

# CLIENT SEGMENTATION AND RETENTION ANALYSIS FOR RAFTAAR



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BDM Project





# ABOUT THE BUSINESS



- Raftaar is a recreational karting and café venue in Pune.
- Offers karting sessions to individuals, families, and corporate groups
- Hosts regular events and private bookings
- Offers beginner-level driver training for motorsport enthusiasts
- Raftaar offers track rentals and includes a state-of-the-art café alongside a professional race track.

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## Project Objective:

To identify patterns in customer behavior using operational data and propose actionable strategies to improve retention and engagement.

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## Data Source :

Primary data collected from Racefacer between 2 Feb 2024 – 2 Jan 2025; includes 20,603 customers with demographic and behavioral attributes.



# PROBLEM STATEMENT & OBJECTIVES

**Problem 1:** Raftaar faces a high volume of one-time visitors and poor customer retention, affecting long-term business growth.

**Problem 2:** Engagement beyond the initial session is low, limiting lifetime value despite a high number of new customer registrations.

To address the challenges, six behavioral problem areas were identified and analyzed.

- High Dormancy Among Customers
- Low Repeat Visit Rate
- Weak Session-Level Engagement
- Dormancy Within Core Age Groups
- Geographic Variation in Repeat Behavior
- Inactivity Among Opted-in Users



# DATA & METHODOLOGY

- Source: Exported from Racefacer CRM
- Period: 2 Feb 2024 – 2 Jan 2025
- Records: 20,603 customer entries
- Raw Variables: Name, Age, City, Country, Heats, Visits, Registration Date, Last Visit
- Derived Fields:
  - Recency (in days)
  - Repeat Visitor Flag (Visits > 1)
  - Dormant Flag (Recency > 30)
  - High Engagement Flag (Heats > 3)
  - Age Group (IFS formula logic)

## Analytical Methodology

- Cleaned missing values & standardized date formats
- Calculated Recency using:
  - Recency = 2 Jan 2025 – Last Visit
- Created segmentation flags using IFS, DATEDIF, and COUNTIF
- Used Google Sheets: Pivot Tables, Filters, Formulas
- All metrics used to address six sub-problems derived from the original two
- Used this formula for Age-group segmentation
  - `=IFS(Age<18, "<18", Age<=25, "18–25", Age<=35, "26–35", Age<=45, "36–45", Age<=60, "46–60", Age>60, "60+")`

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Name	Email	Age	Age-Group	Date of Birth	Phone	Country	City	Postal Code	Heats	Visits	Registered at	Last Visit	Last Visit Day	La
4017	Sujash Bharadwaj	bharadwaj.sujash@gmail.com	20	18–25	10 Jan 2004	+918317239887	India	Pune		22	16	5/29/2024	12/23/2024	Monday	Da

