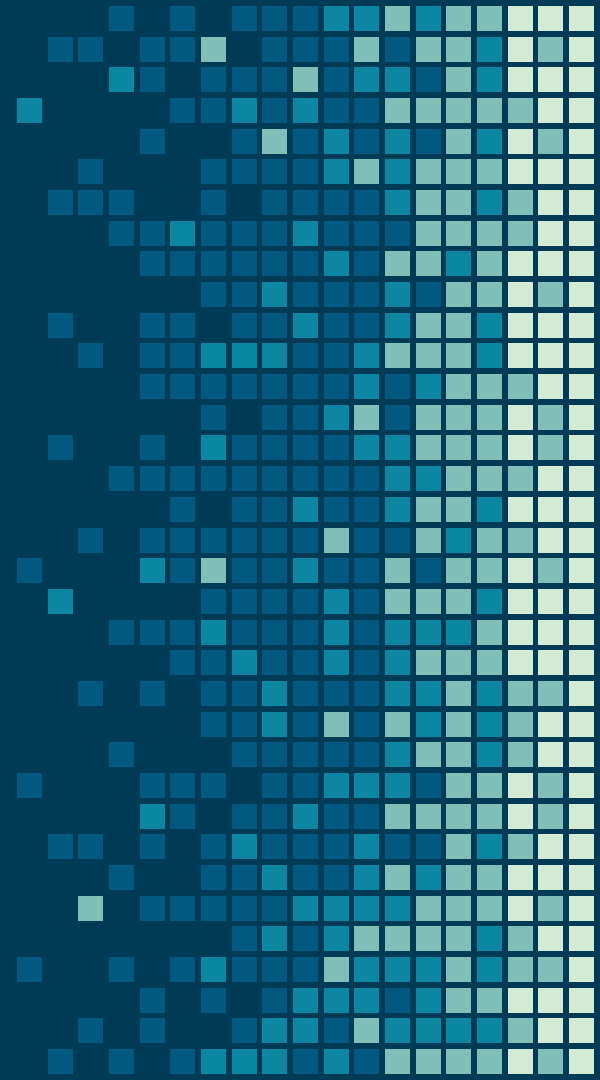


Consulting: Savi Demo Day

savi

datares



Meet the Team



Ojas Bardiya
Mathematics of
Computation



Ivan Guan
Computer Science



Sungho Moon
Statistics



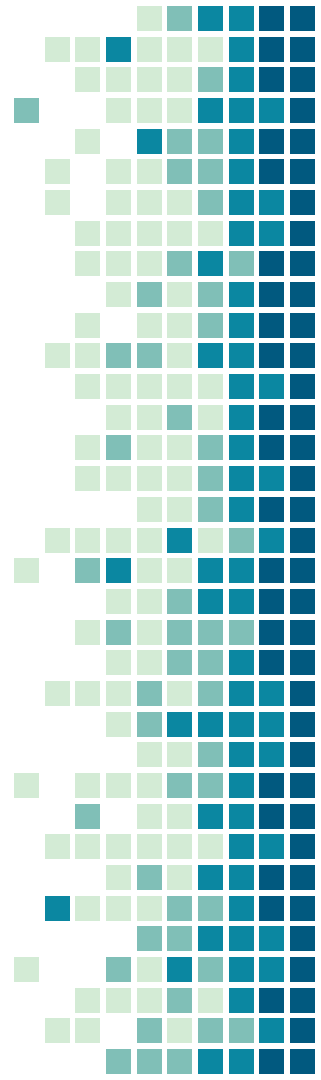
Luke Rivers
Aerospace
Engineering



Siddarth Srikanth
Mathematics/Economics

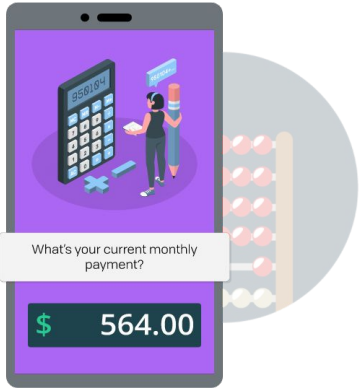


Jane Zou
Data Theory

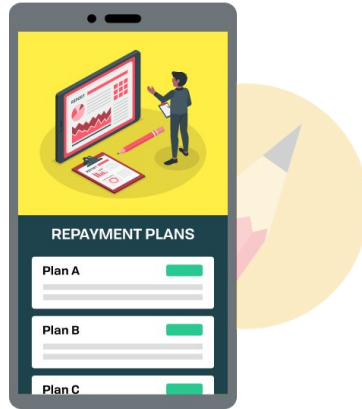


Client Background

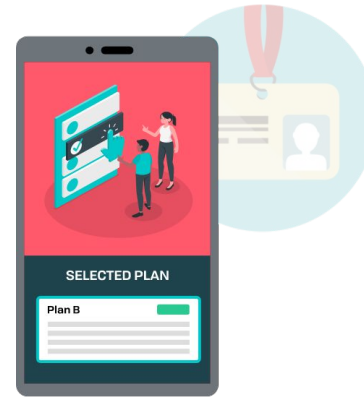
Savi is a finance technology startup that helps customers **refinance** their **student loans**



