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Smarter Decisions. **Faster.**

X xyngular.

About:

Xyngular is a direct sales company that not only sells health products, but also creates opportunities for individuals to build their own businesses by becoming distributors. They are passionate about improving the lives of their customers through the products they sell and the opportunities they create through distributorship.

"

I appreciate that you guys have contributed to keeping my BI team in a spot where they get singled out for delivery above and beyond the requested.

- Jeremy Meredith, VP of IT

Objective:

As they are dependent on both retail sales and distributors to grow their business, Xyngular's primary use case was forecasting and preventing customer churn. Previous investments in BI provided valuable insight but lacked the diagnostic capabilities necessary to understand why customers left as well as the predictive capabilities to test the efficacy of various hypothetical retention efforts.

Solution:

Without any in-house data science resources to build machine learning and predictive analytics models, Xyngluar had worked with another consulting firm to build custom, one-off models in the past, but those models were very expensive, took months to develop, and were never deployed.

Xyngular approached Big Squid to help their existing BI team uplevel their skills without the investment in time and resources of hiring a full-time data scientist. With Big Squid's Kraken platform, Xyngular's data analysts would now have access to both prescriptive and predictive data, giving their team the ability to quickly build and deploy custom models that could be put into production in real-time via their BI tool.

Outcome:

Within 3 weeks of launch, Xyngular's data analysts had created a production-ready model that predicted which of their customers would churn within 30 days of their first order. They've since iterated and built **14 additional customer churn models that raised the accuracy an additional 25%.** Finally, because of Big Squid's Kraken platform, Xyngular analysts can use automated machine learning to quickly iterate and change their models to meet the needs of Xyngular's marketing team within hours or days and at a fraction of the cost as other methods that may take months and are significantly more expensive.

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