

# UNCOVERING REVENUE LOSS, CUSTOMER FRICTION & PERFORMANCE RISKS

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# SQL ANALYSIS: REVENUE LOSS, CUSTOMER FRICTION & OPERATIONAL RISK

## GOAL:

Uncover hidden revenue loss, customer friction, and churn risks

## DATA USED:

- Orders
- Customers
- Support tickets

## KEY QUESTIONS:

- How much revenue is lost due to returns & delivery issues?
  - Who are the most at-risk customers?
- Where are support teams struggling the most?



# INSIGHTS & BUSINESS IMPACT:

💰 \$750 in lost revenue from delivery issues & returns.

🔥 Churn risk flagged in small/mid-market customer segments.

⚠️ East region has the slowest support response time.

🕒 High support load = lower margins on key customers.

🧠 Actionable signals extracted from multi-table joins & logic.





# STRATEGIC RECOMMENDATIONS



## ✓ OPTIMIZE SUPPORT TEAMS:

- Focus on slow regions
- Build workflows for top issue types

## ✓ PREVENT CHURN PROACTIVELY:

- Identify & target high-risk customers

## ✓ SEGMENT SMARTER:

- Tailored playbooks for mid-market customers

## ✓ WATCH POST-SALE COSTS:

- High-support customers = lower margin



# THANK YOU

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GITHUB LINK - <https://github.com/akeiragreen/Revenue-Loss-Customer-Churn-Analysis-Using-SQL>