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# BEHAVIORAL ANALYSIS

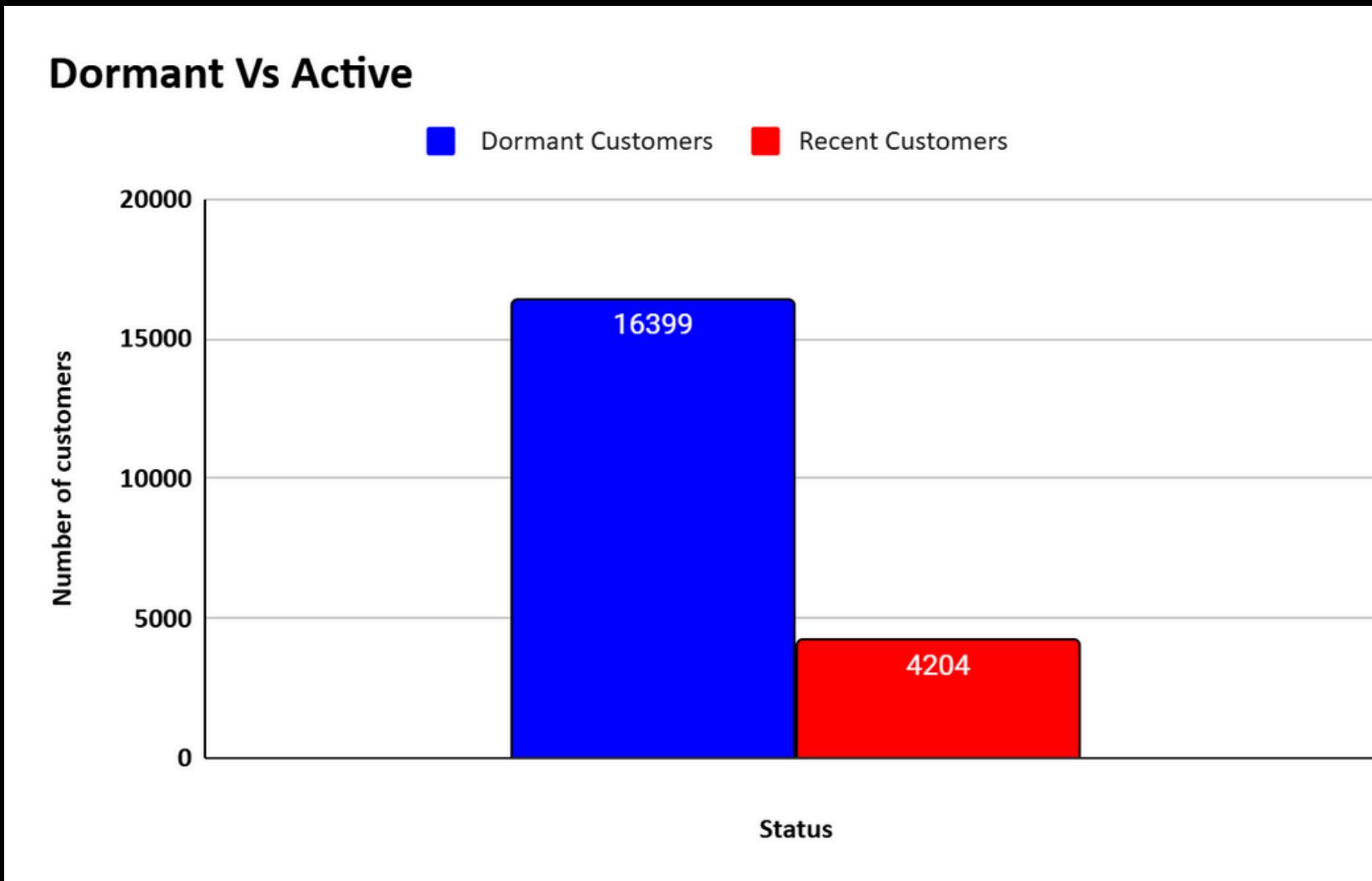


