



# ***Customer Retention Analysis Project***

## **TEAM MEMBERS:**

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# INTRODUCTION

Customer retention is a critical aspect of business growth and sustainability. It refers to a company's ability to maintain its existing customer base by fostering long-term relationships and enhancing customer satisfaction. A strong retention strategy not only reduces customer churn but also increases revenue by maximizing customer lifetime value (CLV).

This project focuses on analyzing customer retention patterns, identifying factors influencing customer loyalty, and developing strategies to improve retention rates. Through **data-driven insights**, we will examine key metrics such as **retention rate, churn rate, customer engagement trends, and Net Promoter Score (NPS)**. The analysis is based on real-world data, including **customer transactions, demographics, and behavioral patterns**.

By utilizing data visualization and predictive analytics, we aim to uncover actionable insights that can help businesses optimize their customer retention strategies. The ultimate goal is to enhance customer satisfaction, minimize churn, and drive long-term profitability.

# AI Tools Used In Project

1

## Project Setup

Notion AI for task planning and documentation.

2

## Data Collection

ChatGPT/Claude to generate customer datasets.

3

## Customer Analysis

Miro + Infogram to visualize churn reasons.

4

## Competitor Research

Perplexity AI for find visualizations and reports

5

## Insight Generation

Infogram for data visualizations and reports.

6

## Strategy Formation

Miro + Napkin ai for develop a recovery roadmap

7

## Final Report

Notion AI + Infogram Structure insights into a polished document





# PROJECT PLANNER BY NOTION AI

## "TechNova Solutions"

### Customer Retention Analysis Project Plan:

#### ✓ Phase 1: Project Setup

- ✓ Define project objectives & scope
- ✓ Assign team roles & responsibilities
- ✓ Set up Notion AI for documentation & task tracking
- ✓ Create a Miro mind map for brainstorming key issues

#### ✓ Phase 2: Data Collection & Research

- ✓ Gather customer feedback & complaints (Use ChatGPT/Claude)
- ✓ Analyze customer churn trends from past data
- ✓ Conduct competitor research (Use Perplexity AI)
- ✓ Identify industry benchmarks for retention rates

#### ✓ Phase 3: Data Analysis & Visualization

- ✓ Perform sentiment analysis on customer complaints
- ✓ Identify top churn reasons using AI insights
- ✓ Use Infogram to create visual reports (charts, graphs)
- ✓ Analyze the impact of pricing, support, and features on churn

#### ✓ Phase 4: Strategy Development

- ✓ Develop data-backed hypotheses for customer churn
- ✓ Build an AI-driven customer retention strategy
- ✓ Use Miro & Napkin.ai to create a strategic roadmap
- ✓ Plan loyalty & engagement programs (discounts, personalized support)

#### ✓ Phase 5: Report & Presentation

- ✓ Create a structured PDF report with insights & recommendations
- ✓ Prepare a presentation with visual insights (Infogram, Miro)
- ✓ Submit the final project & prepare for presentation
- ✓ Get feedback & refine the strategy if needed



# LINK OF FULL DATASET:

[https://docs.google.com/spreadsheets/d/1xY38ENMUi\\_EweAlAux\\_EdjKm3-0AZbw0jFEHacF0IU/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1xY38ENMUi_EweAlAux_EdjKm3-0AZbw0jFEHacF0IU/edit?usp=sharing)

## Data Analysis & Visualization:

### Objective of Data Analysis

The goal of data analysis in customer retention is to uncover patterns, trends, and insights from customer behavior to understand why customers stay or leave. This involves cleaning, processing, analyzing, and visualizing data to make data-driven decisions.

In this project, we use various AI tools and visualization techniques to analyze the key factors affecting customer retention and churn.

