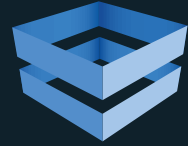# Subscription Churn Detection and Prevention Through Machine Learning

latentview

Actionable Insights • Accurate Decisions

Client

Technology Market Leader

The Problem

Lack of a single source of view for key metrics like Monthly Recurring Revenue, Churn, Customer Lifetime Value and Acquisition Cost. No clear visibility on the drivers that enable renewals and purchases of the Client's Product Subscriptions.

The Before State

No process to identify drivers for renewal and purchase of subscriptions of client's cloud-based and on-premise products.

No way to identify valuable or at-risk accounts and determine which account needs what kind of attention.

The LatentView Solution

Built machine learning models and identified factors affecting subscription renewal (active usage, no of subscriptions purchased) and outliers which were businesses with high risk of churn.

Build dashboard demonstrating key metrics refreshed on a monthly basis.

The After State

35K accounts, active usage was identified as the key driver for subscription, Account Managers were actioned to improve active usage for each account.

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"Fast Track" strategy was executed to **reduce deployment time of licenses by 17%** based on key findings.

About: LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 700 employees globally.

For more information, please visit **www.latentview.com** or follow us on **LinkedIn**, Email: **sales@latentview.com**