Otter Churn Project – Setup & Usage Instructions

1. Installation

1. Clone or download the project folder.

- Create and activate a virtual environment:

```
cd otter_churn_project

python -m venv .venv

source .venv/bin/activate
```

2.
- Install dependencies:

```
pip install -r requirements.txt
```

2. Data Preparation

Place the three provided CSV files into the `otter_churn_project/data_raw/` directory with the following exact names:

- `oa_churn_requests_sample.csv`

- `oa_account_dimensions_sample.csv`

- `oa_product_activity_sample.csv`

3. Running the Pipeline

Execute the Python runner to process the data end-to-end:

- `python notebooks/otter_churn_starter.py`

This will:

- Run the DuckDB SQL pipeline

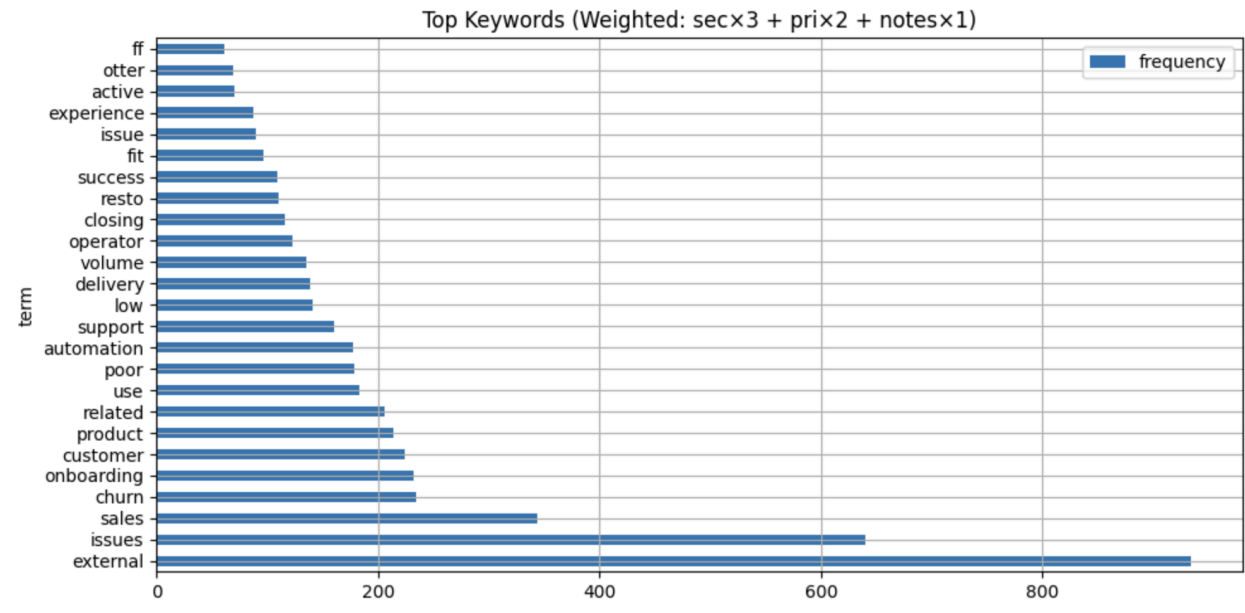- Build features (7-day / 30-day lookbacks, adoption breadth, days since last use)

