



Renewal Forecasting

Using ChatGPT

A Step-by-Step Workflow for Predictions

Yagnaiq.ai

Maximize forecast accuracy with AI



Data-Driven Decisions



AI-Assisted Workflow







Improved Accuracy





Data Collection & Preprocessing

Building a foundation for accurate renewal forecasting

1 Data Collection

-  **Customer/Subscription Data**
Export from CRM or billing system
-  **Usage Metrics**
Logins, feature usage, engagement
-  **Financial Data**
Subscription value, payment history
-  **Customer Feedback**
NPS scores, surveys, support tickets

2 Data Cleaning & Preprocessing

-  **Remove Duplicates**
Clean irrelevant columns
-  **Handle Missing Values**
Impute or remove as needed
-  **Variable Conversion**
Categorical to numeric features
-  **Feature Engineering**
Create engagement scores, segments



ChatGPT Tip: Generate Python/Pandas scripts for preprocessing steps. Create calculated fields like engagement scores and customer segments.

Analysis & Feature Engineering

Transforming data into predictive insights



Exploratory Data Analysis



Summary Statistics

Generate mean, median, min/max



Visualizations

Distributions, correlations



Renewal Patterns

Identify trends vs. churn



Outlier Detection

Anomalies affecting renewals



Feature Engineering



Usage Patterns

Avg logins per month



Customer Interactions

Support tickets, NPS trends



Categorical Encoding

One-hot or label encoding



Temporal Features

Months since login, subscription age



ChatGPT Tip: Generate Python scripts for EDA and feature engineering. Create visualizations like histograms and heatmaps to identify patterns.

Model Development & Forecasting

Creating accurate renewal predictions with AI assistance

1 Model Selection & Training



Split Dataset

Training and test sets



Choose Model

Logistic Regression, Random Forest, XGBoost



Train Model

Using training set



Validate Performance

With test set



Evaluate Metrics

Accuracy, precision, recall, F1-score, AUC

2 Forecasting & Scoring



Predict Renewal Likelihood

For each customer



Assign Risk Categories

High, medium, low based on thresholds



Survival Analysis

Optional time-to-renewal predictions



3 Scenario Analysis & Strategy



Simulate "What-if" Scenarios

Increased engagement, discount offers



Revenue Impact Analysis

Forecast impact of retention strategies



Identify At-risk Customers

Prioritize for intervention




ChatGPT Tip

Generate analysis tables and scenario scripts to evaluate different retention strategies.

Implementation & Action Planning


Translating forecasts into strategic actions


7 Scenario Analysis & Strategy

 **Simulate "what-if" scenarios**
Test engagement & discount impacts


Forecast revenue impact
Evaluate retention strategies

8 Reporting & Automation

 **Generate dashboards**
Visual renewal predictions

 **Summarize insights**
Natural language reports

9 Customer Retention Actions

 **Personalized campaigns**
ChatGPT-assisted drafts

 **Segment messaging**
By risk & value



ChatGPT Tip: Generate analysis tables, scenario scripts, and personalized campaign content. Track effectiveness to refine forecasts.

Wanna know better way for Handling Renewals
Rather than relying on ChatGPT

Connect with Yagna iQ team Today.

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