Figure 1. Dormant vs Active Customers

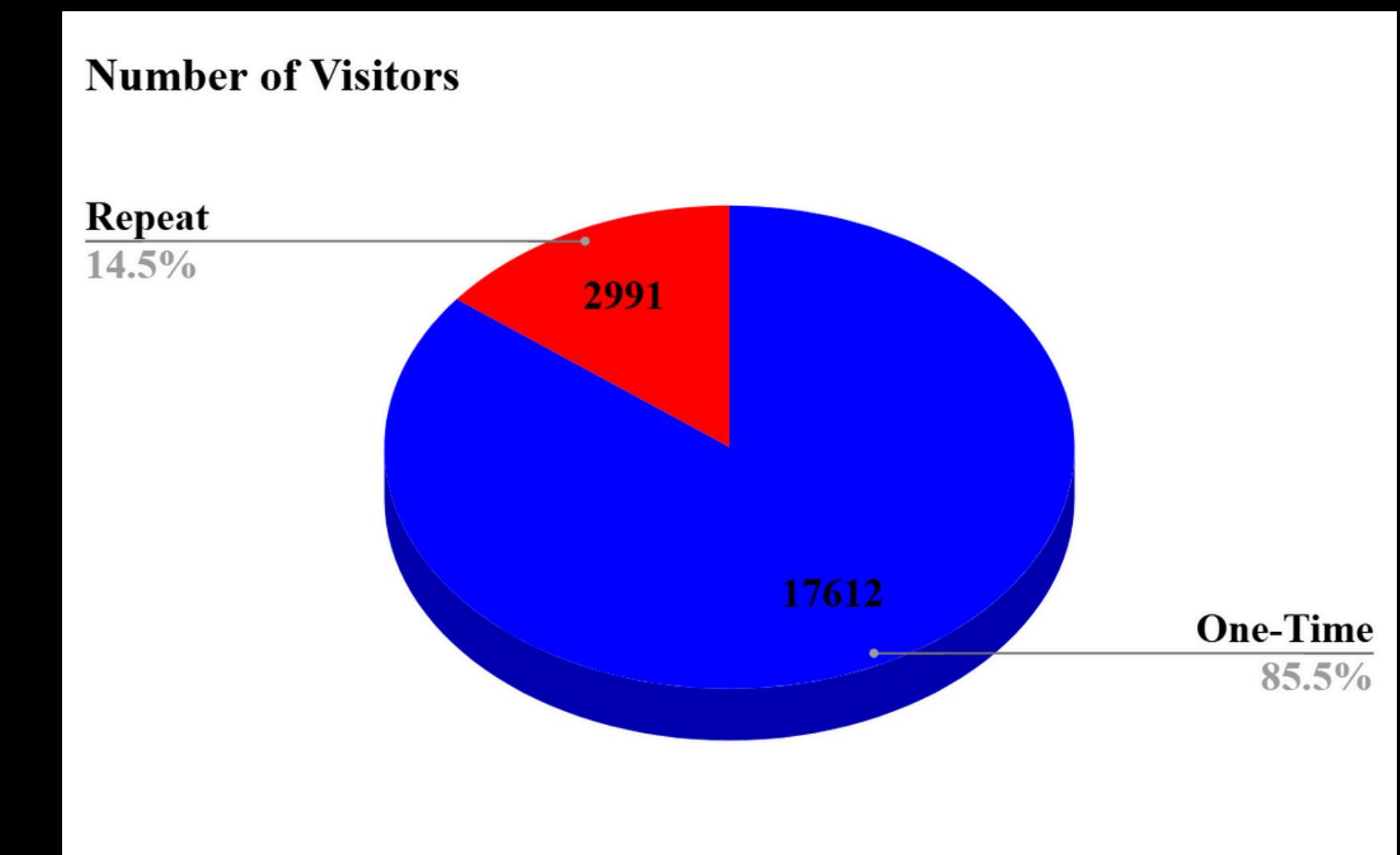


Figure 2. One-Time vs Repeat Visitors