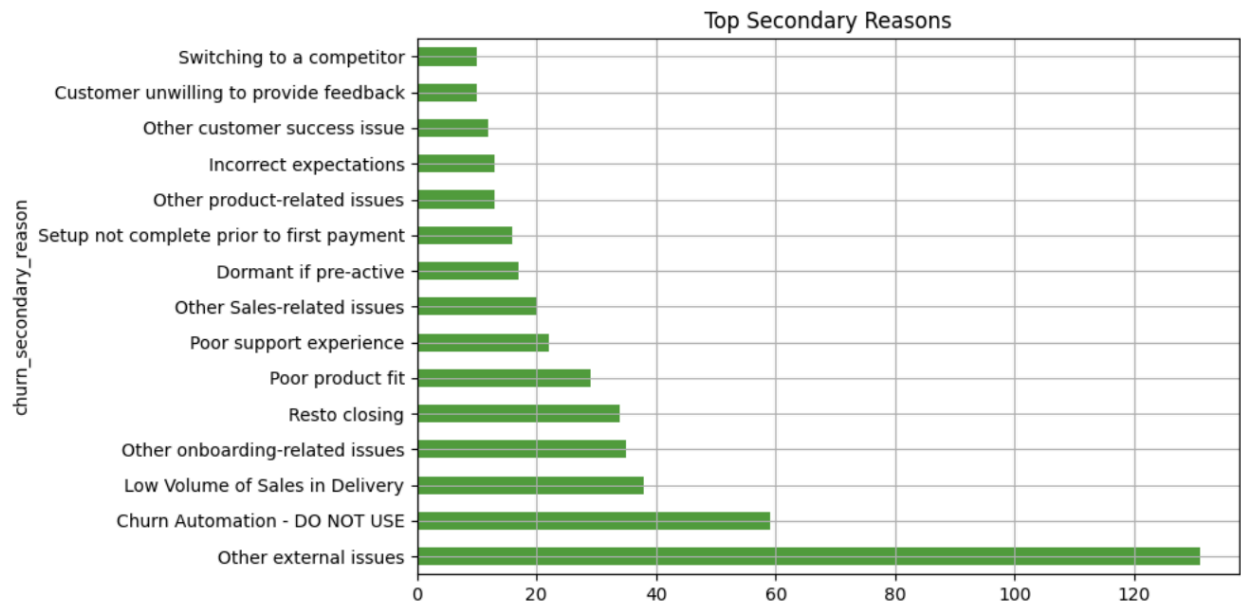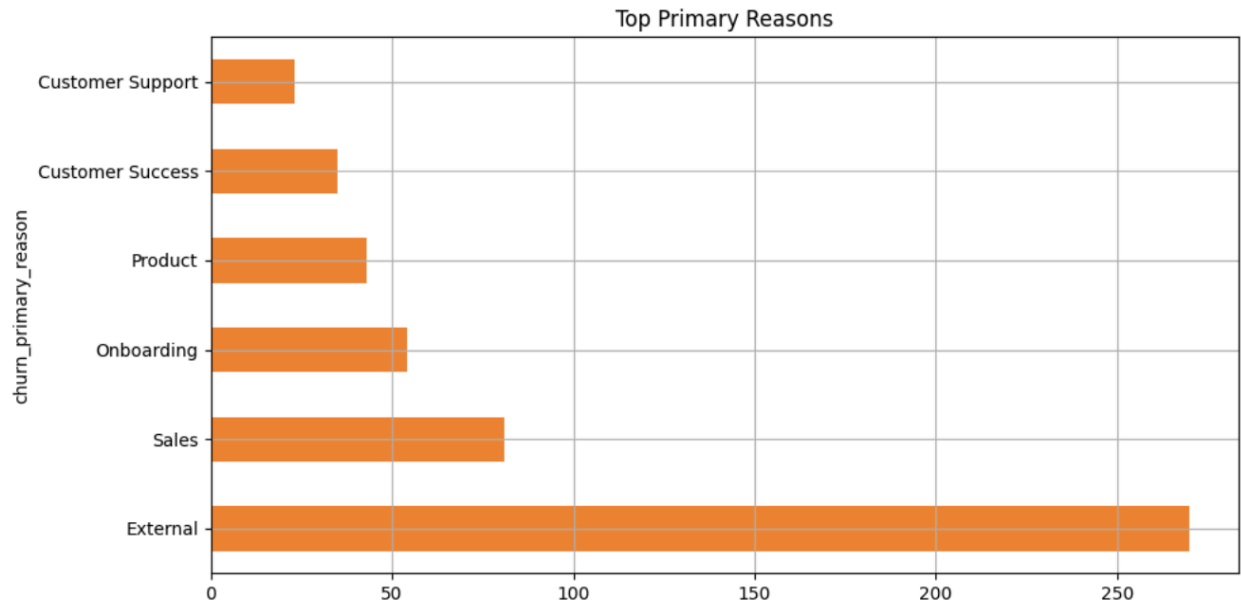- Export cleaned datasets into `data_work/`
