

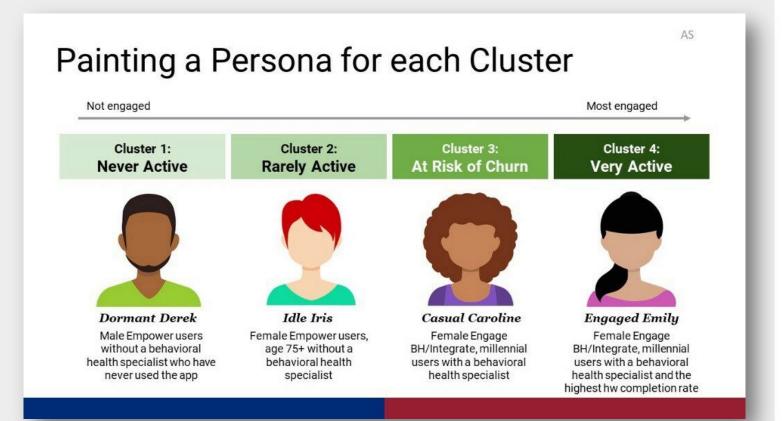
CUSTOMER ANALYTICS

PROJECT

NeuroFlow partnered with the **Analytics Accelerator** to use data analytics to further **optimize the in-app experience** and build upon its retention to ultimately **drive improved user outcomes** when it comes to behavioral health.

SOLUTION

The student team identified ways to convert rarely active users into very active users using **k-means clustering** and a **random forest model**. The models determined the degree of likelihood that a customer would be retained and identified which app notifications were most effective at **maximizing retention**.





NeuroFlow is a healthcare technology and analytics company enabling behavioral health access and engagement to improve outcomes, overall wellness, and costs of care.

"It was great to have a fresh set of eyes in thinking about user engagement and retention. In a short amount of time, the team was able to effectively connect the dots between patterns in the data with actionable product recommendations we could test."



Bill Lynch
Director of Data Science
NeuroFlow