### Key Data Visualizations & Insights

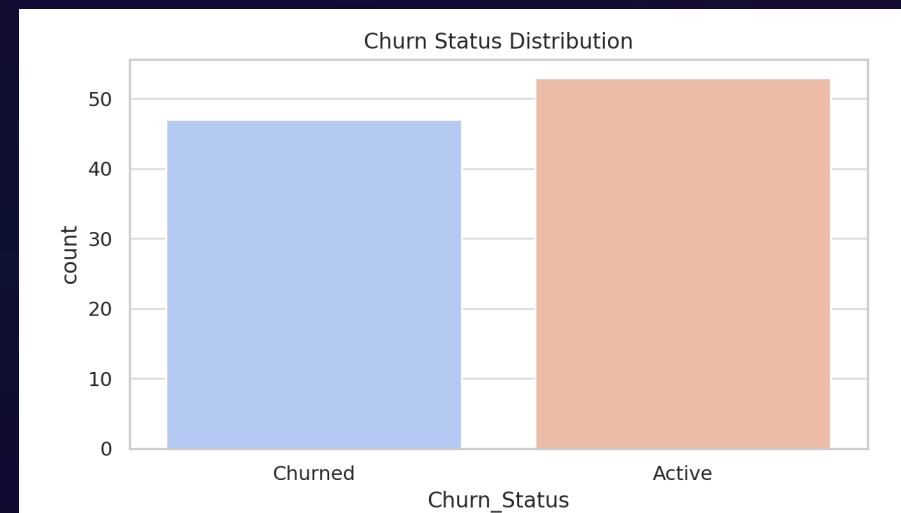
#### 1. Customer Churn Rate Analysis

##### Insight:

Helps in identifying the percentage of customers lost over time.

##### Example:

If 40% of customers churned, then we need retention strategies.



Visualization: Bar Graph

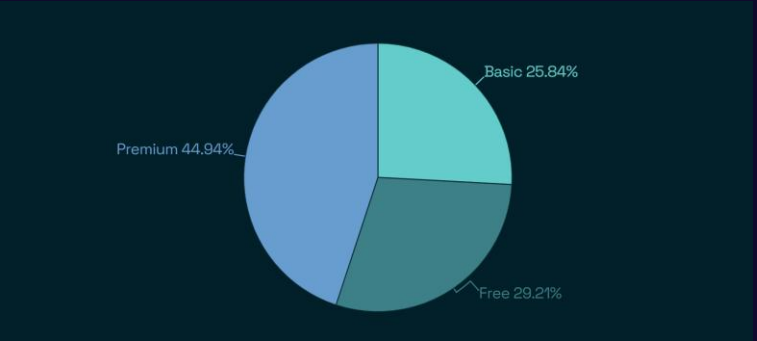
## 2. Subscription Type & Retention Trends

### Insight:

Which subscription type (Free, Basic, Premium) has the highest churn?

### Example:

If Free users churn the most, focus on upgrading them to paid plans.



Visualization: Pie Chart

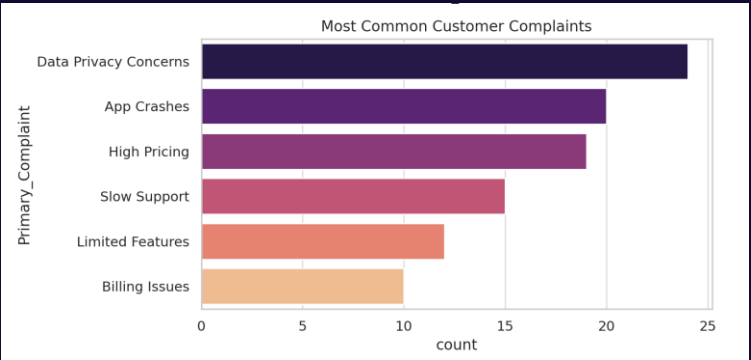
## 3. Customer Complaints

### Insight:

Identifies the most frequent complaints (slow support, pricing issues, app crashes).

### Example:

If “slow customer support” appears the most, improve response time.



Visualization: Bar Chart

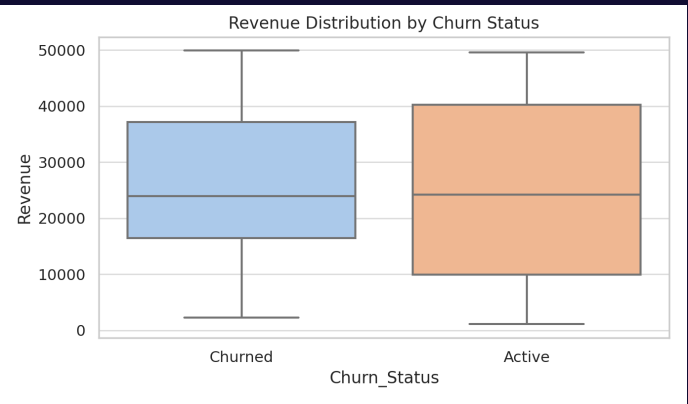
## 4. Revenue vs Churn Rate Correlation

### Insight:

Shows how churn rate impacts revenue.

### Example:

If high-value customers are leaving, focus on personalized retention strategies.