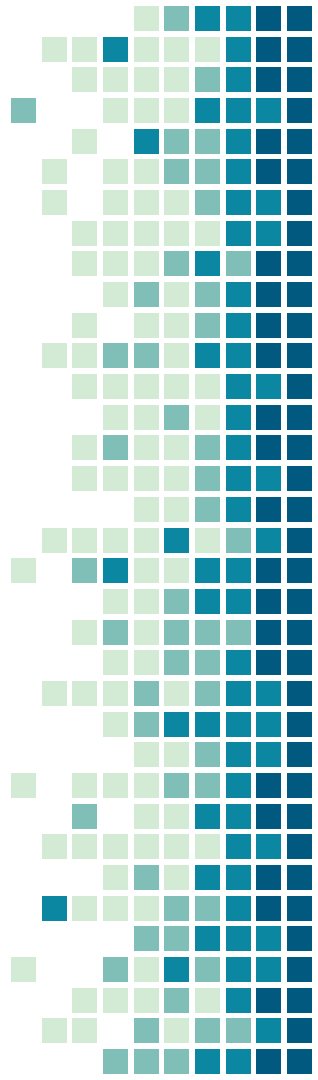
Collect Customer Information



Recommend Repayment Plans



Option for Paid Subscription to help Implement New Plan



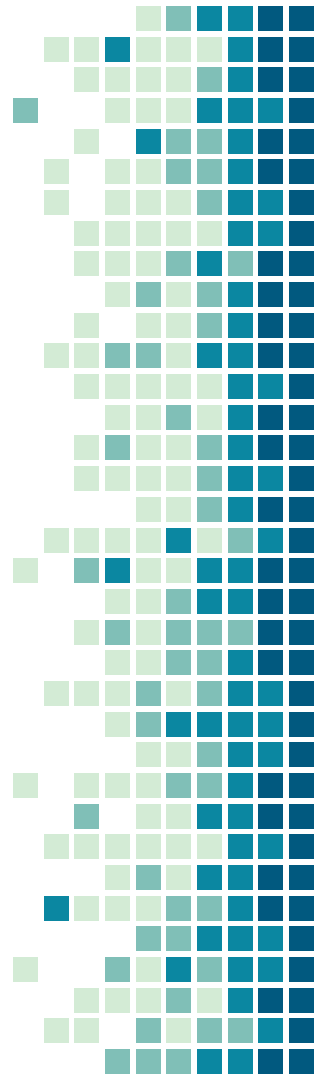
Project Scope

Understand the factors that lead to subscription conversion

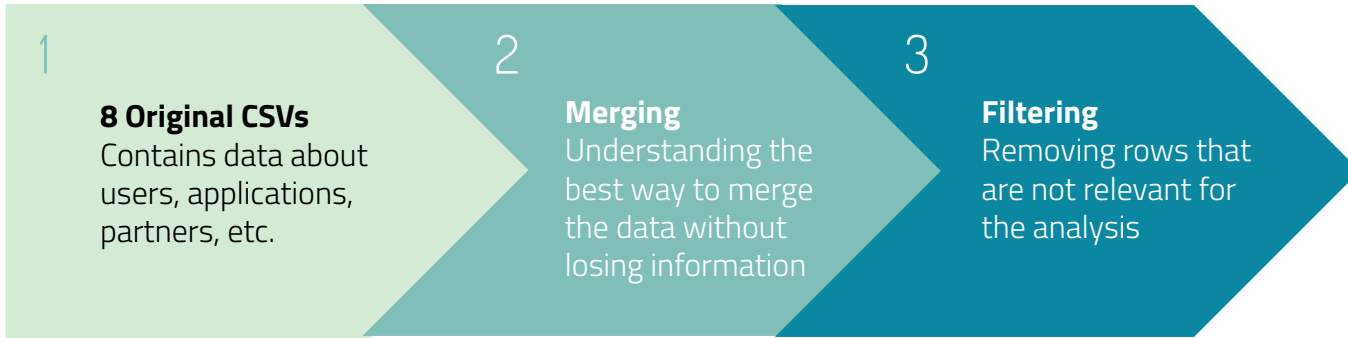
What characteristics are shared across users that do **not pay** for a subscription

What characteristics are shared across users that **do pay** for a subscription

What attributes are **correlated** with the amount a user pays



Data Preparation



Analysis

Investigate the relationship between subscription conversion and the following factors

Marital status

Income, payments, and loans

Registrations over time

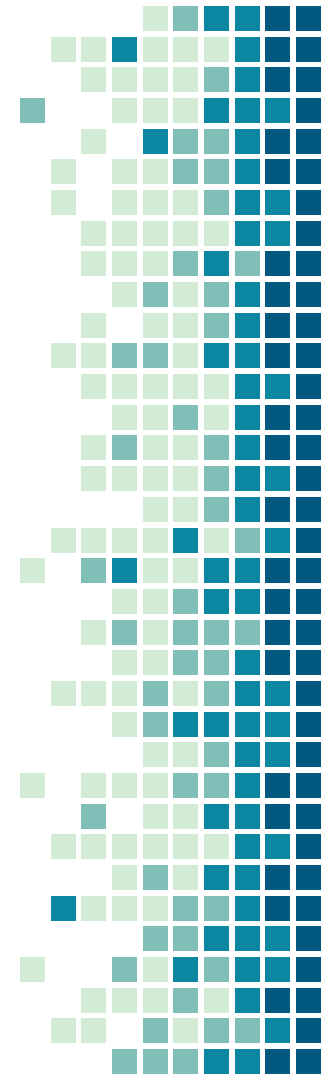
Loan amount and interest rate

Savi projections

Loan forgiveness programs

Standardize estimates

Investigate linear and non-linear correlations



Recommendations

1 - Focus marketing on users eligible for loan forgiveness programs

2 - Investigate if negative projected savings reduce conversion

