Azure Machine Learning - Analyzing Usage Patterns That Lead to Customer Retention

What is Azure Machine Learning?

Enterprise-grade machine learning service to build and deploy models faster.

Learn More

What is the goal?

We worked with the Microsoft Azure Machine Learning product team to improve retention rate of current and churned deeply engaged enterprise customers.

What are our approaches?

Qualitative Analysis

- Common favorite features
- Common pain points
- Common alternative services
- common reasons to choose alternatives

Quantitative Analysis

- telemetry data analysis
- data visualization
- hypothesis construction
- hypothesis testing

Churned Deeply-Engaged Customers

Churned deeply-engaged customers are customers who have usage data at least once per month for three consecutive months and no longer have activities in the most recent calendar month.

Active Deeply-Engaged Customers

Active deeply-engaged customers are customers who have usage data at least once a month for three consecutive months.

Potential Benefits

User Experience

Improving Azure ML's overall user experience in training and model deployment.

Competitive Advantages

Helping Azure ML gain competitive advantages by adding more demanded functionalities and services.

Different Customer Types

Meeting more needs of different types of customers: small and large enterprises

Meet the team:

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