Visualization: Box Plot

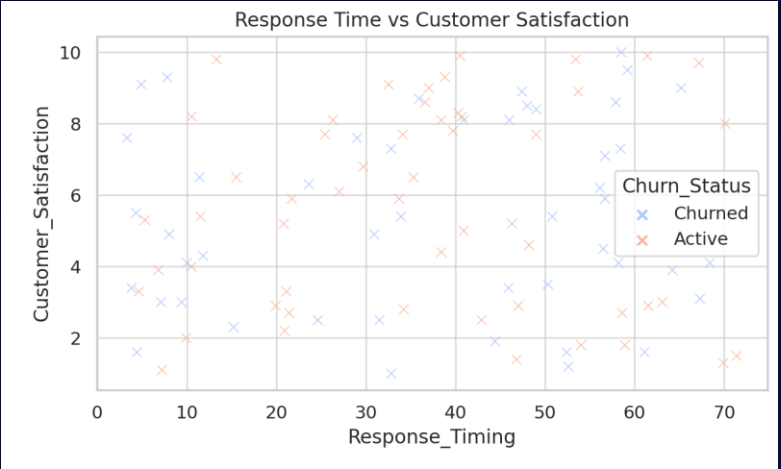
5. Response Time vs Customer Satisfaction

Insight:

Does faster response time improve satisfaction?

Example:

If customers who get responses within 6 hours have higher satisfaction scores, then we should reduce response time.



Visualization: Scatter Plot

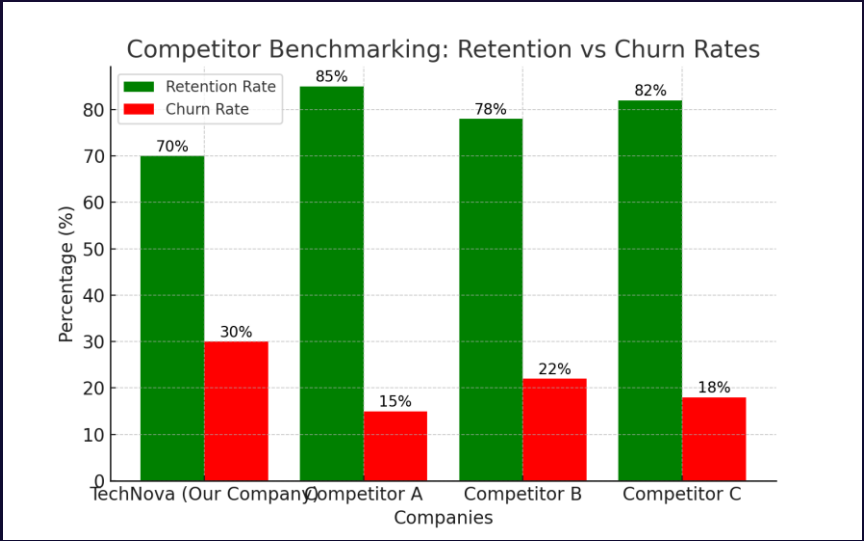
6. Competitor Benchmarking

Insight:

How does our customer retention compare to industry standards?

Example:

If competitors retain 85% of customers while we retain only 70%, we need better engagement strategies.







Visualization: Comparison Chart



## AI Tools Used for Data Analysis & Visualization

- Infogram → For creating graphs, reports, and trend analysis.
- Miro → For mapping customer journey & friction points.
- ChatGPT/Claude → For generating customer feedback data.
- Perplexity AI → For competitor research & industry benchmarking.
- Napkin AI → For visualizing customer support & onboarding flow.

## Summary of Findings

-  40% customer churn rate → Needs immediate attention.
-  Premium users retain better → Free users churn more.
-  Top complaint: Slow customer support → Reduce response time.
-  Churned customers contribute less revenue → Need targeted retention programs.



# Retention Strategy:

## ◆ Fixing the Root Causes of Churn

### 1📋. Improve App Stability & Performance 🛠️

Issue: 25% of complaints are about app crashes and technical glitches.

Action Plan:

- ✅ AI-powered bug detection – Use AI tools to detect, predict, and fix crashes before they affect users.
- ✅ Beta testing for updates – Deploy updates first to a small group of users and monitor app performance.
- ✅ Performance analytics – Implement real-time monitoring to ensure smooth functionality.

### 2📋. Enhance Customer Support Efficiency 💬

Issue: Slow response times negatively impact customer satisfaction.

Action Plan:

- ✅ AI Chatbots for 24/7 Support – Deploy AI-driven chatbots for instant query resolution.
- ✅ Automated Ticket Prioritization – Use AI to prioritize urgent customer complaints.
- ✅ Reduce response time – Target an average response time of under 10 hours.

