CRM Task – Case Study

Brief About Taager

Taager is an eCommerce platform that helps online sellers grow by providing logistics, operations, and marketing support. Our CRM strategy is focused on improving customer retention, engagement, and email deliverability to maximize lifetime value and reduce churn.

Your task is to analyze CRM data, extract insights, and suggest strategies to enhance email engagement, segmentation, and churn prevention.

Your Task

1. Clean the provided dataset, analyze the situation, and answer the following questions:

- How would you prevent churn and improve email deliverability?
- What steps should be taken next to improve CRM performance?

A/B Testing for Email Optimization

To improve email performance, we want to run an A/B test. Your task is to analyze the results of an experiment comparing Personalized vs. Generic email subject lines and suggest actions based on the findings.

Dataset Overview 🟩 **CRM_Task_Dataset**

The dataset contains CRM records for merchants assigned to two groups:

- Group A - Generic
- Group B - Personalized Subject Line

   Your Task

- Analyze the test results and determine which group performed better (Mention The Metric)
- Identify what other metrics used to measure success
- Decide what other changes could impact email engagement?

What We're Looking For

- Clear data analysis with logical insights.
- Well-structured CRM actions that align with engagement and deliverability improvements.
- Simple but effective A/B test strategy.
- Practical recommendations that can be applied in a real-world CRM environment.