

## **Business Problem Statement**

The organization is experiencing undefined customer attrition and lacks insight into the behavioural patterns that precede a customer's departure. Without visibility into which acquisition channels drive long-term loyalty versus those that attract transient users, the business risks inefficiently allocating marketing budget toward low-quality acquisition rather than retaining high-value customer segments.

## **Business Goal**

To leverage historical transaction and engagement data to diagnose the primary drivers of churn. The objective is to implement a proactive retention strategy that identifies at-risk customers early, enabling targeted interventions that improve retention rates and optimize customer lifetime value.