

Technical Goal of Project:

Use contract data that will include contract dates, customer names, and customer size to calculate LOGO retention by customer size.

LOGO retention is a customer retention metric. It is used to get a sense of how well an organization is able to hang on to existing customers. Using a 12 month rolling window, it is calculated by taking the net number of retained accounts for the period divided by the total number of accounts at the start of the period.

Narrative Goal of the Project:

Determine how well we retain districts of various sizes and use insights to drive hypothesis as to WHY there is a discrepancy in retention – IF there is a discrepancy in retention.

Data:

ContractData1.csv is a list of contracts. Contracts that have a start date, end date, and a stage of 'Closed/Won' are valid, revenue generating contracts.

Project Outcomes/Takeaways:

We successfully calculated LOGO retention, segmented by client size. Major and Large clients have a much higher retention rate as compared to smaller and medium sized clients (1 vs about .9). It will be important to have conversations between the various account management teams to determine what operational differences might lead to such a noticeable difference in retention and perhaps to take a deep dive into pricing, noting that volume can often lead to significant discounting.