CUSTOMER CHURN PREDICTION MODEL

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PROBLEM STATEMENT

Customer churn is a crucial concern for businesses across sectors. Understanding customer behaviors, identifying key factors contributing to churn, and predicting when customers are likely to churn are vital for reducing revenue loss and enhancing customer retention strategies.

WHAT IS CUSTOMER CHURNING

Customer churn is when customers stop using a company's products or services.

Importance: High churn rates indicate issues and can impact revenue and profitability.

Retaining existing customers is cheaper than acquiring new ones, making churn reduction crucial for sustainable growth.

Calculation: It's calculated as the percentage of customers lost within a specific time frame.
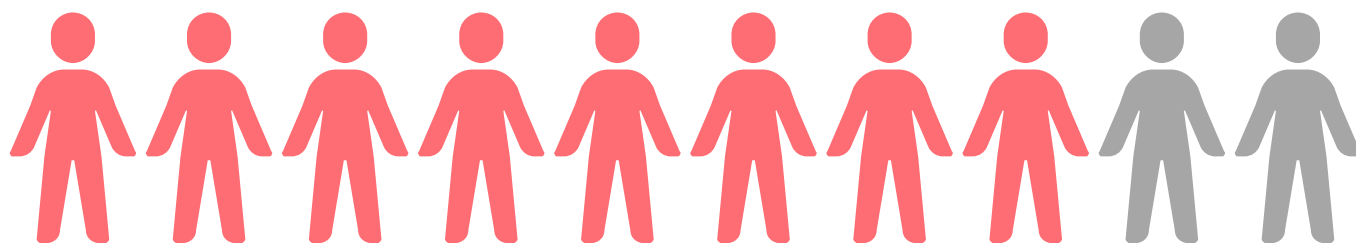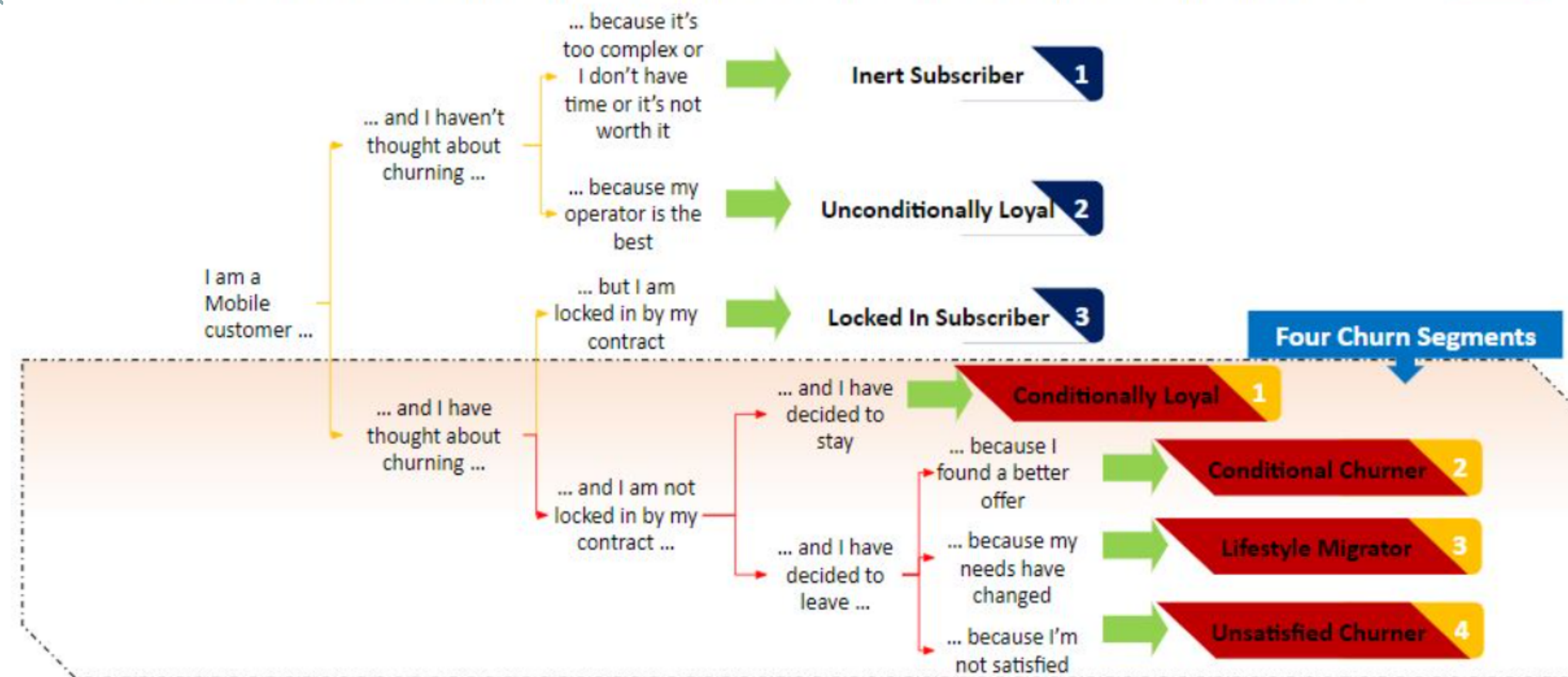
Retention Strategies: Improving service, enhancing products, loyalty programs, and targeted marketing help retain customers.
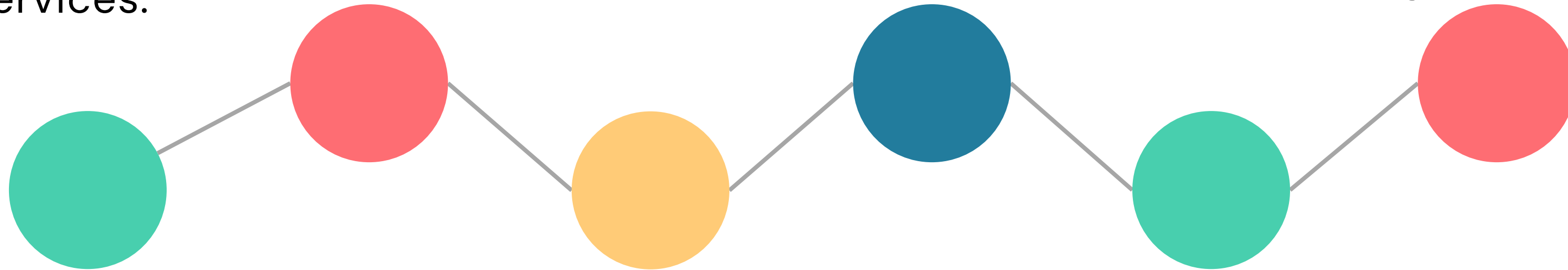
WHAT ARE THE DIFFERENT CHURN SCENARIOS ?
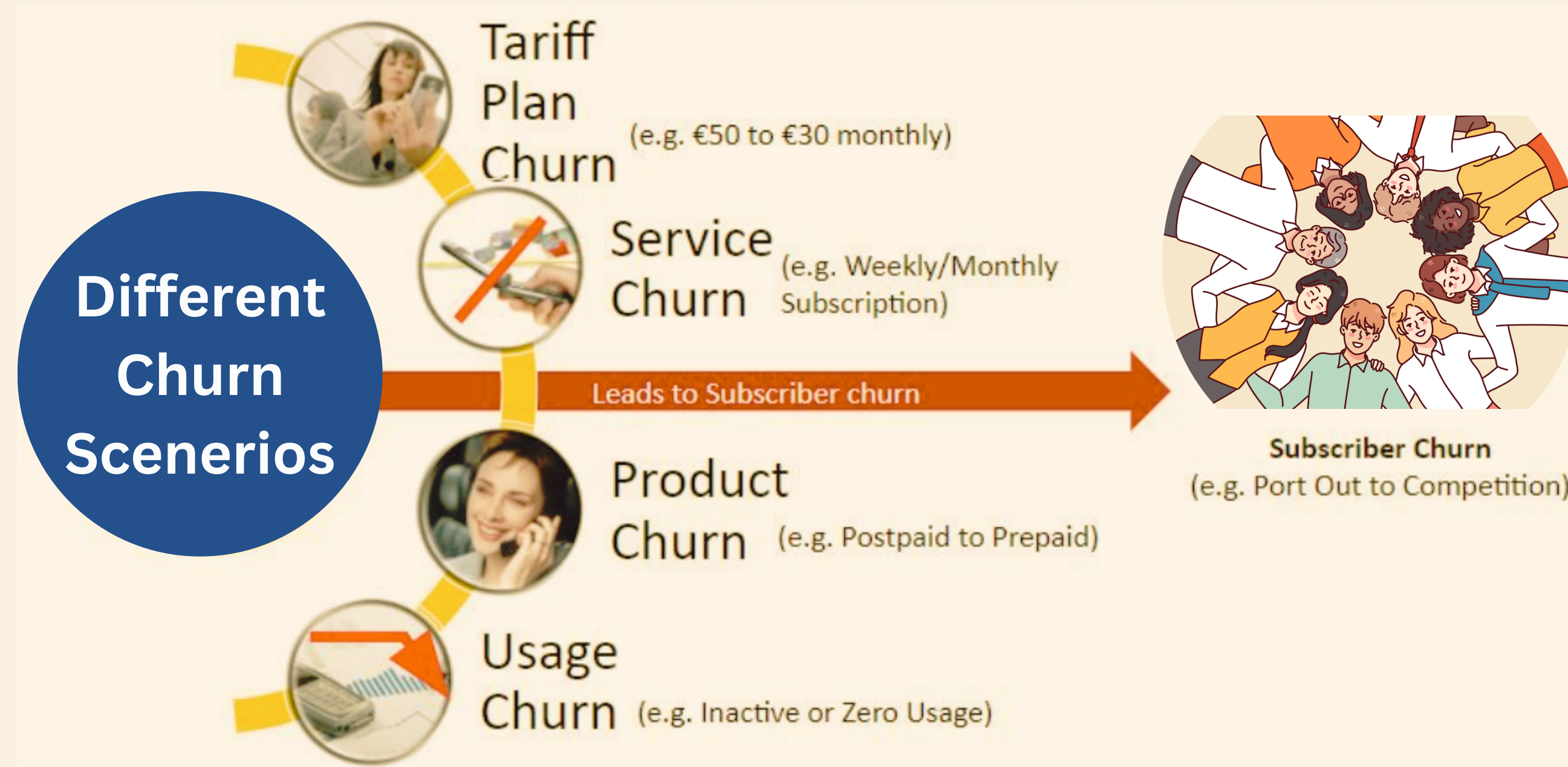
DECISION CYCLE OF A SUBSCRIBER ?

WHAT ARE THE DIFFERENT CHURN SEGMENTS ?

01 - HIGH-RISK CHURN SEGMENT

02 - LOW-ENGAGEMENT CHURN SEGMENT

03 - COMPETITIVE CHURN SEGMENT

04 - PRICE-SENSITIVE CHURN SEGMENT

05 - SERVICE QUALITY CHURN SEGMENT

06 -LIFECYCLE CHURN SEGMENT

07 - SEASONAL CHURN SEGMENT

THANK YOU