

## 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.

## Painting a Persona for each Cluster

AS

Not engaged

Most engaged

**Cluster 1:  
Never Active**

**Cluster 2:  
Rarely Active**

**Cluster 3:  
At Risk of Churn**

**Cluster 4:  
Very Active**



**Dormant Derek**

Male Empower users without a behavioral health specialist who have never used the app



**Idle Iris**

Female Empower users, age 75+ without a behavioral health specialist



**Casual Caroline**

Female Engage BH/Integrate, millennial users with a behavioral health specialist



**Engaged Emily**

Female Engage BH/Integrate, millennial users with a behavioral health specialist and the highest hw completion rate



**Bill Lynch**

Director of Data Science  
NeuroFlow

*"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."*