

# IIT GUWAHATI'S STRATEGY STORM 2025

Global Business  
Case Competition



ROUND 2

# Blinkit Customer Churn Analysis

## Background

Blinkit, a leading player in the quick-commerce space, is experiencing declining customer retention rates. Loyal customers significantly contribute to revenue, but a substantial percentage churn after a few months. Addressing this challenge is essential for sustaining growth, improving profitability, and maintaining a competitive edge in the fast-paced quick-commerce space..

## Problem Description

To effectively reduce churn, Blinkit must analyze the underlying factors influencing customer behavior. This includes insights from market research into the quick-commerce model and, optionally, an analysis of the Churn Dataset ([Link](#)). The objective is to identify key drivers of churn and develop actionable strategies to enhance customer retention and satisfaction.

## Key Deliverables

### 1. Insights from Research and Analysis:

- Summary of key findings derived from market research and/or optional dataset analysis.
- Exploration of churn drivers, trends, and factors influencing customer behavior.

### 2. Actionable Strategies:

- Detailed, data-driven recommendations aimed at reducing churn and enhancing customer retention.
- Tailored strategies addressing both operational improvements and customer engagement initiatives.

## Objective

To provide Blinkit with actionable insights and strategic recommendations to effectively reduce customer churn and enhance long-term customer engagement.

## Final Submission Format

1. 3-page business deck (Excluding Intro, Outro and Appendix)
2. Optional PDF document: Detailed analysis from dataset insights.
3. Optional dashboard link: Interactive visualizations of churn trends and strategies.

## Submission Deadline

11:59 PM, 5th January 2025