

The background features a vibrant, multi-colored gradient. It starts with a dark blue on the left, transitions through purple and magenta, and then into bright orange and yellow towards the right. A diagonal line separates the darker blue/purple area from the lighter orange/yellow area.

AWS  
re:Invent

**STP303-R**

# Reduce churn using machine learning

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Startup Evangelist  
Amazon Web Services

# Thank you!

**Rob De Feo**

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Please complete the session survey in the mobile app.