

Optimising The **Customer Journey** With **Modern Analytics**



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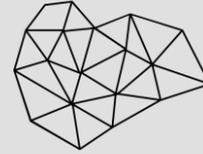
Co-Founder @ 173Tech | Helping Companies Scale With Modern Analytics



Data Engineering



Analytics



Data Science



eCommerce



Consumer Apps



Blockchain Analytics



B2B2C



Subscription Models

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Why Do Customer Analytics

Service More People With Better Products

Understand Existing Customers

What drives customers to your product?

What makes them convert and keep coming back?

What behaviour patterns signal churn?

Guide Product Development

Continuous improvement driven by data:

- Consumer insights
- Hypothesis & ideation
- Experimentation
- Productionise
- Monitoring and repeat

Attract New Customers

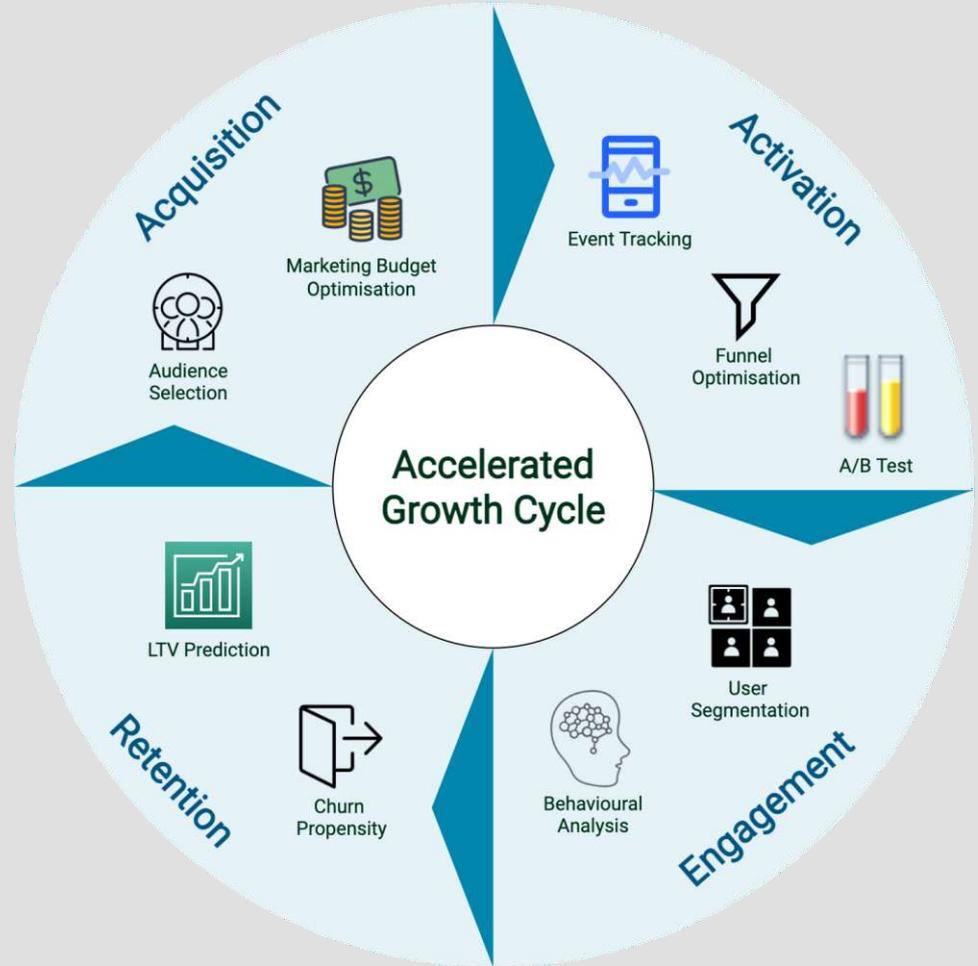
Understand your customer segments, high LTV cohorts and top USPs.

Tailored marketing and acquisition strategies.

Organic and referral channels.

The Growth Cycle

Data-Driven At Every Step



Acquisition: Maximise Marketing ROI

The secret weapon to winning the traffic bidding war is your own data.

Centralised Reporting Cross-Platforms

Automated data extract across marketing channels.

De-duplicate attributions.

Alerts on campaign optimisation recommendations.

Optimise Towards Lifetime Value (LTV)

Choose campaign optimisation metrics that aim for **long-term value generation**.

Consider your customer journey and target **lower funnel actions**.