# BEHAVIORAL ANALYSIS

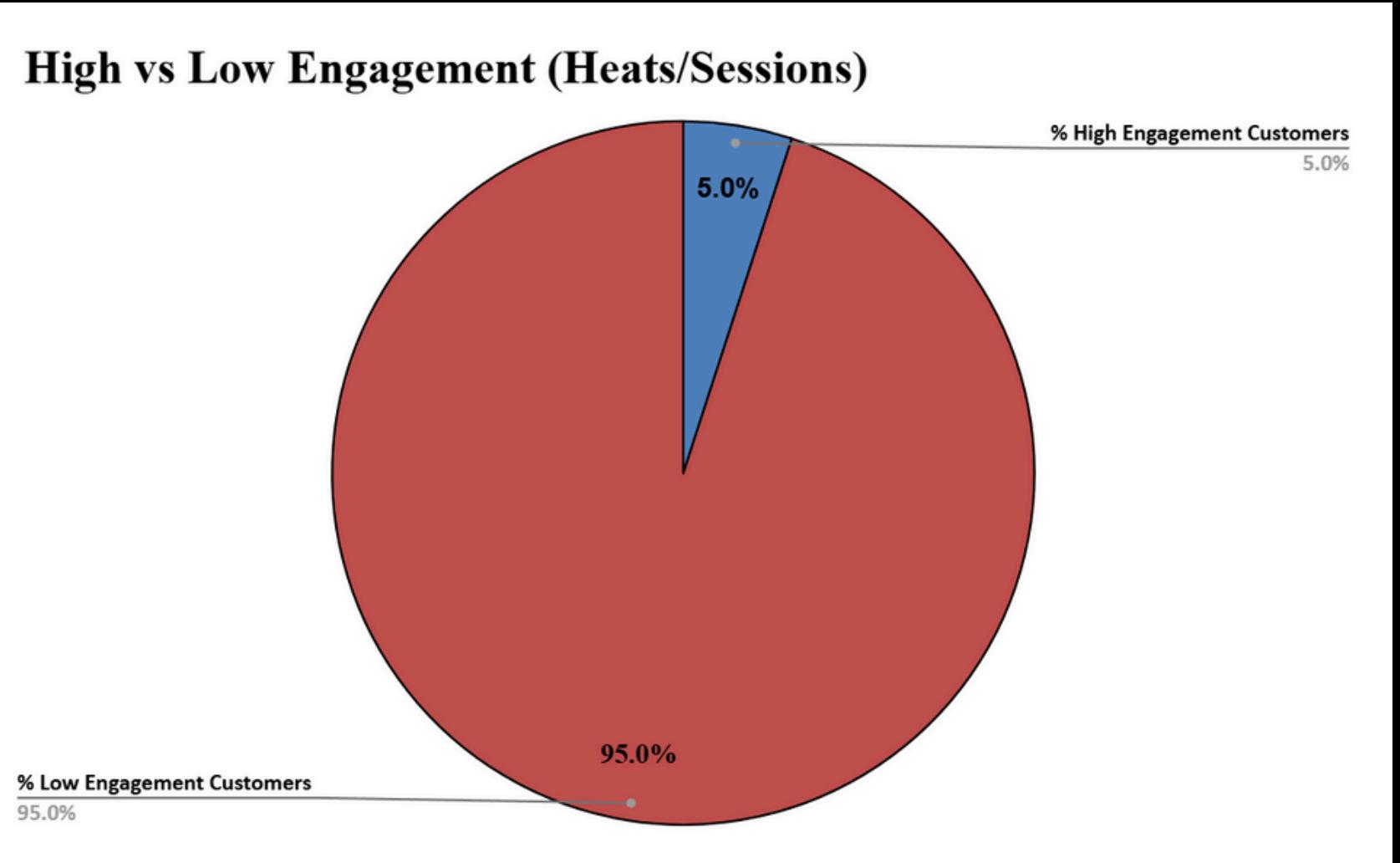


Figure 3. High vs Low Engagement (Heats)

