

Analysing the Customer Churn

13 August 2024 21:27

CASE STUDY : Analyzing Customer Churn

What are Metrics?

- Metrics are quantifiable measures that track specific aspects of business performance or processes.
- They provide raw data points, offering insights into the health, progress, and outcomes of various business activities.

Key Metrics

 Edit

TTM PE Ratio	PB Ratio	Dividend Yield	Sector PE	Sector PB	Sector Div Yld
27.38	5.33	0.54%	17.67	2.48	0.84%

Financial Year	2021	FY 2022	FY 2023	FY 2024	TTM
Total Revenue	83.05	31,648.05	41,419.93	54,990.15	58,590.26
EBITDA [‡]	317.53	9,888.35	16,013.24	19,992.89	20,750.75
PBIT [‡]	92.26	9,503.78	15,527.86	19,309.57	20,023.71
PBT [‡]	92.26	9,503.78	15,527.86	19,309.57	20,023.71
Net Income [‡]	19.82	7,028.23	11,507.69	14,451.17	14,926.26
EPS	73.57	116.67	190.57	236.43	241.52
DPS	10.00	20.00	30.00	36.00	66.00
Payout ratio	0.14	0.17	0.16	0.15	0.27

What are Key Performance Indicators (KPIs)?

- KPIs are a subset of metrics specifically chosen to monitor critical success factors in alignment with a business's strategic goals.
- They highlight areas of success and expose where adjustments are needed, making them instrumental for decision-making.

Superstore

- Revenue
- Profit
- Total Quantity
- Return Quantity

- Total Quantity
- Return Quantity

Analyzing the Customer Churn

the customer who moved to other brand.

- Financial Metrics

- Profit margin
- Return on investment (ROI)
- Revenue
- Net income
- Customer acquisition cost (CAC)

- **Financial Metrics**

- Profit margin
- Return on investment (ROI)
- Revenue
- Net income
- Customer acquisition cost (CAC)

Elaborate each one of the term, and add some formulae to calculate individual metrics. Also provide some real time business example where this KPI are used.

- Sales Metrics

- Sales growth
- Lead-to-close ratio
- Average deal size
- Sales cycle length

- Customer-Related Metrics

- Net Promoter Score (NPS)
- Customer satisfaction (CSAT)
- Customer churn rate
- Customer lifetime value (CLV)

- Customer Churn Rate
- Customer lifetime value (CLV)

BATCH	No. Of Learners	Module No.	No. Of Feedback	% Feedback	Success Manager	Educator	EA	Count of Respondents (+)	Count of Neutral Respondents	Count of Respondents (-)	Promoter %	Neutral %	Detractors %
DS-09	90	M1-Regular Batch	48	53.33%	Soumya	Krishna	Akash	34	10	4	70.83%	20.83%	8.33%

- Marketing Metrics
 - Website traffic
 - Conversion rate
 - Cost per lead (CPL)
 - Social media engagement