

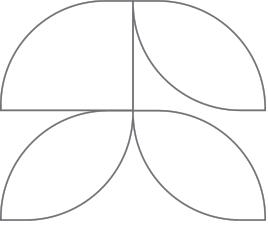
BizGrow

Customer Churn Analysis

Doodling Ducks:

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Agenda

01 Assumptions & Rejections

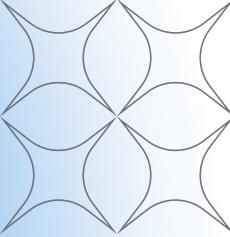
02 Churn Overview

03 Customer Segmentation

04 Lost Revenue Analysis

05 Recommendation





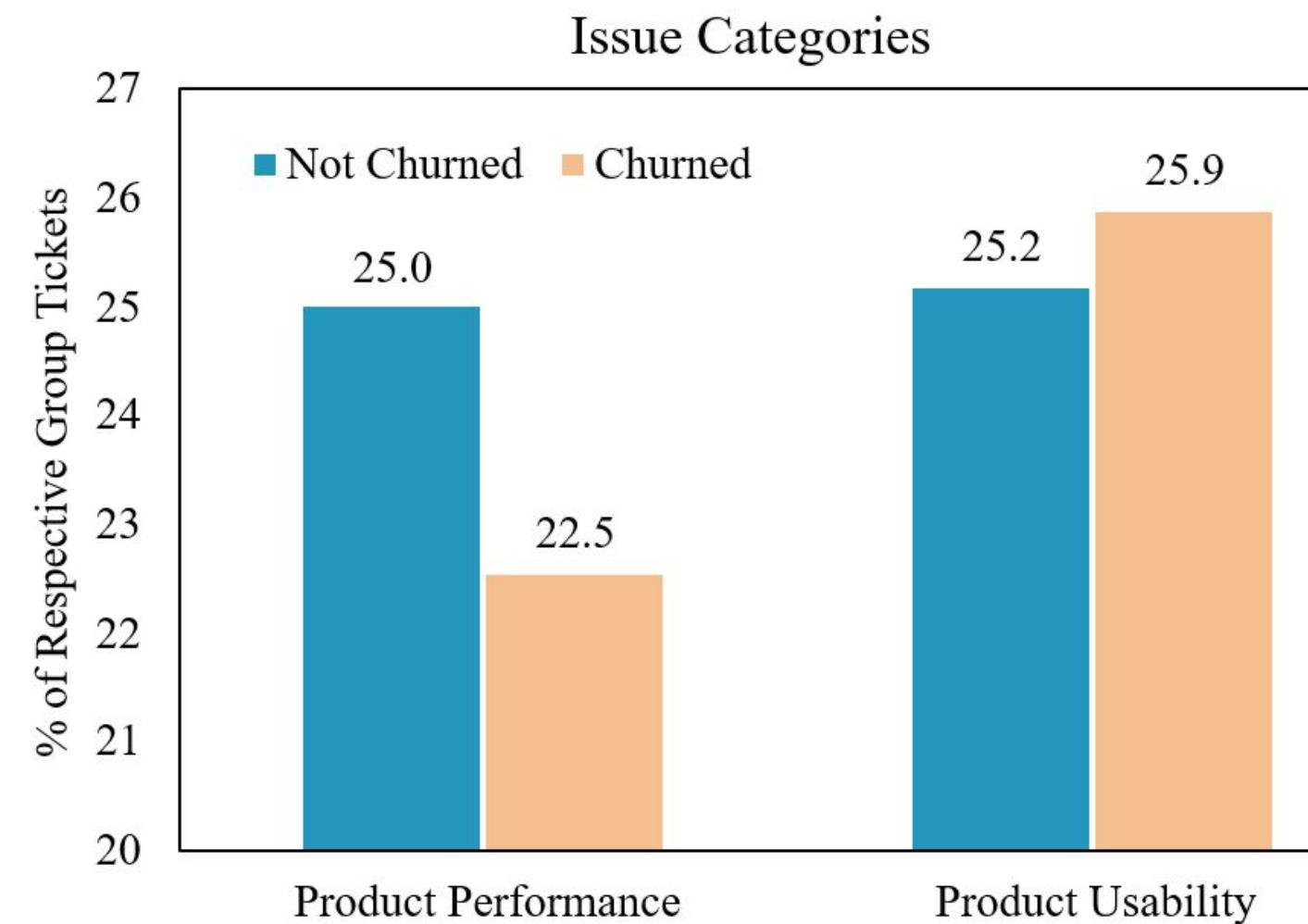
Assumptions & Rejections

We noticed that ~25% of tickets are submitted after contract end date, we treat it as officially losing potential contract value.