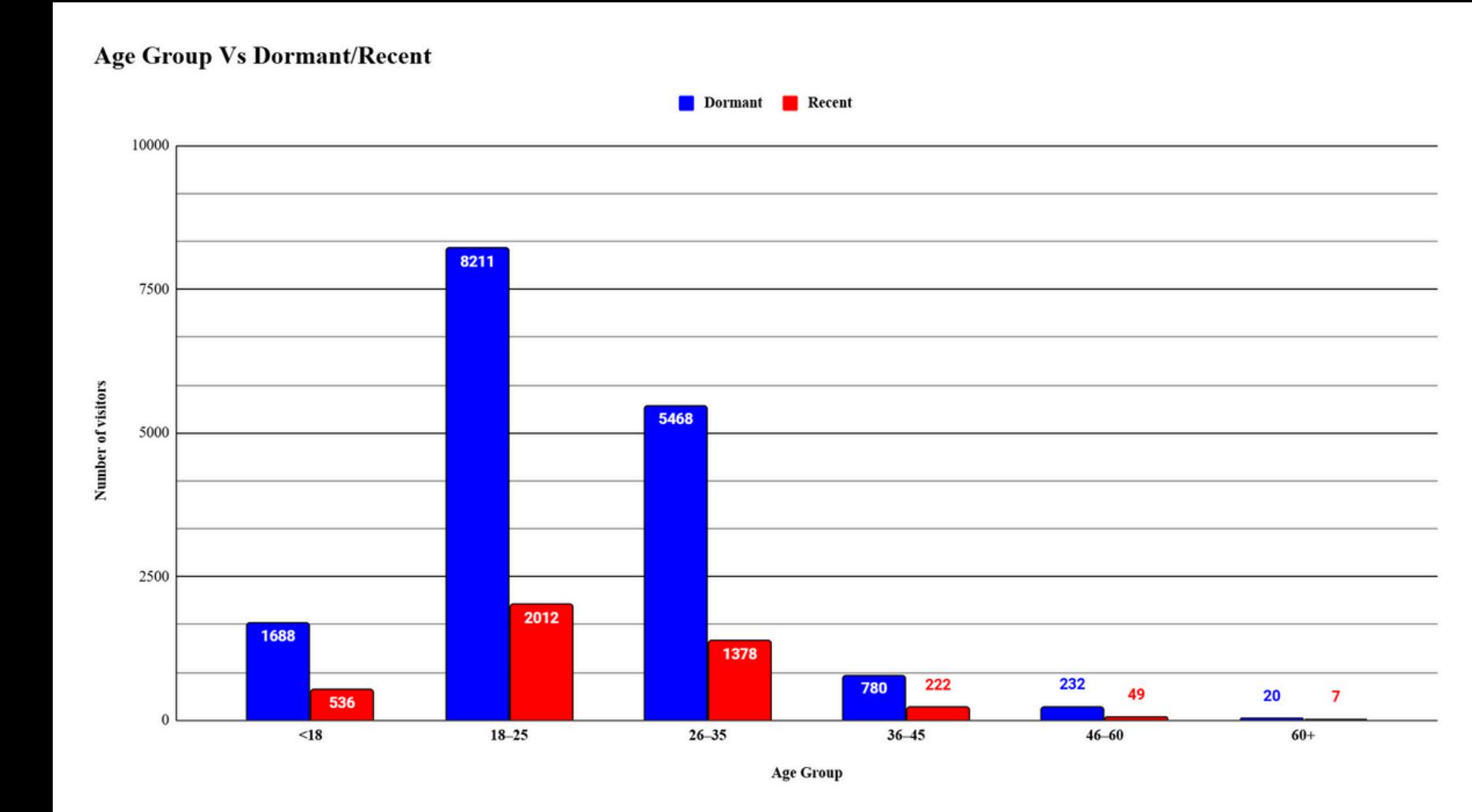


Figure 4. Dormancy by Age Group



# BEHAVIORAL ANALYSIS

Repeat Visitors by City

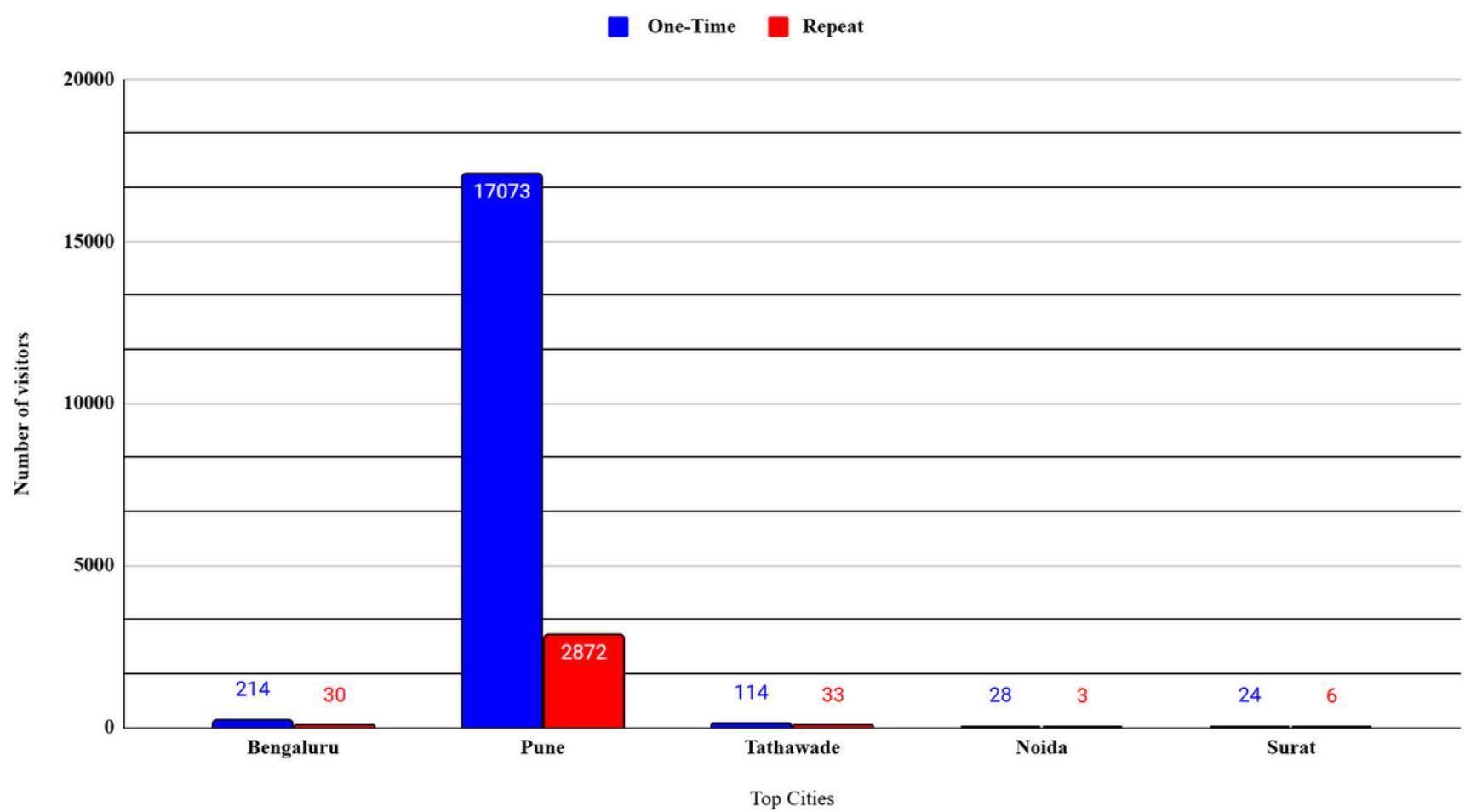


Figure 5. Repeat Visitors by City

Heats/Sessions Vs Visitor Type

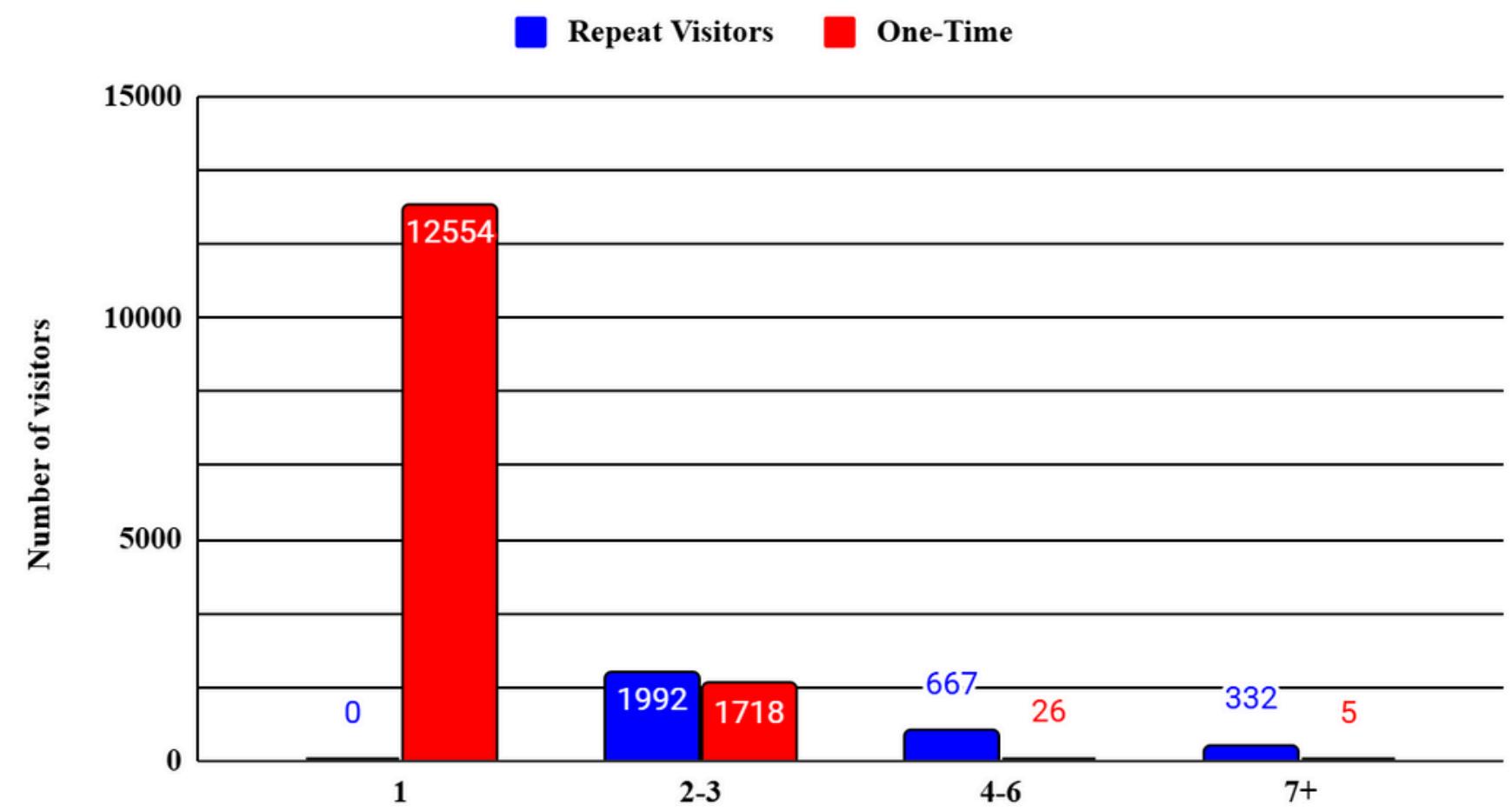


Figure 6. Heats vs Visitor Type



# INSIGHTS & RECOMMENDATIONS

## Insights

1. High Dormancy Among Customers
2. Low Repeat Visit Rate
3. Weak Session-Level Engagement
4. Dormancy Within Core Age Groups
5. Geographic Variation in Repeat Behavior
6. Inactivity Among Opted-in Users

## Recommendations

1. Launch CRM-led follow-up campaigns (15–45 day post-visit reminders, limited-time discounts, event-based nudges).
