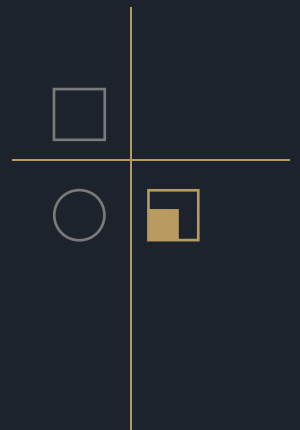


RENEWAL INCOME FORECASTING MODEL



THE CLIENT PROBLEM

Our client, a **membership format retailer** wanted to be able to forecast income from new memberships and different renewal channels.

THE AQ SOLUTION

We used a four step process to solve our client's challenge.



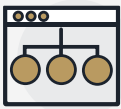
DATA HARMONIZATION AND DESCRIPTIVE ANALYSIS

We built an analytical dataset by calculating the weekly renewal income at various levels. We introduced other relevant variables for the same time period and defined training and validation periods.



VARIABLE / DRIVER SELECTION

We identified the drivers impacting renewal income by conducting univariate and correction analysis.



MODEL DEVELOPMENT

We built a time series model for forecasting income and finalized the model based on statistical robustness.

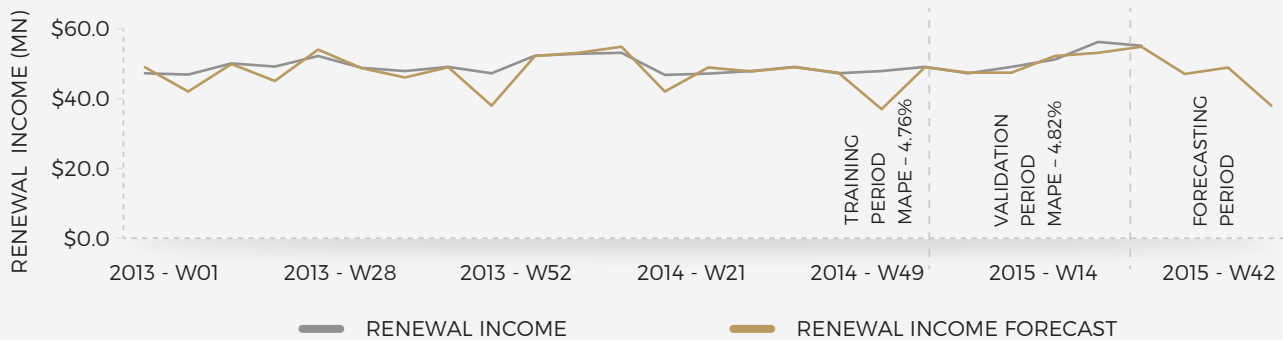


MODEL VALIDATION AND FORECASTING

We validated the model and made forecasts for future time periods.

THE CLIENT BENEFIT

A time series model was developed to forecast renewal income.



We developed a model which helped our client forecast income as part of their annual strategic planning activities.

We incorporated multiple factors into our analysis, helping our client understand the drivers that affected renewal income by channel type.

The analysis & insights presented by AQ helped managers across business functions to gain insights about different channels and map their income targets better.



Thank You

For any queries, get in touch with us.

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