HEMA
PROJECT

# Diagnostic Analytics Dashboard

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**Dashboard pinpoints customer churn reasons (online security, payment, tech support, contract) for targeted retention strategies.**

# ACCESS AND SOURCES

HEMA_6080_Project_Sprint02 Public Dashboard

# AUDIENCE

anyone at Disney involved in decision-making processes to reduce customer churn

- decision makers (CEO, CFO)
- marketing team
- product development operations team

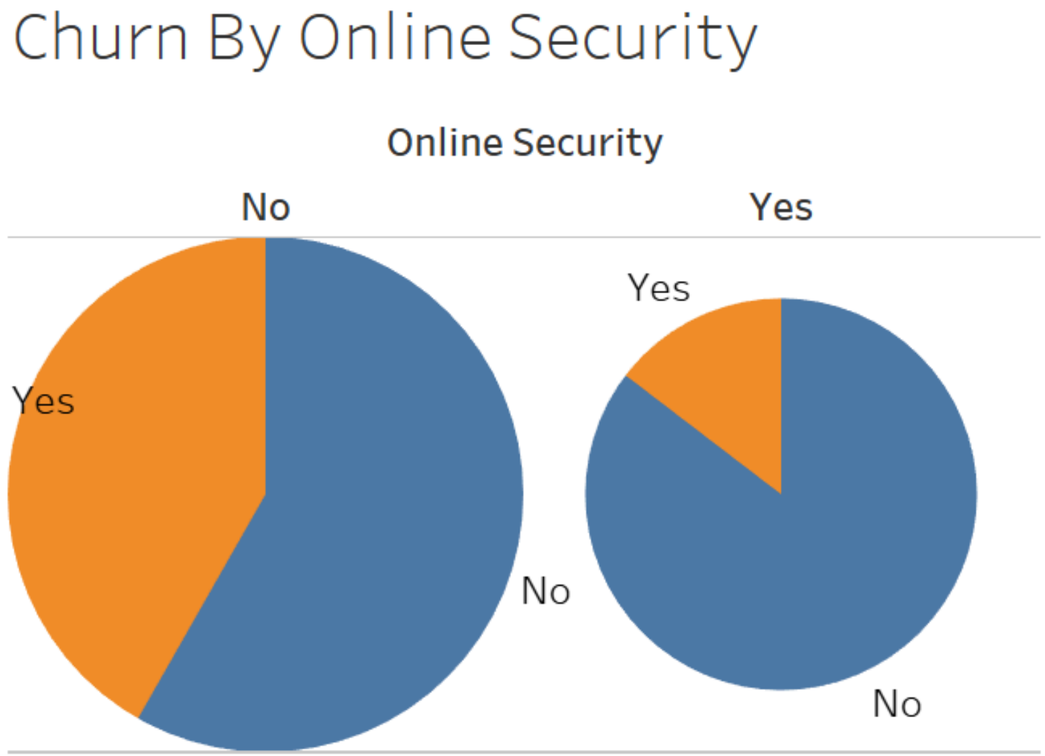
# ONLINE SECURITY LEADS TO GREATER CUSTOMER LOYALTY

## Recommendation

- Promote online security features
- Offer initial free trials + bundled security service discounts to demonstrate value
- Simplify the security setup process

## Prediction

- Decrease in churn
- Better customer satisfaction
- Increase in overall customer lifetime value