2. Introduce loyalty rewards (e.g., 2nd visit discount, session bundles, member tiers).
3. Encourage more heats via gamification (leaderboards), team-based formats, and bundled pricing.
4. Don't assume natural retention; target 18–35 age group with engaging follow-ups and tailored offers.
5. Focus re-engagement in Pune and Bengaluru where repeat behavior is higher; explore local partnerships.
6. Use CRM database (10,000+ reachable dormant users) to run A/B tested campaigns.

## Impact

1. A 10% revival rate could recover ₹11.7 lakh in additional revenue.
2. Strengthens customer lifecycle and improves revenue per user.
3. Converts casual users into habitual racers, boosting per-session value.
4. Re-engaging core demographic improves ROI on existing acquisition.
5. Geo-targeted efforts maximize return on campaign spend.
6. High-reach, low-cost retention strategy using existing infrastructure.



# CONCLUSION

Analysis revealed that Raftaar's core bottleneck is not customer acquisition, but post-visit disengagement. With 79.6% of users classified as dormant and 85.5% as one-time visitors, the business is leaving substantial value on the table.

## Data-Informed Strategic Priorities

1. Activate CRM pipelines for lifecycle-based re-engagement
2. Deploy tiered loyalty frameworks and session bundle incentives
3. Target dormant opted-in users with personalized reactivation nudges
4. Geo-optimize campaign ROI via high-retention catchments like Pune and Bengaluru



# THANK YOU

