



Data Analysis Case Study: Customer Retention - Overview

Data Analysis Case Study Assessment

- Key activities under this exercise will be to:
 - Conduct Data Quality checks and EDA to report findings.
 - Find a suitable approach to solve the problem.
 - Feature Engineer to create new variables.
 - Generate summaries using a combination of variables that help address the problem.
 - Make final recommendations to address the Business Problem.
 - Summarizing the entire activity in a 1-slide case study format.
- Each group will present their findings to an HV Faculty Panel and get assessed on various parameters, such as quality, accuracy, relevance, and authenticity of analysis and presentation.

Case Study: Retention Analysis

- A Spanish Bank has been collecting the data on multiple facets of customer behavior, active or inactive at beginning and end of a given period, cross-buying of different products as well as demographics.
- The data is being collected to understand the customer behavior, particularly their propensity to churn.
- The data was pulled from a data warehouse linking various tables.
- Each customer was tracked in a 6-month window and his/her transaction information was linked with the product portfolio and demographics.
- The consolidated data has information about:
 - Demographics: Age, gender and personal income
 - Product portfolio: Number of credit cards, number of loans, and total number of financial products.
 - Activity Level: Activity status at the start of 6 months and at the end of 6 months.



Business Objectives

- The bank is concerned about avoiding churn; one of the important indicators of churn is the transaction behavior of the customer.
- The bank would be interested in first finding out how many customers have turned from active to inactive and how many have turned from inactive to active.
- Then, the next step would be to find out if there is any difference between the two profiles; Active to Inactive and Inactive to Active.

Approach: Segment Each Category

A good starting point can be to know what kind of profiles are in the category of people who turn from Active to Inactive and what kind of profiles are in the category who turn from Inactive to Active



Active to
Inactive



Inactive to
Active

Case Study: Grading Criteria

Index	Parameter	Weightage	Group's Score * (out of 10)
1	Relevance of Analysis	25%	
2	Quality of Outputs	10%	
3	Group Participation	25%	
4	Overall presentation	10%	
5	Response to Panel's questions	20%	
6	Creativity & Innovation	10%	



Thank You!

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