

Marketing Analytics Project Report

Customer Behaviour Analysis

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Introduction

Customer behavior analysis seeks to understand the behavior of customers to predict customers deciding to stop using the product which is churn.

Businesses need to analyse customer turnover since it is critical to maintaining income, increasing customer lifetime value, and gaining a competitive advantage in the marketplace. It gives decision-makers a data-driven basis, enabling them to optimise their product offers, enhance consumer happiness, and adjust their marketing tactics.

Churn analysis lowers attrition for businesses by pointing out issue areas, serving as an early warning system, and directing improvements to products and services. It also makes it possible to allocate resources effectively and create focused strategies for keeping customers.

Customer churn research is a vital tool for firms looking to maximise income and customer retention while remaining adaptable to changing customer needs since it provides insights into customers and tracks the efficacy of marketing campaigns.

By looking at the data with all the variables aka behaviours we can find value in comparing it with churn and seeing if there are any possible correlations.

Data Exploration

The dataset provided didn't have any NULL values. There were two categorical columns in this dataset and the rest were numerical. The dataset had outliers and were removed by using the interquartile range.

Recommendations

* The location codes' percentage of churns is comparable, suggesting that geography may not be a reliable predictor of churn.

* Consumers that have activated push status are less likely to churn, therefore encouraging consumers to do so could help reduce churns.

A few reasons could be because of:

1. **Irrelevant Content:** Users may become disengaged from push notifications if they don't relate to their interests or behaviour. Users may view the app as unhelpful and opt to quit using it if they receive notifications that do not correspond with their preferences or prior interactions with it.
2. **Overwhelming Frequency:** It might be bothersome and invasive to inundate users with push notifications. To lessen the disruption in their everyday life, users may decide to remove the app or stop push notifications if they are overloaded or irritated by the continuous messages.
3. **Bad Timing:** Push notifications that are sent at odd hours, like late at night or during the workday, can be annoying and cause users to leave the app or leave poor reviews. Such notifications could be perceived by users as an infringement on their privacy or daily schedules.
4. **Clickbait or Deceitful alerts:** Clickbait or deceitful alerts can get users to launch an application, but they may leave disappointed if the content within falls short of their expectations. Such strategies can cause churn and undermine confidence.

* Compared to clients without their credit card information saved, those who have it saved on the side are much less likely to experience turnover. This implies that churns may be reduced if the store encourages customers to save their credit card information.

. This makes sense because consumers who are confident in the brand are also confident about their credit card information. Greater trust decreases the likelihood of clients quitting your company.

Conclusion:

Through customer behaviour analysis businesses can predict and prevent customer churn by identifying customers who are more likely to churn and implement prevention strategies to retain the customers.