# Improving Azure Machine Learning Customer Retention

Overview

Azure Machine Learning (AML) is a platform that allows users to conduct end-to-end machine learning lifecycle functionality with enterprise-level security and capabilities. Users can perform and take advantage of Azure for large-scale high-powered compute and ML-specific features such as Automated ML, Designer, Responsible AI and, MLOPS. AML is experiencing a growth in the number of users, but an area of opportunity remains to sustain incoming users month over month. We explored this opportunity by using a hypothesis validation framework to examine what can be done to improve product experiences and usability in an effort to retain customers still in the early stages of their development.

Our Efforts
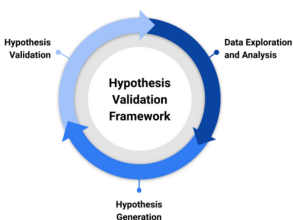
Data Exploration and Analysis

For our exploration we mainly used telemetry data and support ticket data as our data sources. In our exploration we identified key metrics that would quantify behaviour of users and recurring issues expressed by customers. Additionally we conducted a competitive analysis of other top machine learning services with use of side-by-side videos.

Hypothesis Generation

Using the information gleaned from our data exploration and analysis we formed hypothesis that attempted to explain customer behaviors and their pain points leading to churn.

Hypothesis Validation

We then validated our hypothesis with supporting evidence from our data sources and customer interviews. If the hypothesis was successfully validated then it would be used for future experiments and product enhancements.
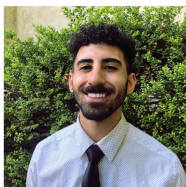
Benefits

Through our hypothesis validation framework we were able to identify key user behaviors and many of their pain points. We used this information to suggest changes to the platform that aim to improve product experiences and usability. These suggestions have been passed to the experimentation team where they will explore the impacts of these changes and will be implemented if successful.
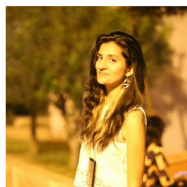

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