Title: Strategic Analysis of Churn Rate and Customer Retention for a Quick-Food Delivery Service in Dubai

Objective: Analyze the churn rate, customer retention, and RFM segmentation patterns in a quick-food delivery service in Dubai. Provide a comprehensive solution proposal to improve these metrics, thereby enhancing the company's Gross Merchandise Volume (GMV).

Instructions:

1 **Problem Understanding**: Begin by identifying possible reasons for churn and customer retention issues in a quick-food delivery service. This could involve aspects like service quality, delivery speed, price competitiveness, etc. Also, understand how RFM segmentation plays a role in these aspects.
2 **Data Analysis**: Using either real or hypothetical data, perform an analysis of customer behaviour focusing on the identified issues. This analysis should consider multiple variables, including but not limited to, order frequency, average order value, and other relevant factors.
3 **Solution Proposal**: Based on your analysis, propose a strategic solution to address the identified issues. The solution should include both conceptual strategies and proposed execution steps. Consider various aspects of the business, including but not limited to, service improvement, customer engagement, personalized marketing, and effective use of RFM segmentation.
4 **Presentation**: Present your findings and proposed solutions in a well-structured business presentation. Each solution should be justified based on your analysis. The presentation should be clear, concise, and easy to understand. Make sure to highlight your key findings and the reasoning behind your proposed solutions.

Time Frame: You have 5 days to complete this assignment. Please submit your final presentation at the end of this period.

Remember, the goal is not to find the "correct" solution but to demonstrate your analytical thinking, problem-structuring skills, and understanding of the relevant business metrics. We're interested in

your thought process and the steps you'd take to approach and solve such a complex problem.

Good luck!