**Marketing Project 1 Executive Summary – Customer Churn**

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Using statistical analysis and data for over 2,000 iFood customers, I have assessed the current customer churn situation, tracked the churn rate over time, and observed which demographics are more prone to churning.

Understanding customer churn is important for any company. iFood’s goal of sustainable growth in their customer base requires retaining customers and preventing churn. It is also important to recognize which customers may be more likely to churn in the future, so that we can work to keep them engaged.

First, I defined a churned customer as one who has not made any purchases within the last 60 days. It is safe to say at this point that the customer has disengaged from iFood. I performed exploratory data analysis to see which demographic differences might be associated with a higher likelihood of churning.

Notably, submitting complaints doesn’t appear to make a customer more likely to churn, which means that our customer service department has done an outstanding job with resolving concerns. However, I did find that younger, lower-income customers with multiple kids and teens at home are significantly more likely to churn. I recommend that iFood create more targeted promotions and affordable deals to win back this demographic.

I also created a chart that helps to visualize the changes in churn rate over time. While the current churn rate of 38.6% is high, it isn’t unprecedented. The peak churn rate occurred during the first half of 2013. While the numbers today are concerning, they are far from irreversible. It is likely that iFood can reduce the churn rate using the promotions described above, and see tangible results going into next quarter.

My findings and the visualizations I created can be explored on this online dashboard:

[iFood Customer Churn Dashboard](https://sofiadscribner.quarto.pub/ifood-dashboard/)