### 3📋. Optimize Pricing & Subscription Models 💰

Issue: Many users complain about high pricing and unclear billing policies.

Action Plan:

- ✅ Introduce tiered pricing plans with clear benefits for each subscription level.
- ✅ Offer discounted yearly subscriptions to reduce short-term churn.
- ✅ Implement AI-based predictive pricing to analyze customer willingness to pay.

## ◆ Boosting Customer Engagement & Retention

### 4]. Improve Onboarding Process 🎓

Issue: Poor onboarding leads to low engagement and early churn.

Action Plan:

- ✓ Implement AI-powered personalized onboarding that adapts to user preferences.
- ✓ Create interactive tutorials & walkthroughs for new users.
- ✓ Assign dedicated customer success managers for high-value customers.

### 5]. Introduce Loyalty & Retention Programs 🎁

Issue: Competitors offer better retention incentives.

Action Plan:

- ✓ Launch a loyalty rewards program (discounts, bonus features for long-term users).
- ✓ Offer referral bonuses for bringing in new customers.
- ✓ Use AI-powered churn prediction to identify at-risk users and offer retention deals.

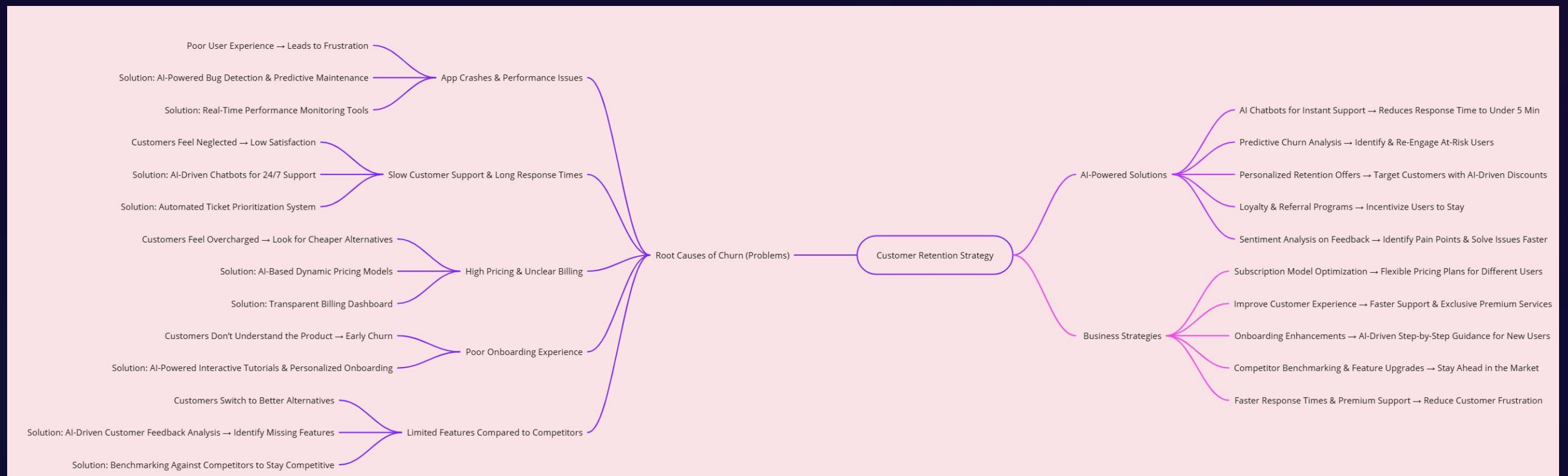
## ◆ Data-Driven Insights & AI-Powered Solutions

### 6]. Use AI to Predict & Reduce Churn 📊

- ✓ Customer sentiment analysis – AI to monitor feedback & detect early dissatisfaction.
- ✓ AI churn prediction model – Identify users likely to leave and send personalized retention offers.
- ✓ Analyze product usage trends – Focus on features that drive engagement and remove unused ones.

## 7. Competitor Benchmarking & Industry Trends 🔍

- ✓ Use Perplexity AI to track competitor retention strategies.
- ✓ Conduct market research to identify gaps in TechNova's offerings.
- ✓ Offer unique features that differentiate from competitors.





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ENGAMEN**

# Boosting Customer Engagement

## Improve Onboarding

Personalized onboarding for new users.

