Question -3



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| --- | --- | --- | --- | --- | --- | --- |
| Variable Name | Variable Description | OR | P-Value | Standard Deviations | Importance | Actionable |
| creditaa | High credit rating - aa | 0.69775 | 0.00002 | 0.34890 | 1.433178 | Yes |
| refurb | Handset is refurbished | 1.26048 | 0.02269 | 0.33938 | 1.260480 | Yes |
| occhmkr | Occupation - homemaker | 1.235300 | 0.00000 | 0.05665 | 1.235300 | No |
| actvsubs | Number of Active Subs | 0.81293 | 0.02223 | 0.62519 | 1.230118 | No |
| uniqsubs | Number of Uniq Subs | 1.20536 | 0.00046 | 0.83754 | 1.205360 | No |
| credita | Highest credit rating - a | 0.83729 | 0.01485 | 0.31078 | 1.194329 | Yes |
| retaccpt | Number of previous retention offers accepted | 0.87020 | 0.03685 | 0.12848 | 1.149161 | Yes |

1. For each actionable and statistically significant predictor variable, the retention action suggested can be the following –
2. Creditaa - To increase customer loyalty and retention, provide special discounts and rewards to clients with an excellent credit rating (aa).
3. Refurb - To encourage customers to stay on board with their subscription, give customised incentives, such as unique device offers or discounted plans, to those who purchase refurbished handsets.
4. Credita - To strengthen customer commitment to Cell2Cell, tailor programs and provide additional benefits to those with the best credit rating (a).
5. Retaccpt - Create personalized retention offers with extra features and advantages to retain clients who have already accepted prior offers.
6. For each no actionable and statistically significant predictor variable, the information obtained can used as follows-
7. Ccchmkr –This information can be provided to the marketing team so that they can get a better understanding about their customer base. With the help of this information, they can guide marketing strategies and communications targeted at homemakers.
8. Actvsubs – This information can help the Customer Support Teams in knowing how many Subscriptions are active. This knowledge can improve support services and client relations.
9. Uniqsubs – This data can be share with the product development teams. They can customize subscription plan and enhancement accordingly.