Executive Summary

Situation:

Our analysis focuses on improving customer retention and reducing churn for the client's SME division. The business faces challenges in maintaining customer engagement, leading to revenue losses.

Complication:

The current customer attrition rate is significantly impacting profitability. Key factors contributing to churn include lack of personalized engagement, competitive pricing from rivals, and inefficiencies in service delivery.

Question:

How can we leverage data-driven insights to predict and mitigate customer churn effectively,improving retention and revenue growth?

Answer:

- **Key Insight:** Our predictive model achieves an accuracy of XX% in identifying customers at high risk of churn, enabling proactive retention strategies.

- **Impact:** Implementing targeted retention measures based on model insights could lead to an estimated Y% increase in customer retention and Z% growth in revenue.

- **Recommendation:** We propose a phased implementation of personalized engagement strategies, pricing adjustments, and service enhancements to maximize customer lifetime value.

Next Steps:
- Pilot the churn prediction model with a test segment.

- Evaluate retention strategy effectiveness and refine as needed.

- Scale implementation across the SME division for long-term impact.

This approach ensures a data-driven strategy to enhance customer loyalty and sustain revenue growth.