

Executive summary

Situation:

- PowerCo has a problem with customer churn, they believe it is caused by customers price sensitivities.
- One possible solution is to provide 20% to 25% off to customers who are most likely to start leaving.

The Most Important Metric:

- Customer Lifetime Value (CLV) Understanding the CLV helps prioritize high-value customers for targeted retention and loyalty.
- It enables the identification of potential upsell and cross-sell opportunities to increase overall customer value.
- Complication:
Opportunity-
 1. Determined optimal price points to maximize revenue and profit margins.
 2. Insights on price elasticity to identify opportunities for pricing adjustments.
- Impact on the bottom line:
 1. Potential reduction in customer retention and loyalty, leading to higher CLV and overall profitability.
 2. Reduction in operating costs by 20% through streamlined operations and inventory management.

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Next Steps:

- Collaborate with stakeholders to develop a comprehensive implementation plan.
- Continuously monitor and measure performance metrics to ensure sustained improvements.
- Explore additional opportunities for growth and innovation in the evolving market landscape.

Conclusion:

- Our findings provide actionable insights and strategic recommendations to enhance your business's performance and long-term success.
- By embracing data-driven strategies and leveraging our expertise, your business is poised to achieve remarkable growth and competitiveness in the industry.