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PROBLEM STATEMENT

- Recommend a suitable methodology to measure members' engagement score
- Develop a predictive model to identify members who are likely to not renew membership

PROFILE (K-MEANS, 6 Groups)













Max Emailer

Min Emailer

MIR

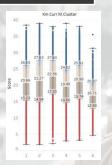
Large LE

Academia

ENGAGEMENT SCORING

25%	50%	75%
16.27	20.78	25.17
17.14	21.77	26.02
17.64	22.62	27.37
14.82	19.27	23.96
16.36	21.03	25.30
12.63	16.34	19.74
16.41	21.05	25.50
	16.27 17.14 17.64 14.82 16.36 12.63	25% 50% 16.27 20.78 17.14 21.77 17.64 22.62 14.82 19.27 16.36 21.03 12.63 16.34 16.41 21.05

Activity scored by percentile & benchmarked within cluster



RENEWAL PREDICTION



SIMULATION



2. Sponsorship

FINDINGS



Lower P(Renewal) with non-disclosure



Lower P(Renewal) with increasing age



Higher P(Renewal) with more courses

FINAL DELIVERABLES



1. Simulation Model



2. Identify member



3. Filter to inactive members