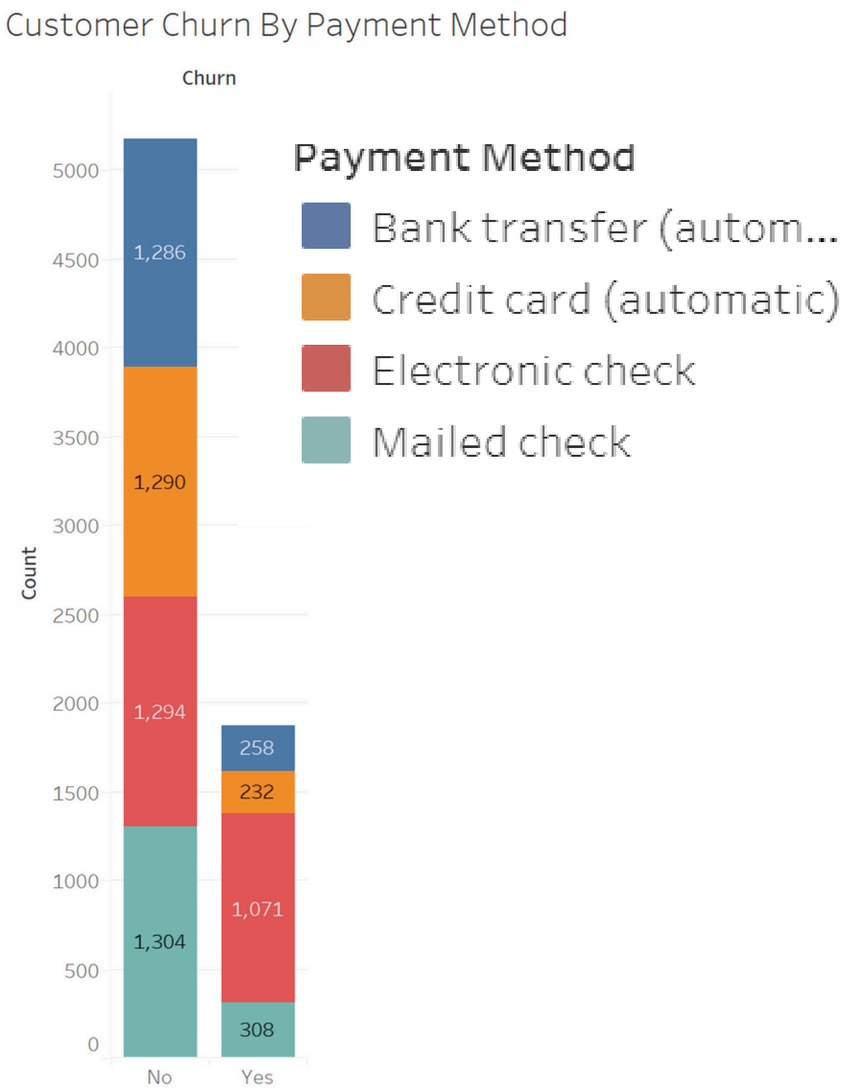
# ELECTRONIC CHECKS RELATE TO CHURN

## Recommendation

- Focusing on enhancing customer support and security features
- Revise payment options there is notable churn associated with the Electronic check method.

## Prediction

- Implementing targeted support for customers using electronic checks
- Bolstering online security + tech support services



