Machine Learning Case Study
Beacon Data's Use of Auger.AI's AutoML

Beacon Data

BEACON.
Less artificial. More intelligent.

Today's market leaders structure their data and invest in machine intelligence to gain a tremendous advantage. However, businesses with fragmented or underused data can't apply this breakthrough technology, a real shame in an age when data is so readily available. At Beacon Data, we believe your data is like unmined gold in land you already own. When mined, companies can confidently answer critical questions - like who will be their top customers this year, who will or won't buy again, and who is most likely to churn.

THE CHALLENGE

Understand why gym membership attrition is so high and how to reduce attrition.

THE SOLUTION

Auger.AI provided a more accurate predictive model, quickly. Auger.AI saves data science analysts weeks of time experimenting with various algorithms and hyperparameters to get an accurate model. Beacon Data is consolidating various gym membership data sources and identify strongest signals that influence & predict member attrition for new members (1st 90 day attrition) and existing members (next 90 day attrition)

AWS services in this solution includes cloud architecture

THE BENEFITS

Benefit to the customer
Consolidated & cleansed customer data. Accurate 360 customer profiles. Actionable insights.

Benefit to AWS
AWS will gain a new cloud customer that is acquiring and/or opening a significant number of new clubs.

Benefit to Auger.AI and Beacon
Beacon added a new industry (membership fitness clubs) to their list of verticals.

ABOUT AUGER.AI AND AMAZON WEB SERVICES

Auger.AI tries all possibly machine learning algorithms and hyperparameter settings to rapidly build an accurate predictive model. Auger.AI and Beacon combined to provide this solution to a well-known high value, low cost fitness club with 1,500

AWS provides strong machine learning capabilities on the cloud and a rich APN Partner community to help you unlock new business value and serve customers.

NEXT STEPS

To learn more about how AWS, Auger.AI and Beacon data came together to solve the customers problems. Auger.AI quickly provided a more accurate predictive model. www.auger.ai