

User Onboarding

Goal

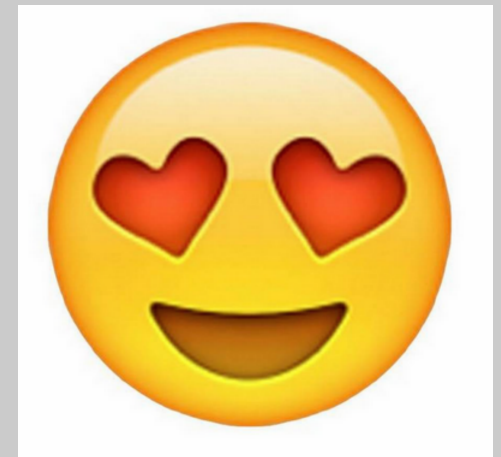
- Predict user onboarding
- Success?: Find 2-3 levers for improvements
- Examples:
 - Buys from the service store
 - On-time task completion
 - Referrals to friends and neighbors



New Customer

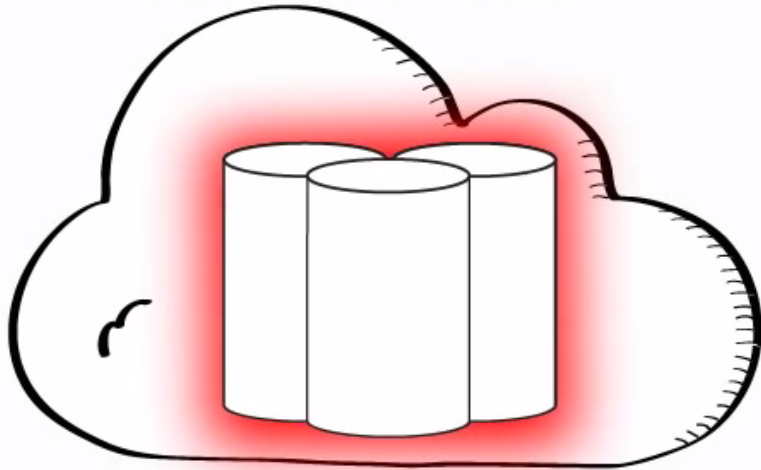


Engaged Customer



Pipeline

AMAZON REDSHIFT



SQL queries

Data Tables



Mode Analytics

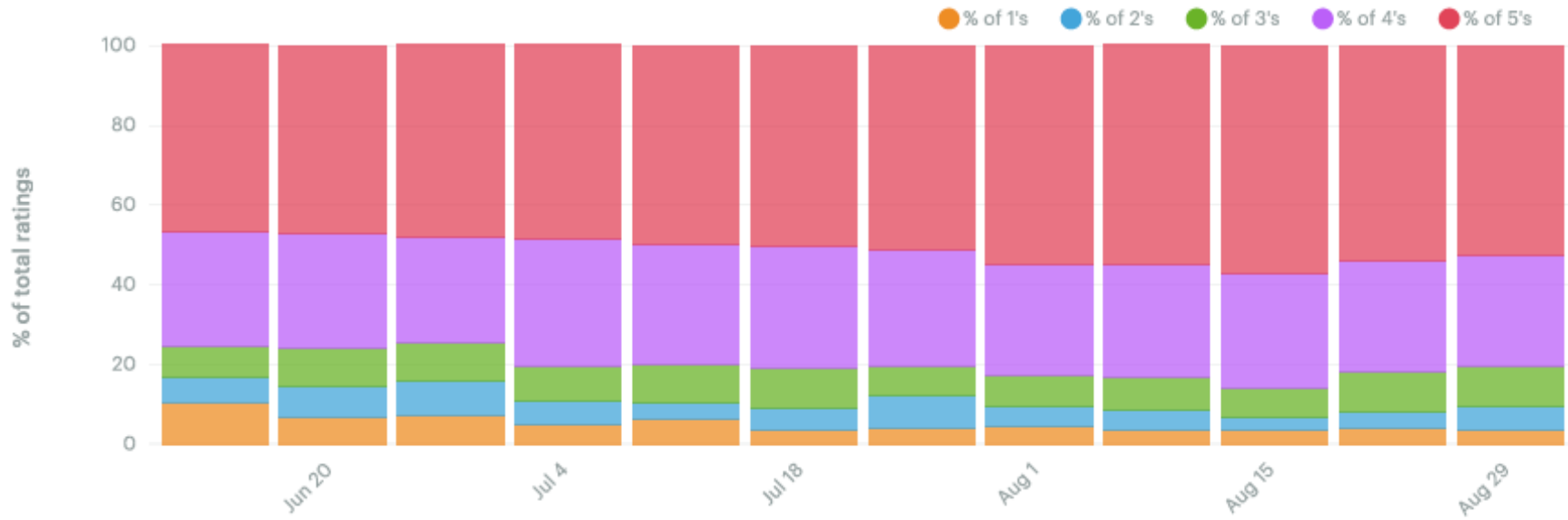
Possibly relevant variables

- Service start date
- Cancellation date (if any)
- Customer feedback that is left after each visit
- Visit duration
- Maintenance visits
- Enhancement visits
- Service plan
- Visit fee
- Neighbors who are also customers (using the gps data)
- Gardeners

First challenge

- Define a metric for user engagement/experience
 - 1st success: Continuation of contracts for 8 weeks
 - # of feedbacks left
 - Rating

Mostly happy customers



Which explains...

Total N of Active Customers