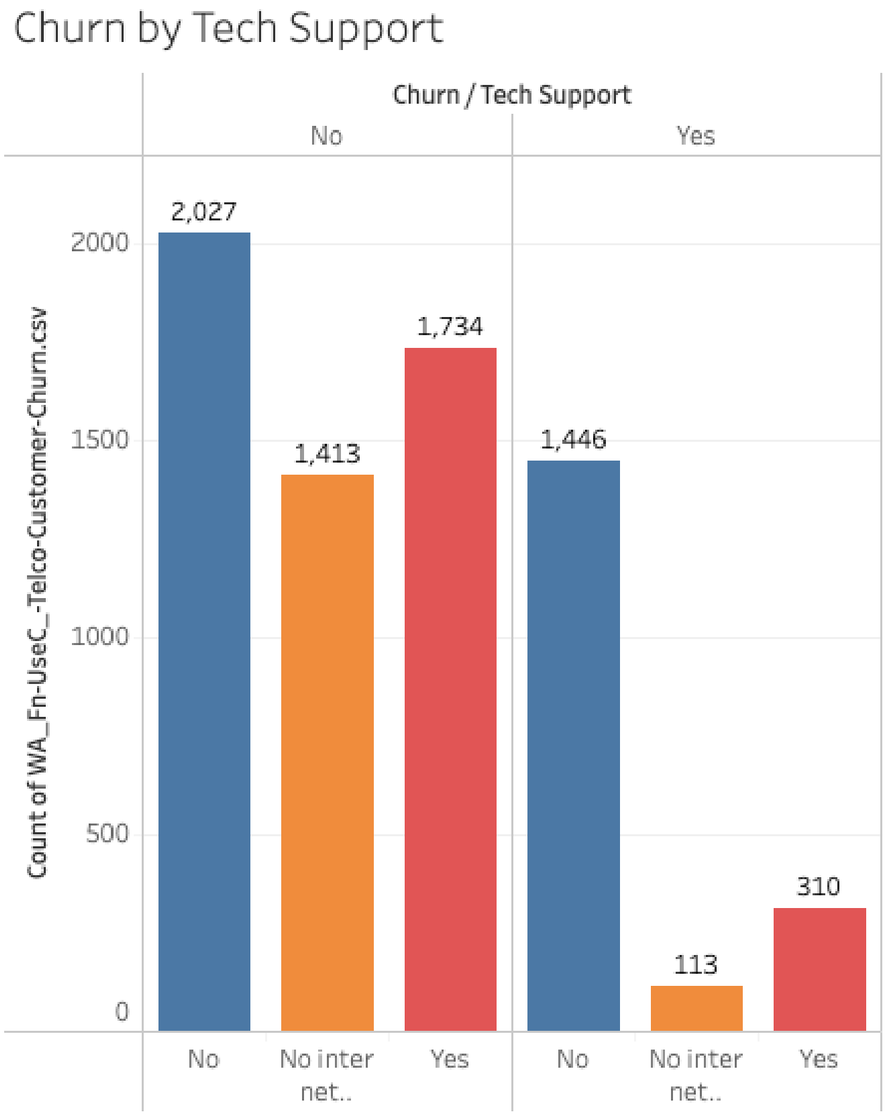
# NO TECH SUPPORT INCREASES CHURN

## Recommendation

- Communicate the importance of tech support
- Simplify the tech support process
- Send targeted reminders and notifications

## Prediction

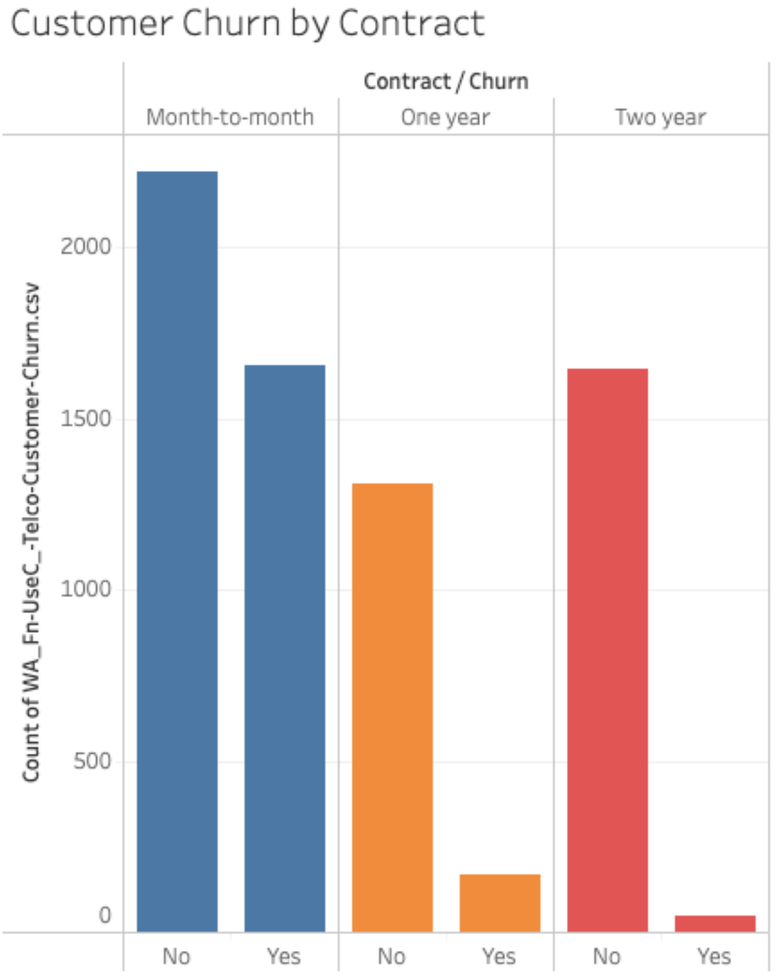
- Increase in customer retention
- Enhance brand reputation
- Higher engagement and use



# LONGER CONTRACT LENGTH MEANS LESS CHURN

## Recommendation

- Encourage customers to commit to longer-term contracts through incentives

## Prediction

- Decrease churn
- Cost savings from lower CAC
- Stable revenue streams