

CERTIFICATE OF COMPLETION

Dana Whitfield

completed the twelve-week Applied Analytics Programme at Brightline — **96 contact hours** across six assessed modules — and defended a capstone before the faculty panel on 13 June 2025. Attendance was recorded at 100%; all six modules were passed at first sitting.

CAPSTONE, REVIEWED 13 JUNE 2025

Churn signals in the first ninety days: a cohort model for subscription retail

Reviewed by Alex Rivera, Ava Cruz and two external panellists · returned without revision

PROGRAMME DATES	DELIVERY	ASSESSMENT
25 March to 13 June 2025	Studio, Brooklyn Tuesday & Thursday	6 modules, 4 briefs 1 defended capstone

Syllabus version **4.2**, adopted 3 January 2025 and reviewed annually by the Brightline academic board. Marks were confirmed by the external examiner on 18 June 2025 and are held on the programme transcript.

Alex Rivera
FACULTY LEAD

Ava Cruz
REGISTRAR

FINAL GRADE

A 92.1 / 100
DISTINCTION · 3RD OF 24

MODULE MARKS		WEIGHT	MARK
M1	Data foundations and SQL	15%	94
M2	Experiment design and inference	15%	89
M3	Cohort and retention analysis	20%	95
M4	Forecasting and seasonality	15%	87
M5	Visual reporting and narrative	15%	96
M6	Capstone and panel defence	20%	91

WEIGHTED FINAL 92.1

ATTENDANCE 100% · NO RESITS · NO LATE WORK

Grading basis — **Distinction 90–100** · Merit 80–89 · Pass 70–79 · pass mark 70 in every module. Marks are unrounded weighted averages; the cohort median was 84.6.

CERTIFICATE NO. **BL-AAP-12-0446** · ISSUED **20 JUNE 2025**

VERIFY AT **BRIGHTLINE.CO/VERIFY** · TRANSCRIPT HELD FOR 10 YEARS