

G-Lab 2018 | Nairobi, Kenya



Yue Ma



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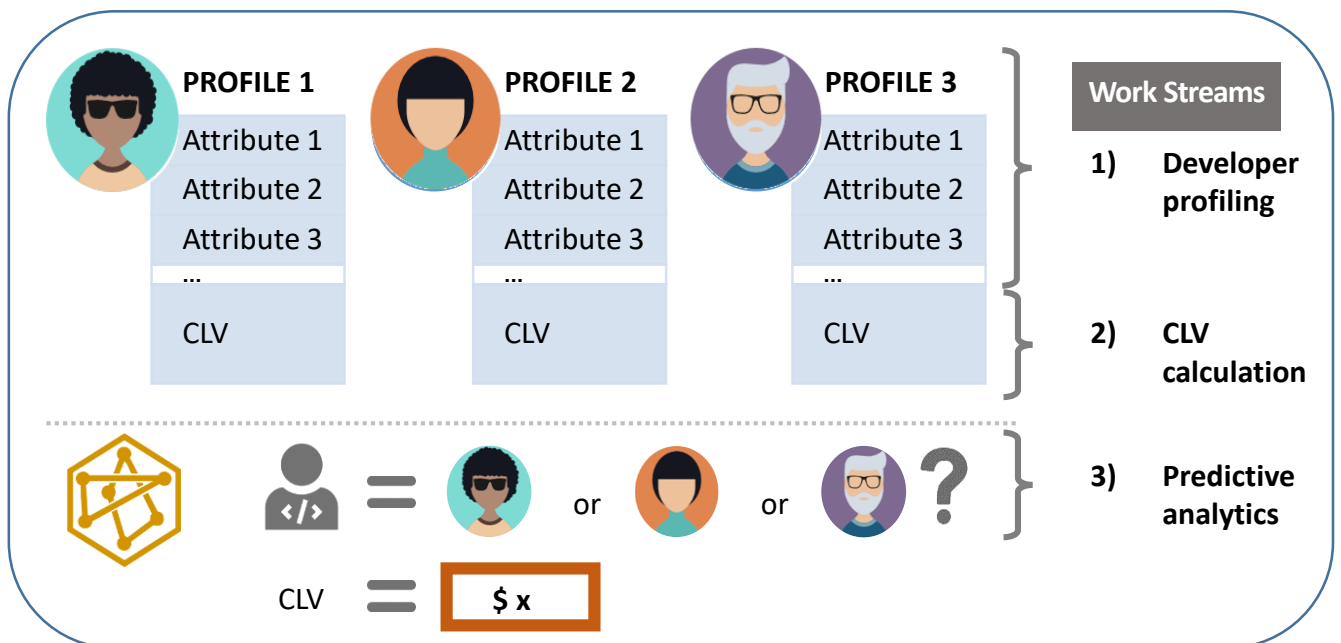
Samir Al-Shabooti

Company Background

Africa's Talking (AT) is a leading pan-African provider of PaaS solutions. AT provides a simple but sophisticated platform that enables developers to build robust and dynamic products that address local problems. AT's cloud-based platform enables developers and businesses across Africa to integrate messaging, voice, and payments capabilities into their apps via easy-to-use APIs.

Project Objective

Determine the customer lifetime value (CLV) of a developer who walks through the door

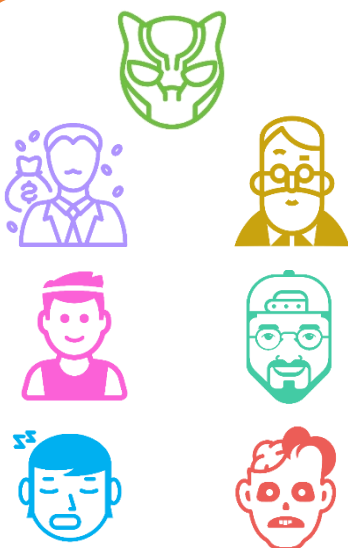


Output

7 Developer Profiles

Churn & CLV Analysis

Predictive Analytics



Churn rates for each of the 7 developer profiles



Average CLVs for each profile

Logistic regression & CART models for profile prediction



Plug-and-play tool / interface for profile and CLV prediction