Early Performance Indicators

Consider customer **LTV prediction** models.

Combine with live spend data to **estimate long-term ROI**.

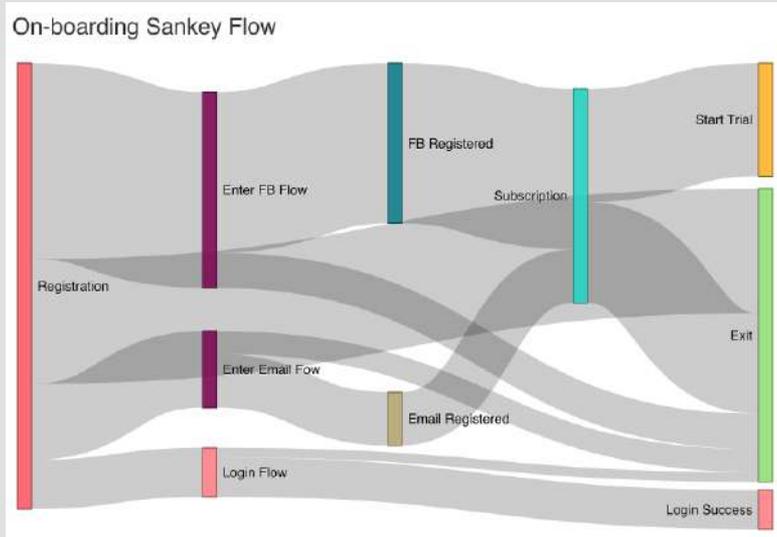
Serve as **early signals** to boost the effectiveness of your campaign.

User Activation: Funnel Optimisation

Optimise Conversion At Every Step

Event Analytics

Understand user flows and drop-off points.



Culture Of Experimentation

Always test before rolling out a feature.

Ensure test results are:

- Centralised
- Statistically robust
- Comprehensive: test KPIs and counter-metrics
- Easily accessible

Improve Customer Engagement

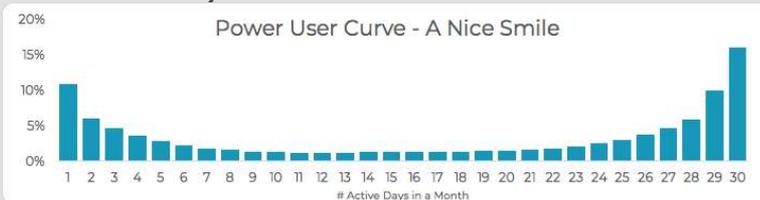
North Star Metrics & Personalisation At Scale

Aha! Moment

The lightbulb moment when users realise the value of your product and become loyal.

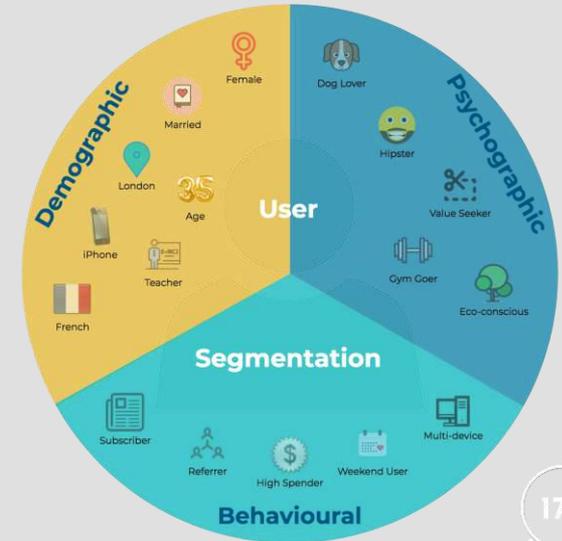
How to find it?

1. Understand your power user curve.
2. Correlation analysis on activity patterns for power vs. non-power users.
3. Hypothesis and test for causal impact.
4. Set as your north star metric.



Customer Segmentation

To create tailored user experience and communication strategy at scale.



Retention Analysis & Churn Predictions

Measuring & Tracking Meaningful Retention

Retention Measures

- Define a 'retained' user.



Active User



Key Action User



Over Threshold User

- Retention Window.

Retention Cohorts

Visualise your retention metric by registration cohort to monitor and detect trends.

