

## **CASE STUDY – RETAIL CUSTOMER CHURN**

### **Problem Statement**

A retailer wants to ensure that they retain the customers using their loyalty card. They want to identify the customers most likely to churn in the coming quarter so that they can provide the right kind of marketing and promotional content to engage with them and prevent churn.

### **Required from you**

You are a Partner at an analytics consulting organization and the retailer has reached out to you for your point of view and proposal on how the issue can be addressed.

You will need to provide a proposal and approach deck on how you would approach and solve the above problem. You are free to make necessary assumptions on the client, the problem at hand, size of the problem, the data availability, stakeholders etc.

### **What we would look for**

1. Approach and Structure
2. Completeness of the solution
3. Presentation
4. Articulation of the Solution