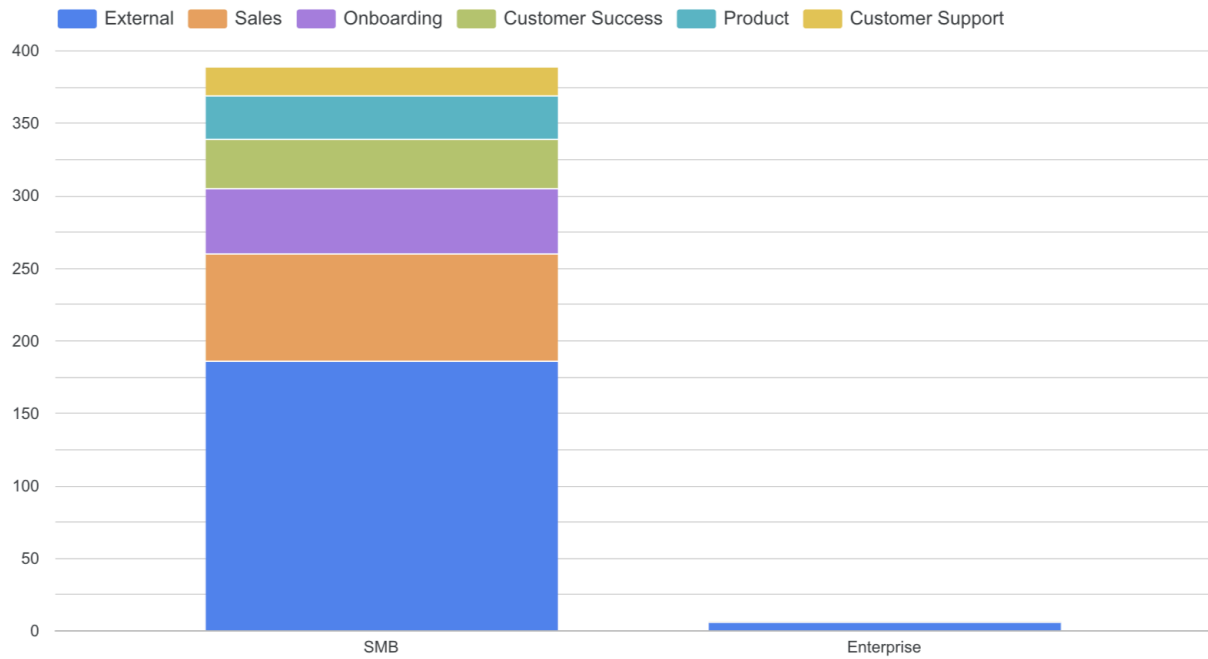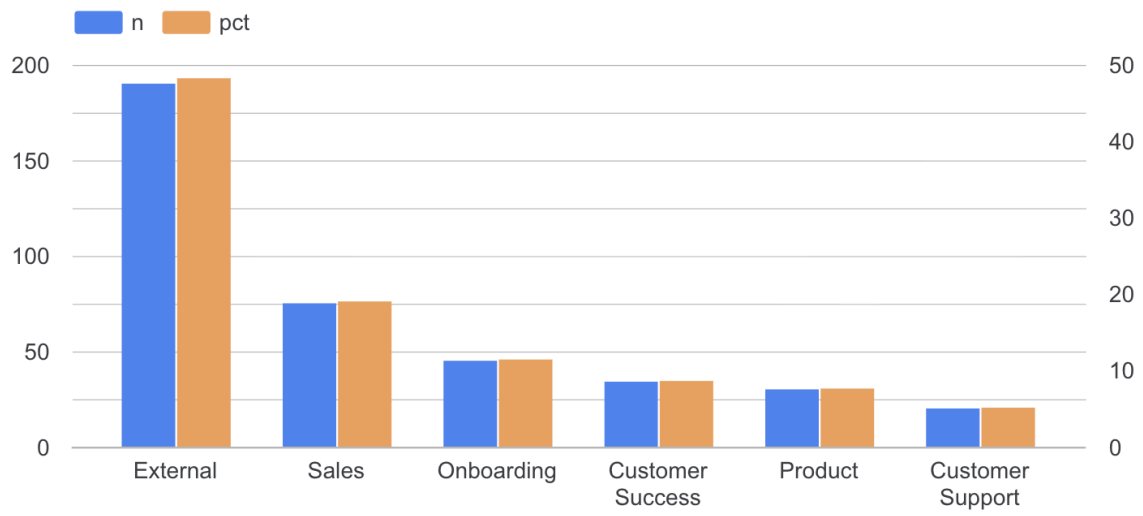
4. Output Files

