

All Levels

**Customer Segmentation and Churn Analysis**

In this phase, we will identify and define the KPIs that will be used to measure sales forecasting and demand planning performance.

Duration : 8 Hours

All Levels

5 Steps

**Project Objective**

To establish a set of meaningful KPIs that enable accurate measurement and optimization of sales forecasting and demand planning.

**Inspiring Project Examples**

https://youtu.be/b2QUdg5FyiY

https://shorturl.at/uxBMS

https://shorturl.at/lsSX3

**Step By Step**

On this project, you will pass by these steps. All steps must be done to successfully complete this project.

**KPI Identification**

Identify Key Performance Indicators (KPIs) Such As Customer Lifetime Value, Customer Acquisition Cost, Churn Rate, And Customer Satisfaction Scores.

**Data Collection**

Gather Customer Data From Various Sources Such As Transaction History, Demographics, Interactions, And Feedback.

**Data Analysis**

Analyze Customer Data To Identify Patterns, Segment Customers Based On Characteristics And Behaviors, And Identify Factors Contributing To Churn.

**Data Visualization**

Create Visualizations To Present Customer Segments, Churn Rates, And Other Relevant Metrics. Use Interactive Dashboards To Monitor And Track Customer Behavior Over Time.

**Presentation**

Provide Actionable Insights On Customer Segments, Churn Risk Factors, And Recommendations For Targeted Marketing Campaigns, Personalized Offers, And Improved Customer Experiences.

**Instructor Guideline**

1. Encourage participation from all stakeholders involved in the sales forecasting and demand planning process. 2. Prioritize KPIs that are aligned with organizational goals and objectives. 3. Define clear and measurable KPI targets to facilitate ongoing performance tracking and improvement.

**Guidelines Ressources**

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