Azure Machine Learning: Understanding Behaviors That Lead to Customer Retention
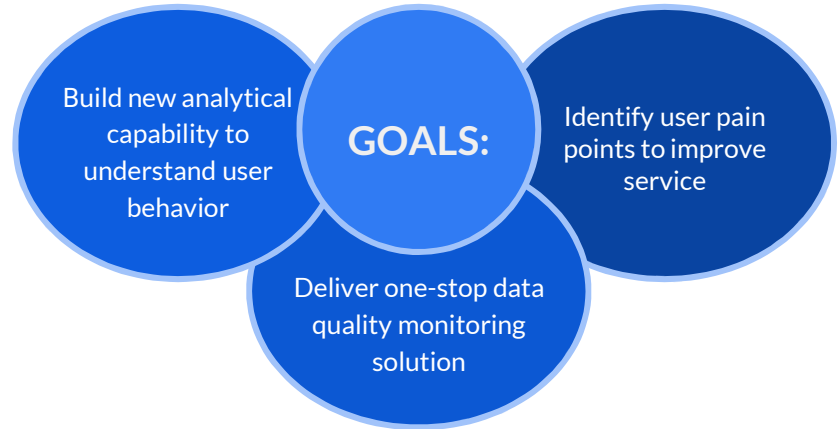
Microsoft
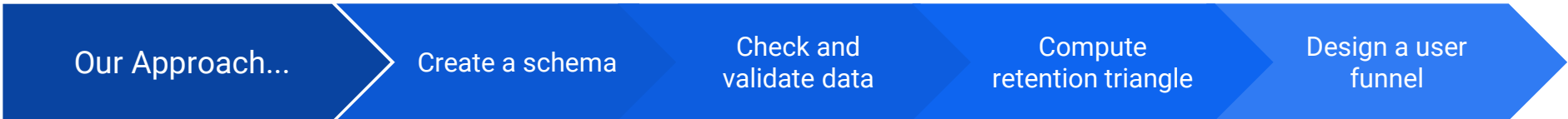
7+ million Azure users

Azure Machine Learning
Enterprise-grade machine learning service to build and deploy models faster

IMPACT: By analyzing user behavior we are building data-driven customer retention strategies to provide a better user experience and further steer revenue growth.

GOALS:

Build new analytical capability to understand user behavior

Identify user pain points to improve service

Deliver one-stop data quality monitoring solution

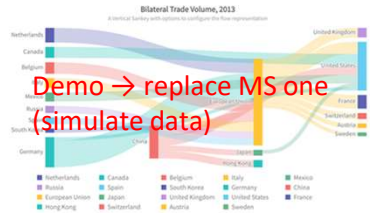| Our Approach... | Create a schema | Check and validate data | Compute retention triangle | Design a user funnel |

All about the data
Data Sources, cleaning, data quality dashboard, Efficiency.
KPIs

What we found from user behavior (trial & non-trial)
Sankey diagram, retention
Our proposal

Bar chart

Trends for various data sources

Demo → replace MS one (simulate data)

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