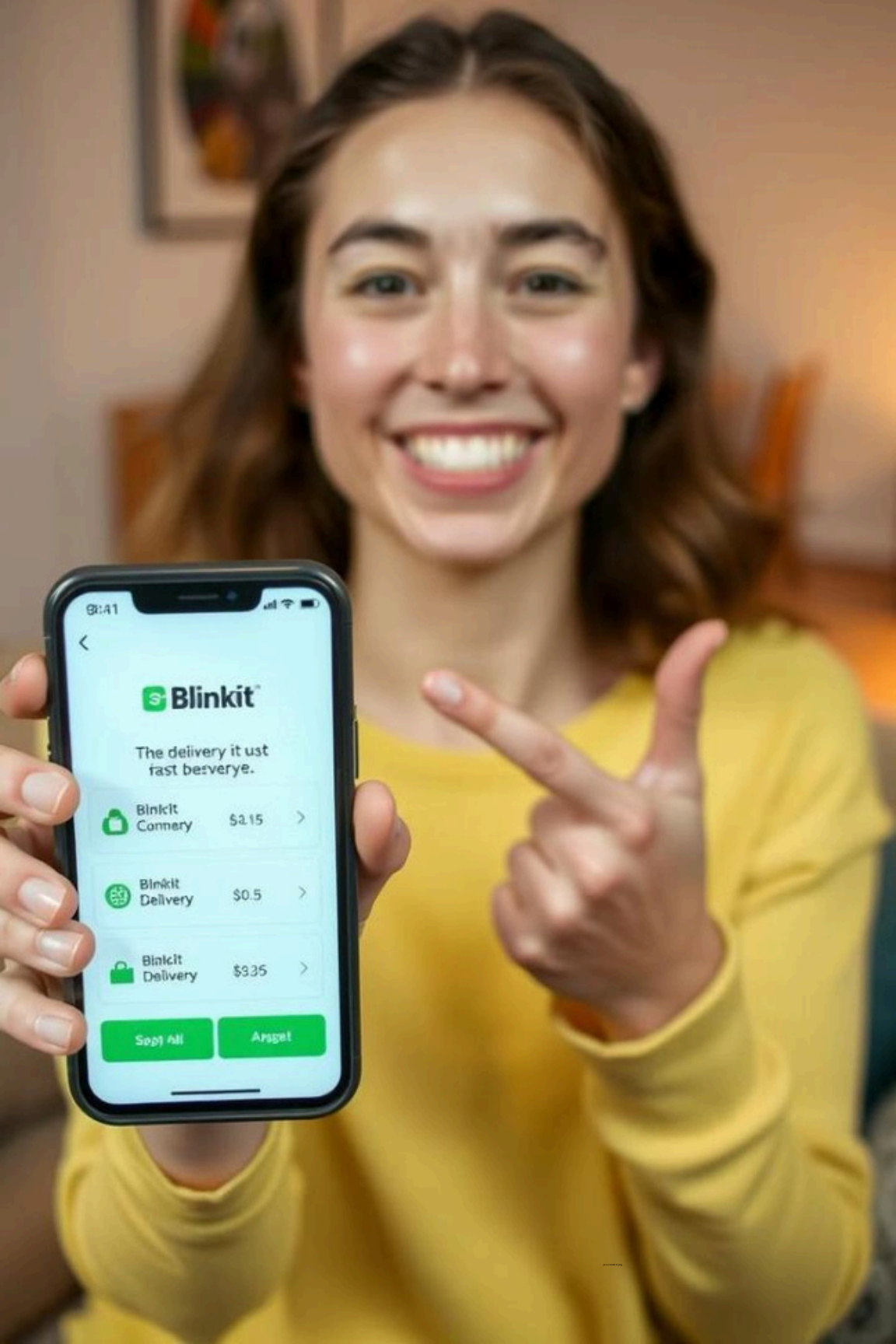


# Tackling Customer Churn at Blinkit

| SL.No | NAME             |
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Implementation link: <https://github.com/RutikaW1155/Blinkit-Customer-Churn-Analysis.git>



# Insights from the Churn Dataset

## Customer Demographics

Analyze customer demographics to understand which segments are most prone to churn. Identify factors like age, location, and income.

## Order Frequency

Examine order frequency and identify patterns of reduced activity before churn. This can help determine the trigger points for churn.

## Order Value

Analyze average order value to see if lower-spending customers are more likely to churn. This can help identify price-sensitive customers.

# Trends and Churn Drivers

## 1 Delivery Delays

Frequent delivery delays can lead to customer frustration and increased churn. Ensure timely delivery and communicate delays proactively.

## 2 Price Increases

Unexpected price hikes can be a major churn driver. Be transparent about pricing changes and offer incentives to retain customers.

## 3 Limited Product Selection

A lack of product variety can lead to customer dissatisfaction. Regularly expand product offerings and cater to diverse customer needs.

## 4

## Billing Delays

Customers with frequent billing delays are more likely to leave.

## 5

## Support Calls

Customers who make more support calls are more likely to leave, possibly because they face unresolved issues.



# Actionable Strategies

## Improved Delivery Operations

Optimize delivery logistics to minimize delays. Implement real-time tracking and accurate delivery estimates.

# Targeted Pricing Strategies

Offer personalized discounts and promotions based on customer behavior and purchase history.

Implement tiered pricing based on order frequency.

# Enhanced Product Catalog

Expand product offerings to cater to diverse customer needs. Conduct market research to identify popular and niche products.

## Retain At-Risk Customers

Focus on customers with frequent billing delays or support calls—these are the most likely to leave. Pay special attention to newer customers (short tenure) and keep them engaged.





# Proactive Retention Strategies



## Loyalty Programs

Implement a loyalty program with points, rewards, and exclusive offers to incentivize repeat customers.



## Customer Feedback

Actively solicit customer feedback through surveys and reviews to understand pain points and address them promptly.



## Personalized Recommendations

Leverage data analytics to provide personalized product recommendations and targeted promotions based on customer preferences.



# Conclusion and Appendix