Cohort	Size	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
2019-07	3,038	100.0%	60.1%	45.0%	38.4%	15.0%	33.5%	32.1%	31.0%	31.2%	30.9%	30.7%	30.6%
2019-08	3,173	100.0%	59.9%	45.0%	18.0%	35.9%	33.8%	32.9%	31.6%	31.3%	31.3%	30.9%	
2019-09	3,433	100.0%	60.7%	20.0%	38.6%	36.0%	33.9%	31.6%	31.4%	31.0%	31.2%		
2019-10	3,556	100.0%	32.0%	45.7%	38.8%	35.9%	34.2%	32.2%	31.8%	31.5%			
2019-11	3,611	100.0%	62.9%	46.7%	39.4%	36.6%	34.3%	32.0%	31.0%				
2019-12	3,787	100.0%	64.2%	48.0%	40.2%	37.3%	34.6%	32.4%					
2020-01	3,916	100.0%	65.8%	48.9%	41.3%	38.2%	35.5%						
2020-02	4,152	100.0%	68.1%	50.0%	42.0%	39.4%							
2020-03	4,211	100.0%	70.8%	50.9%	43.3%								
2020-04	4,489	100.0%	73.2%	52.3%									
2020-05	4,662	100.0%	76.3%										
2020-06	4,910	100.0%											

Closing The Loop

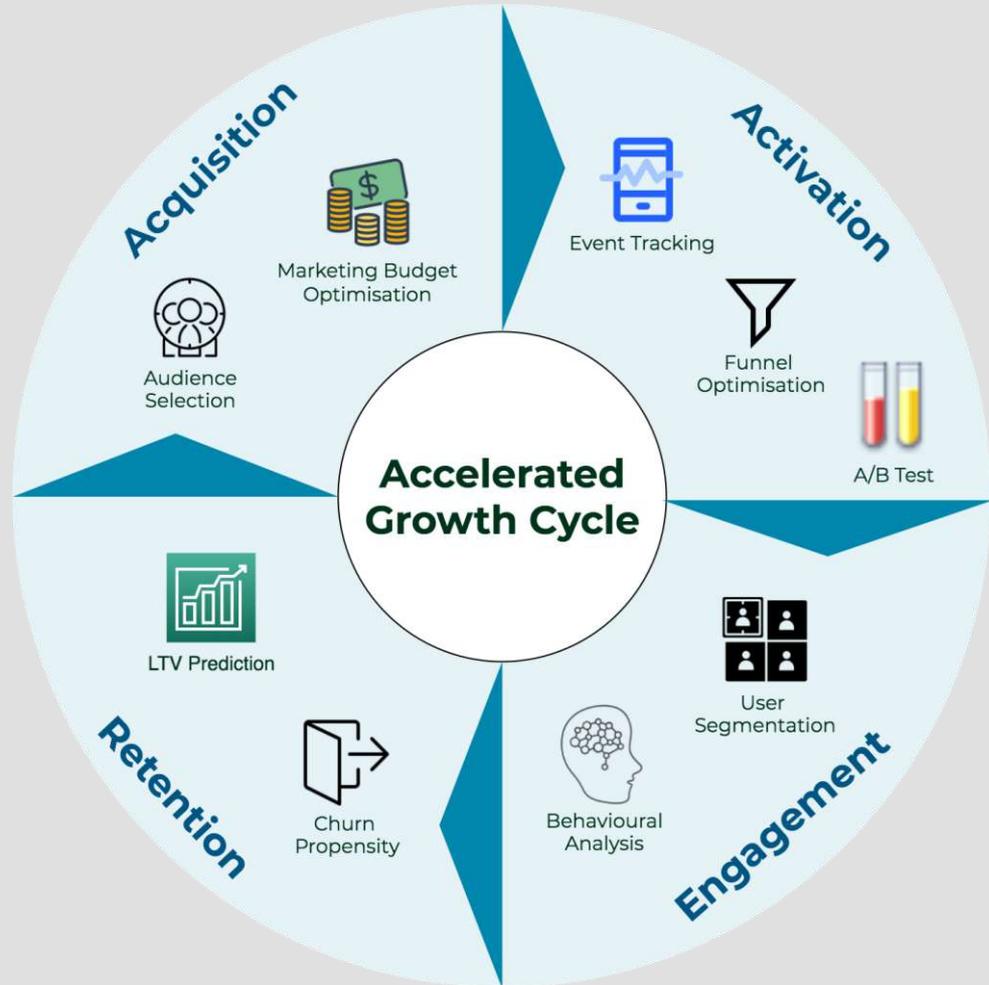
Data Projects At Each Stage

Data Science Mix & Match

Churn prevention with customised CRM: target users with high churn propensity score with tailored message based on user segmentation.

