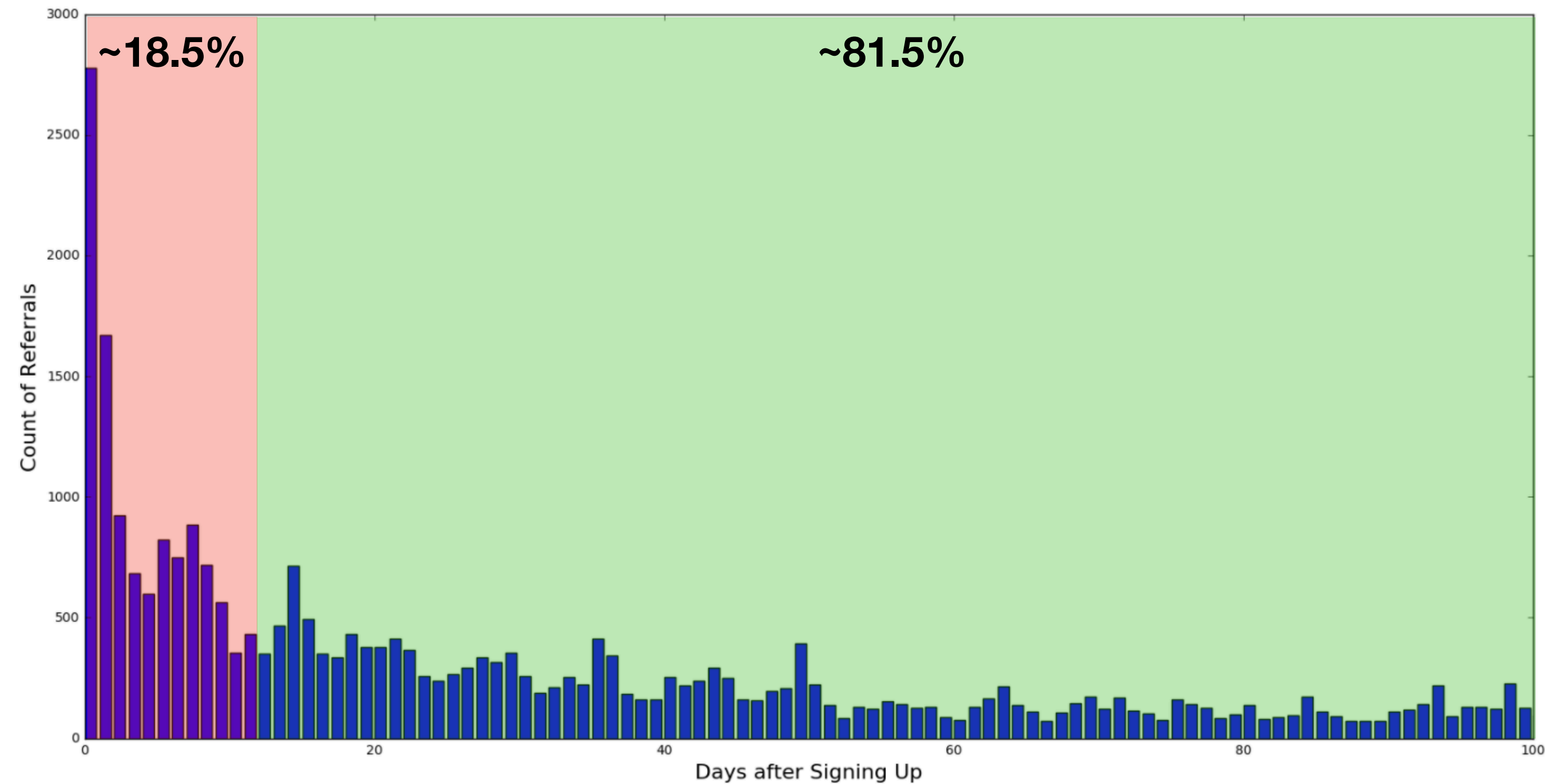


Referral Network Analysis



Referral Prediction

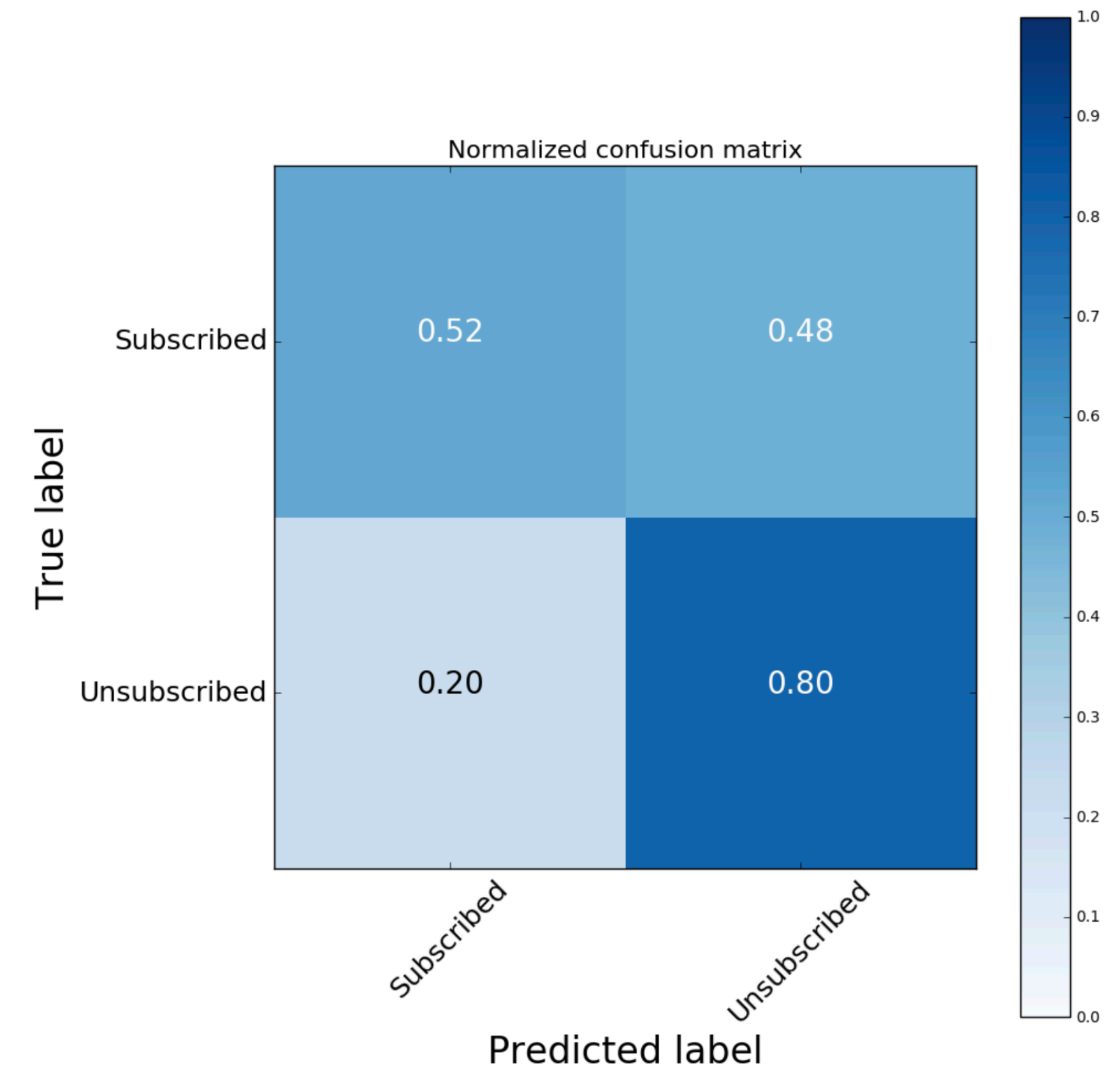
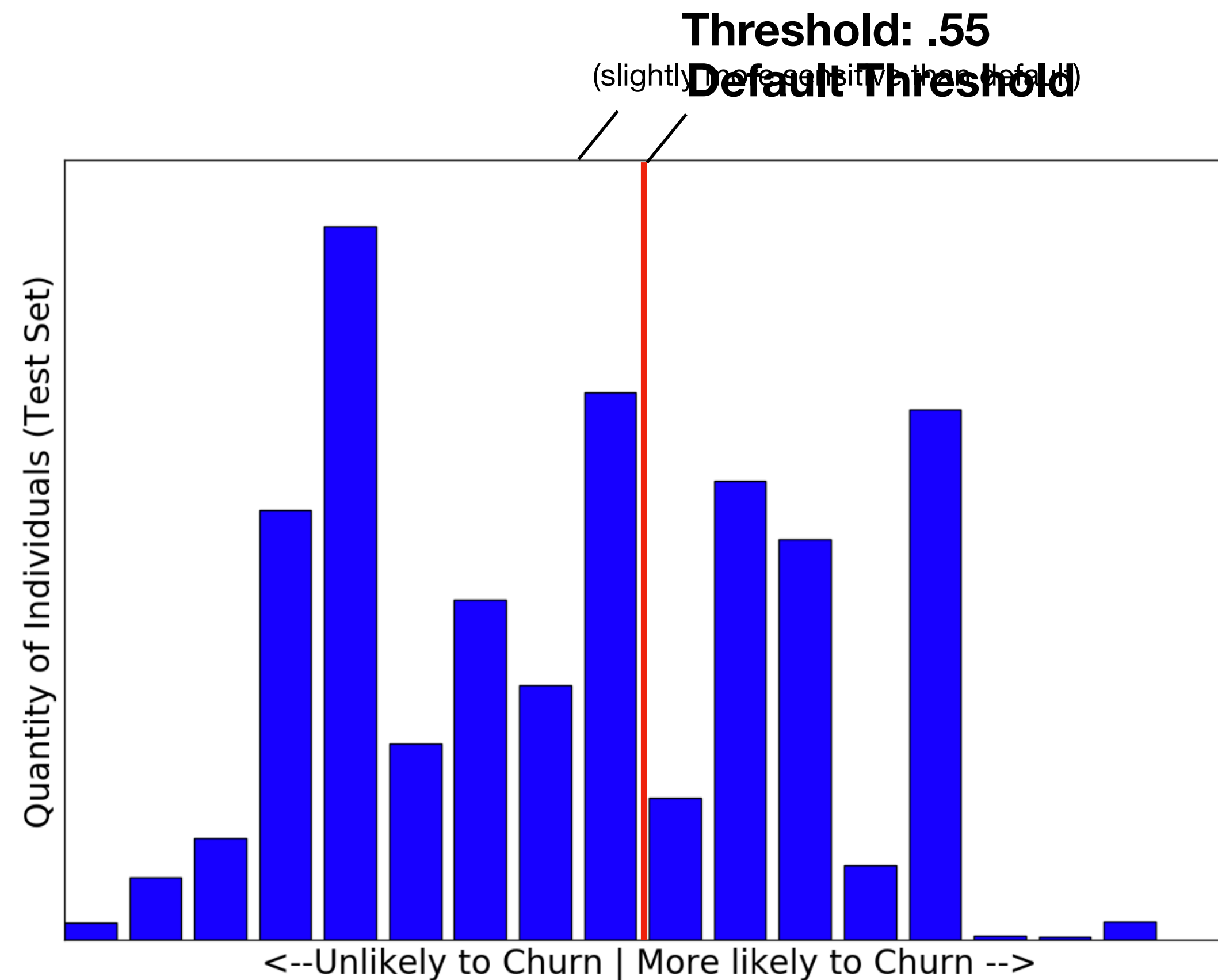
Number of Days after Referrer signs up that a Referral signs up



Emails	Referral Rate
7 - 10	8.5%
3 - 6	4.5%
0 - 2	2.4%

Using metrics that would be available within the first 10 days, the best predictor by far was **number of emails opened of first 10 received**

Churn Prediction



Ensemble Model that combines **4 different classification models** with equal weighting in order to provide **consistent and stable results**

Opportunities

- **Referral Network Analysis**
 - Utilize this tool for exploratory data analysis
 - Integrate composite score into a general user rating score
- **Referral Prediction**
 - Track readership of first 10 emails
 - Target personalized messages to each segment of readership
- **Churn Prediction**
 - Utilize score to target individuals with incentives

Thank You

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