***TLADS Step 5: Brainstorm Scores and Features***

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| **Business Initiative:**  Improve user retention and personalised engagement strategies for Centralised Crypto Exchanges (CEXs - user retention, churn prediction and behavioural segmentation) to increase fee revenue. | | | |
| **Prioritised Use Case:**  User segmentation based on wallet behavioural archetypes. | | | |
| **Key Decisions** | **Stakeholders** | **Potential Analytic Scores** | **Potential ML Features** |
| Which segments should receive early product access or fee structure personalisation? | Head of user retention strategies, product management team, marketing & user engagement team, executive leadership team | Innovator Propensity Score, Revenue Contribution Score | Protocol diversity, interaction diversity, DeFi / Dapp / NFT event counts, Active duration, total transfer diversity, average transfer USD, DEX + DeFi + Bridge total volume USD. |
| How can loyalty programs be tailored by user type? | Customer experience team, head of user retention strategies, product management team, executive leadership, product management. | Engagement Stability Score, Product Affinity Score. | Transaction frequency, Active duration, Interaction diversity, CEX / Dapp / NFT / Token / DeFi event counts, interaction diversity |
| Which parts of UX can be optimised based on behavioural clusters? | User, customer experience team, product management team, marketing & user engagement team, head of retention strategies. | UX Complexity Tolerance Scores, Interaction Mode Score. | Protocol diversity, token diversity, DEX / DeFi / Chadmin event counts, relative proportions of each event type, Bridge event counts. |
| What personalised incentives to offer different user types? | Head of user retention strategies, customer experience team, product management team, risk & compliance team, marketing & user engagement team. | Reward Responsiveness Score, Behavioural Stickiness Score. | Transfer volume USD, Average transfer USD, Frequency change over time, protocol diversity, interaction diversity, Dapp event count vs others. |
| How to retarget high-LTV or dormant wallets effectively? | Executive leadership, product management team, marketing & user engagement team. | LTV Propensity Score, Dormancy Risk Score. | Average transfer USD, total transfer diversity, bridge total volume USD, DEX / DeFi event counts, drop-off in transaction frequency, shrinking protocol/token diversity, no recent bridge or DEX activity. |
| Which user segments suggest demand for partnerships? | Executive leadership, head of user retention strategies, product management team. | Bridge Utilisation Score, Cross-Domain Engagement Score/ | Bridge inflow/outflow event counts, bridge total volume USD, protocol diversity, diversity of event counts, interaction diversity. |
| How to change more general marketing systems to suit segmentation? | Marketing & user engagement team, executive leadership, customer experience team. | Segment Membership Score (multi-class classifier), Behavioural Volatility Score. | all available features  for behavioural volatility score – rolling protocol/token diversity, change in Dapp / DEX / Token event proportions. |