

CUSTOMER RETENTION ANALYSIS.

From the customer retention dataset that has been analyzed, we are able to tell that the dataset can't be used to train a model as it is mainly object features contained in it. It can however be used to analyze and understand why customers leave a company for another and why they stay.

For this whole thing to work, we need to know which customers are leaving, why they are leaving, to what company they are leaving, what that company offers that we don't and what customers to focus better on from now.

The first step that should be taken is data mining to the records of interaction between the customers and service providers. Moving on, the slowness of the webpage, the ads on the webpage is also a factor. The delivery of the purchased items, how easy it was to navigate the webpage, satisfaction after purchasing an item, how much of your money the company saved them compared to others. All this should be visualized to check the correlation with the target variable which is customer retention.

All the insignificant data will be deleted from the dataset and the important ones will be transformed into numerical data such that it will be usable for training the model. After this, we will start checking the dependency of each column on the target variable and determine the most important columns for the model. We will also be able to create a predictive model that will enable the company not to lose any more customers or at least the barest minimum.

After checking the dependencies of the columns, it has been found that the most important columns are customer satisfaction, saved costs, quality goods worth the price and service provider to customer relationships. It is to be noted that if out of 10 customers, 4 are asked how they see the company services and satisfactory answers are gotten, it is enough to convince the mass of how good the company is. One thing that helps a company retain customers as well is reviews and feedback. When customers speak of the company, they want to speak with pride and say good about the company or whether they want to rate the company down depends on the things mentioned above. The bonus side to this is that company can easily detect their mistake and fix it before it leads to the loss of customers. Throughout the process, to continue to ensure that customers get maximum satisfaction and are retained, the relationship with the company must be remarkably good. The price of the goods mustn't be too high however the quality has to be a good one. These are important factors in keeping customers satisfied.

A couple of changes to be made to the company to ensure that customers are retained include:

- ❖ All the documents should be verified by the operation department.

- ❖ All the policies should be updated time to time according to the company's requirement.
- ❖ Proper trainer should be provided to the agents.
- ❖ The webpage should be detailed yet simple, easy to navigate.
- ❖ Friendly atmosphere should be there by proper interaction and activates with customers.
- ❖ Misguidance and self-benefit should be avoided by disclosing all the scheme and commission related thing.
- ❖ The customers should always be satisfied at the end of the purchase.
- ❖ The relationship between the company and the customer has to be of good quality.