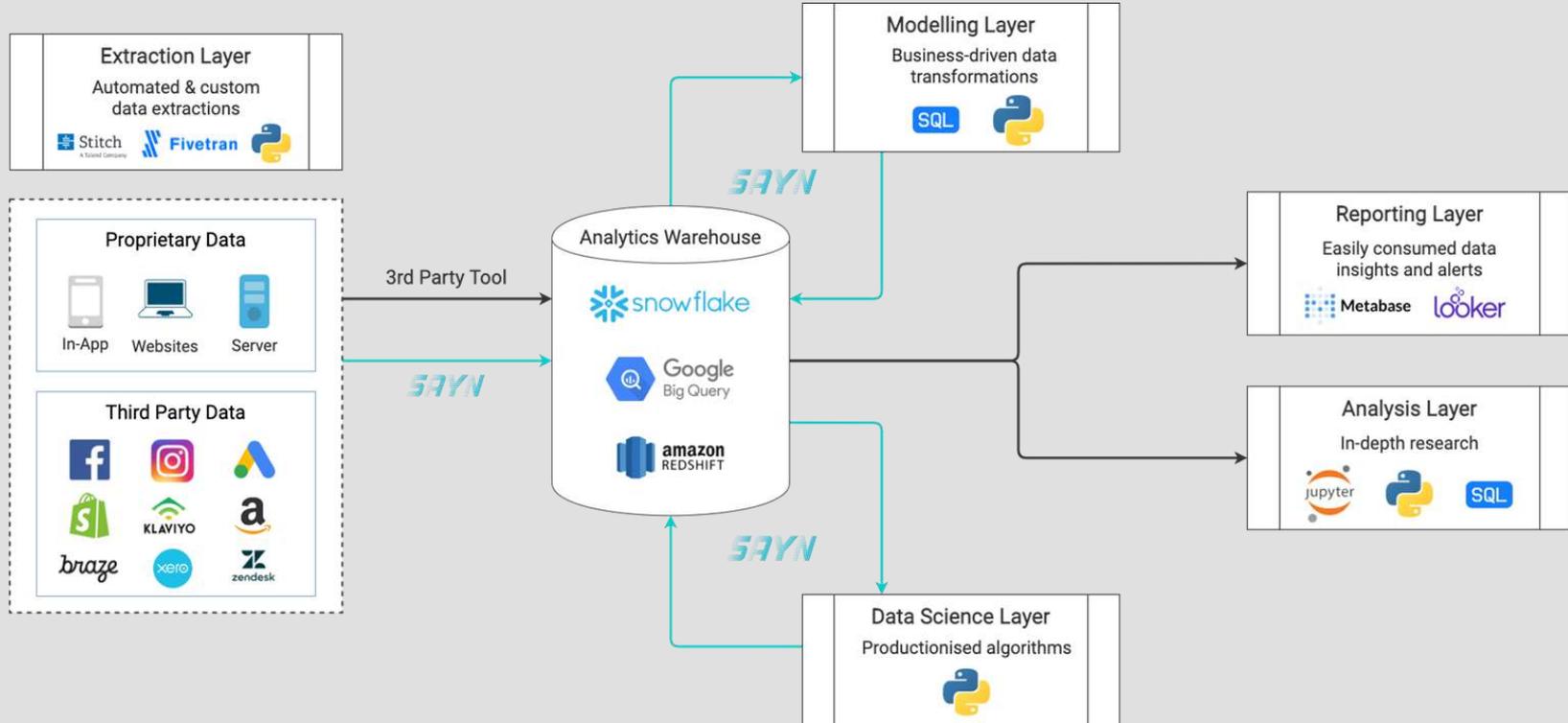
Audience Selection:

- High-LTV Lookalike
- Tailored creatives based on USP segmentation



Modern Analytics Infrastructure

Your Own Holistic Customer View



Note: The tools listed are sample options.

SAYN: Efficient Data Processing

Our Open Source Data Processing and Modelling Framework



Simplicity

Easy to create, scale and maintain data models and processes.

SAYN automates and orchestrates all your data tasks so your analytics team can focus on extracting values instead of writing processes.

Flexibility

The power of data is **unlimited** and so should your tooling.

SAYN supports both **SQL** and **Python** so your team can choose the most optimal solution for each processes.

Centralisation

All your analytics codes living in one place.

SAYN makes your life easier and allows dependencies throughout **the whole analytics process**.

Find us on github: <https://github.com/173TECH/sayn>



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