

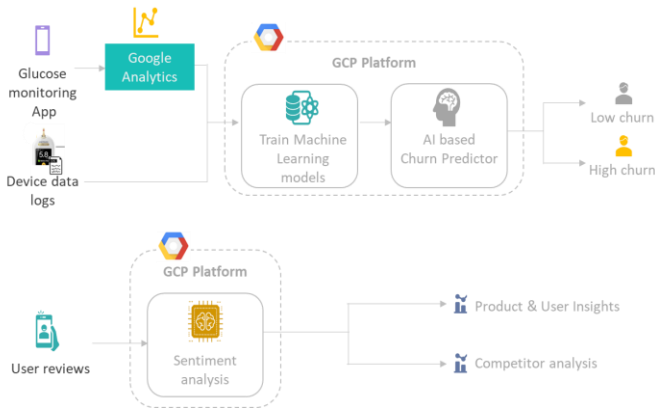
Case Study: Diabetes Application Churn Prediction

Client Requirements

This client is a global leader in blood glucose monitoring innovation and digital health technology. Their product portfolio includes a glucose testing device, diabetes management app and wellness services.

They faced challenges around user retention on their diabetes management app and ecommerce website. The client needed actionable insights for improving user retention and increasing patient engagement.

CitiusTech was asked to build AI models that would calculate the probability of user churn.



Solution Schematic

CitiusTech Services:

CitiusTech created a rapid prototype, building AI/ML on a GCP infrastructure and supporting the transition into a production environment.

Design Workshops and Discovery

- Detailed functional and technical design specifications of the AI/ML use cases for the solution

AI/ML Model Development and Testing

- Established a Vertex AI environment and Auto ML / custom model building components on Vertex AI
- Trained, iterated and evaluated AI/ML models output and reported the result, enabling batch and real-time inferencing and build visualization

GCP Sandbox environment

- Hosted the solution in a configured cloud computing environment on GCP

Value Delivered:

- **Increased user retention of the Diabetes Monitoring Mobile App** by proactively identifying probability of user churn
- **Helped predict user behavior through sentiment analysis** and address potential challenges immediately