Request Team	Customer Retention Marketing
Manager Responsible	Eliza Schuyler
Date Required	EOD Monday 24th May
Data provided	Single Customer View of customers over last quarter.
Outputs Required	Customer List of 500 most likely to churn. Customer List of churn risk. Information presentation Deck
Description	

The retention team would like to use data to inform our decision making. We'd like you to produce an information presentation deck that we can share with the team to inform them on the state of play of retentions.

- Demographics of churners. **What do they look like in terms of gender, age, family makeup etc and what products do they have? Why are they churning?**
- What factors make a person more likely to stay? We'd like to be able to brief the new customer team on the best scenario for sign-ups. We can offer an incentive of $2.50 on one metric for the team, for example they could receive $2.50 for every customer they sign up on to online-security.
  What factors most influence someone churning?
  What sign up factor should we incentivise?
- We have budget for 500 mailers to customers we think are at risk of churning. Typically we have a 20% uptake rate on the offers in these mailers.
  Which customers should we send this to? (please provide list)
- When talking with a customer, we'd like the customer service team to have an indication of that person's churn risk. We'd like the churn likelihood of all of our remaining customers.
  What is the churn risk of our remaining customers? (please provide list)