Scenario: Executive Summary

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For this data analysis, all customers/subscribers who were still active (or had an unknown cancel date) on the date of data retrieval were categorized as ‘Censored’. This strategy was implemented since their stop dates are an unknown point in the future. Several of the graphs generated show the frequency/percentage of customers’ length of tenure before becoming inactive through involuntarily/voluntarily measures. Many customers were active within the first 10 months; however, starting at 20 months, a large number of customers voluntarily or involuntarily terminated their relationship with our company. Between 20 and 30 months, there is a significant drop where we lose approximately 75,000 customers. After 30 months, our customer’s tenure steadily and consistently decreased. Within Month 1, we lost close to 30,000 customers so we need to work with the sales/marketing department and determine if there are initial signups that should be eliminated or incentives that need added to encourage customers to stay past the first month. The next area of concern appears at the 13-month timeframe where close to 40,000 customers are leaving…are these customers unhappy and their one-year contracts are expiring so they leave for another company or have the incentives that initially brought them to us ended or is it a combination of both. Lastly, in the 100th month, there is a large spike (more than 60,000) of our customers are leaving the company. Either the business expected this spike, or our analysis discovered something of incredible importance that needs investigated/resolved. Overall, this analysis brought to light several areas that need further attention and/or improvement which could lead to retaining our clients for longer timeframe.