



Business Recommendations



Key Findings

★ **Finding 1 — Churn Strongly Linked To Engagement Drop**

Customers with fewer transactions show significantly higher churn risk.

★ **Finding 2 — Customer Complaints Predict Churn Early**

High support ticket activity is a strong churn indicator.

★ **Finding 3 — High-Value Customers Also At Risk**

Some premium customers churn due to poor support experience.



Strategic Recommendations



Recommendation 1 — Early Risk Monitoring Dashboard

Implement a churn risk scoring system to flag customers proactively.

Recommendation 2 — Complaint-Based Retention Program

Customers with repeated support issues should receive:

- Priority support
- Dedicated account handling
- Service recovery offers

Recommendation 3 — Loyalty Programs For Medium Risk Segment

Introduce:

- Reward programs
- Usage incentives
- Plan upgrade offers

Recommendation 4 — VIP Retention Strategy

High-spend customers should receive:

- Personalized offers
 - Relationship manager
 - Exclusive product benefits
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Executive Summary

Project Outcome

This project analyzed customer churn patterns using behavioral, financial, and support interaction data. A rule-based churn risk scoring model was developed to identify high-risk customers and estimate potential revenue loss.

The analysis revealed that churn is primarily driven by declining customer engagement and unresolved support issues. Financial impact analysis showed that targeted retention strategies could recover a significant portion of at-risk revenue.



Business Value Delivered

- ✓ Identified churn drivers
- ✓ Built actionable customer risk segmentation
- ✓ Estimated revenue at risk
- ✓ Designed retention strategy framework