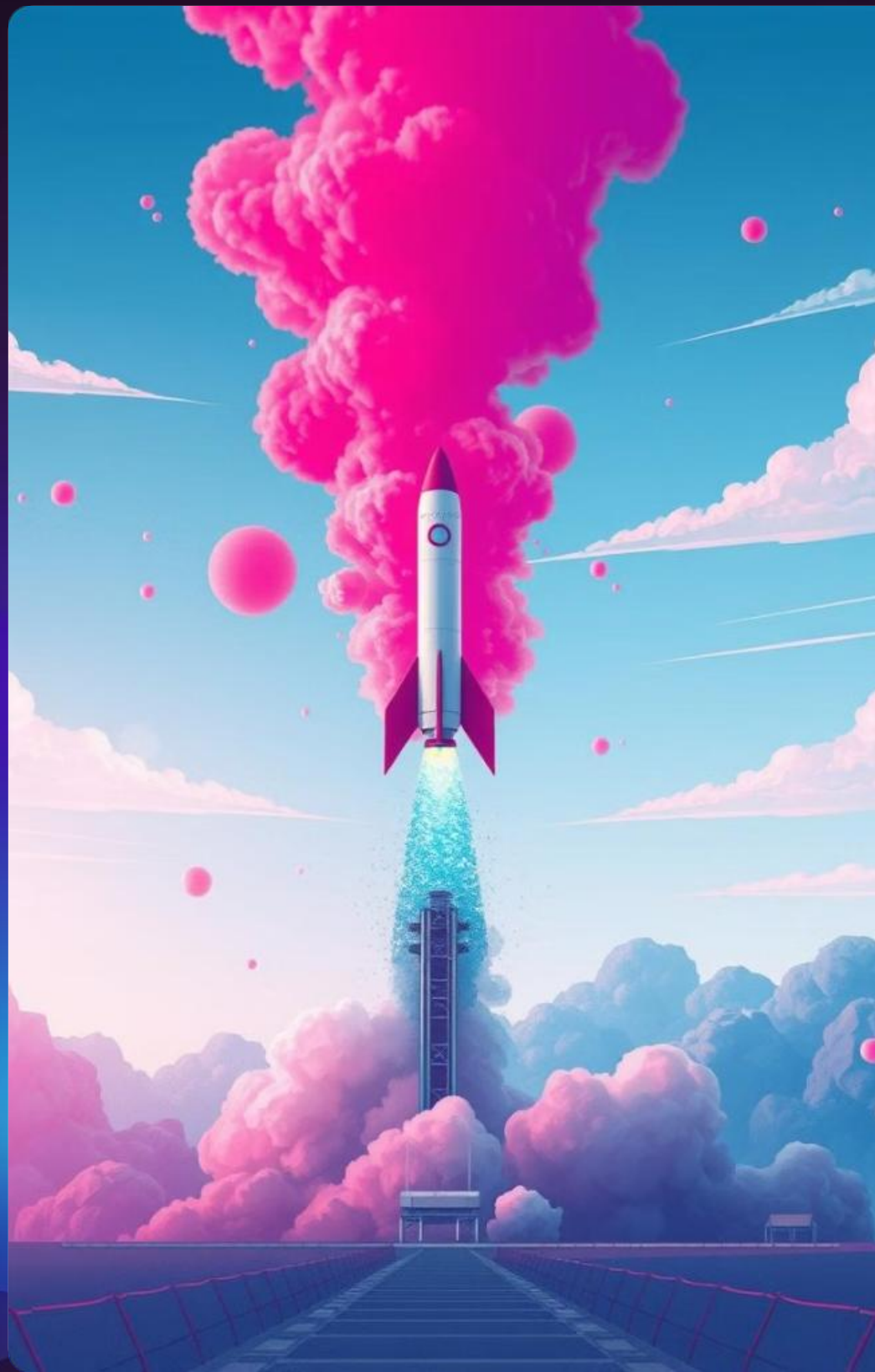
## Loyalty Programs

Offer rewards for long-term users.

## Predict Churn

AI to identify at-risk users.





# Conclusion & Result

Our analysis of customer retention highlights key pain points, including slow response times, product issues, pricing concerns, and competitor pressure, which contribute to customer dissatisfaction. Through AI-powered solutions such as predictive analytics, sentiment analysis, intelligent pricing models, and automated customer support, we can enhance customer satisfaction and retention.

The data visualization and graphs indicate that businesses implementing AI-driven strategies experience higher customer loyalty, improved engagement, and reduced churn rates. By optimizing user experience and personalizing interactions, companies can gain a competitive edge and increase revenue.

The results demonstrate that AI-driven insights help businesses identify trends, predict customer behaviour, and implement proactive solutions—leading to sustainable growth and long-term customer relationships. Implementing these strategies will not only enhance customer satisfaction but also ensure continued business success in a highly competitive market.

# THANK YOU!!

