

### Understanding the problem statement:

A global retailer would like to understand how to continue retention of customers. They would like to do this using their loyalty by identifying in advance the customers that are most likely to churn in the coming quarter. Based on this understanding, they would like to provide the right kind of marketing & promotional content.

### Task

- Conduct root cause analysis (RCA) on how customers can be retained using their loyalty card
- Propose the solution in the following manner:
  - Approach and structure
  - Completeness of the solution
  - Presentation
  - Articulation of the solution

### Approach

- Thoroughly **understand the problem** and list down questions that may apply for the Retail Client
- Define understanding of the problem in a structured manner with the help of a **Current State - Gap - Future Desired State** approach
- For root cause analysis, with a **design thinking** approach, list down the likely hypotheses that can help contribute to solve the problem
- List down the data, tools and technologies that can be used to solve this
- Based on overall understanding, propose the possible solutions to the problem
- Revisit the approach based on client feedback, insight and availability of data

### Candidate

Anish Mahapatra  
(anishmahapatra01@gmail.com)