The script will produce:

- `kpi_churn_trend.csv`

- `top_reasons.csv`

- `reasons_by_segment.csv`

- `risk_indicators.csv`

Visualizations -

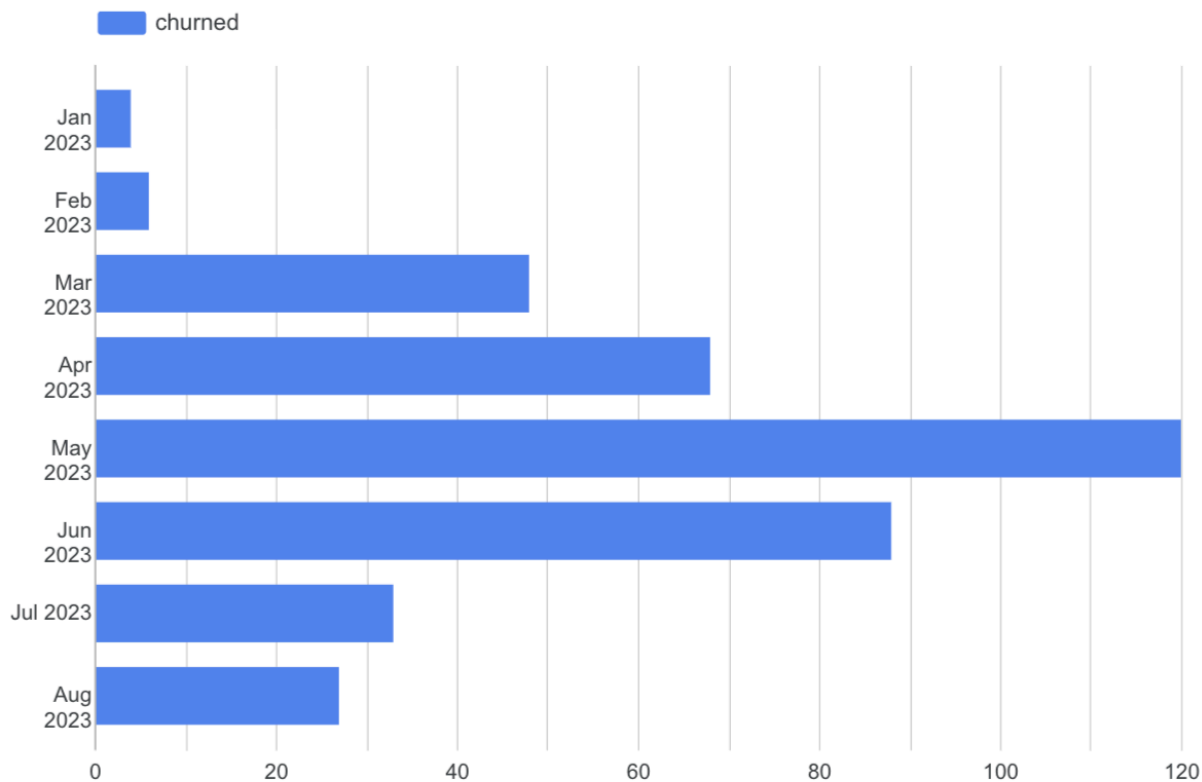Top Keywords (Weighted: sec×3 + pri×2 + notes×1)

Word Cloud — Weighted Reasons + Notes

Top Primary Reasons

churn_primary_reason	
Customer Support	22
Customer Success	34
Product	43
Onboarding	54
Sales	80
External	270

Top Secondary Reasons

churn_secondary_reason	
Switching to a competitor	10
Customer unwilling to provide feedback	10
Other customer success issue	12
Incorrect expectations	13
Other product-related issues	13
Setup not complete prior to first payment	15
Dormant if pre-active	16
Other Sales-related issues	19
Poor support experience	21
Poor product fit	27
Resto closing	33
Other onboarding-related issues	34
Low Volume of Sales in Delivery	37
Churn Automation - DO NOT USE	59
Other external issues	130

churned

Jan 2023	
Feb 2023	
Mar 2023	
Apr 2023	
May 2023	
Jun 2023	
Jul 2023	
Aug 2023	

0   20   40   60   80   100   120

Average Days Since Last Used
1.26

Average Events (30d)
25.18

Average Active Users (30d)
21.27

https://lookerstudio.google.com/reporting/2c209fc4-921b-4de9-8afd-cd5c0f19cc6e