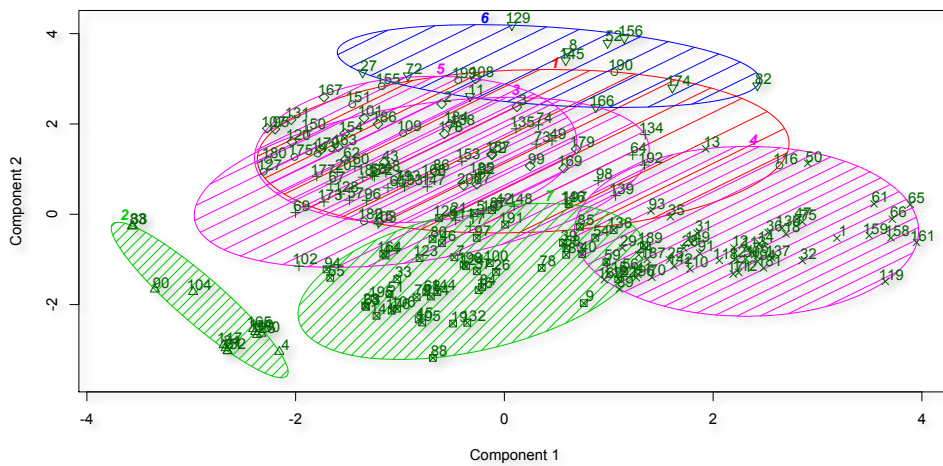


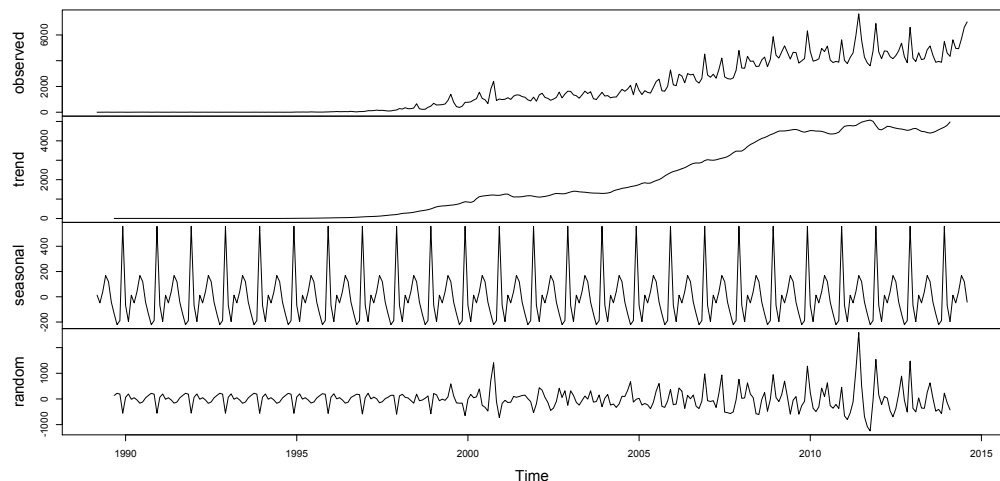
Ixio Analytics worked with the Strategy and Operations divisions of a large, multinational company offering subscription-based services to determine significant customer segments and set up a subscriber onboarding rate model. Ixio Analytics predicted net customer segment sign-up rates with more than 90% accuracy.

The process involved gathering and modelling all available variables pertaining to customer demographics and product and payment behaviour:



Each customer is placed at a point in 3D space (2D is shown in the graph on the left), with customers that behave in similar ways occurring closer to one another, forming significant customer groupings. A post-processing algorithm was used to recommend an optimal group number. The final model output 7 distinct customer groupings.

We then assessed the rates of sign-up of each of these 7 segments. Sign-up numbers over the past 28 years were decomposed into trend, seasonal and random components to understand the drivers of sign-up within each of these groups. The different clusters responded differently to various events (e.g. the Soccer World Cup) and different groups had very distinct seasonal trends in sign-up.



Ixio Analytics created a time series model to predict growth of each segment per month over the following 4 months. The model accurately predicted the number of new customers per segment to **within 10% of actual**. The customer segment descriptions provided valuable marketing insights. The time series analysis provided understanding of the various growth rates and responses to events of different behavioural groups within the customer base.