Churn: The date of final engagement (the last ticket submitted) relative to the customer's contract end date.

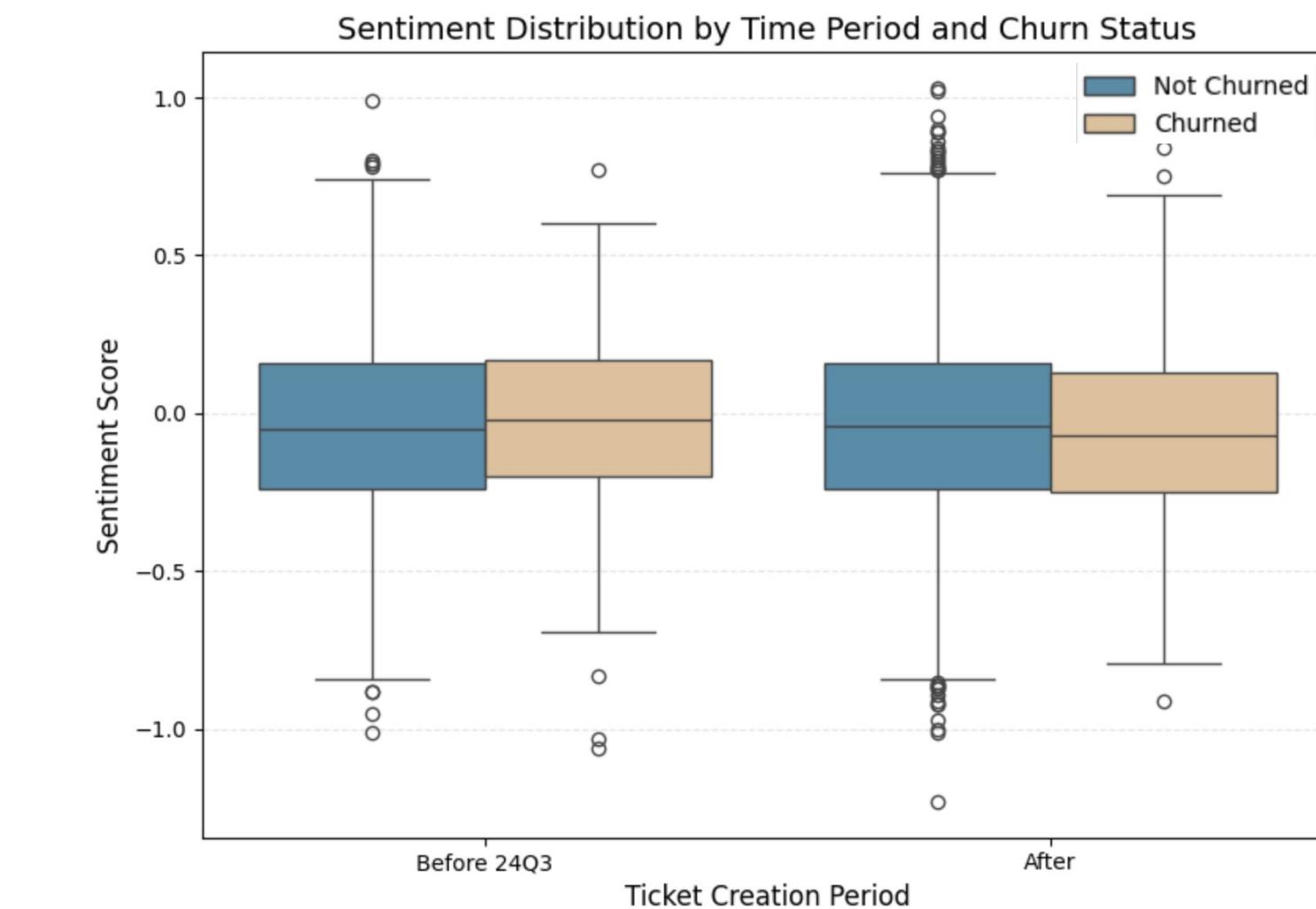
Claim 1: REJECTED

The product is broken; customers are leaving because the new dashboard is too slow.



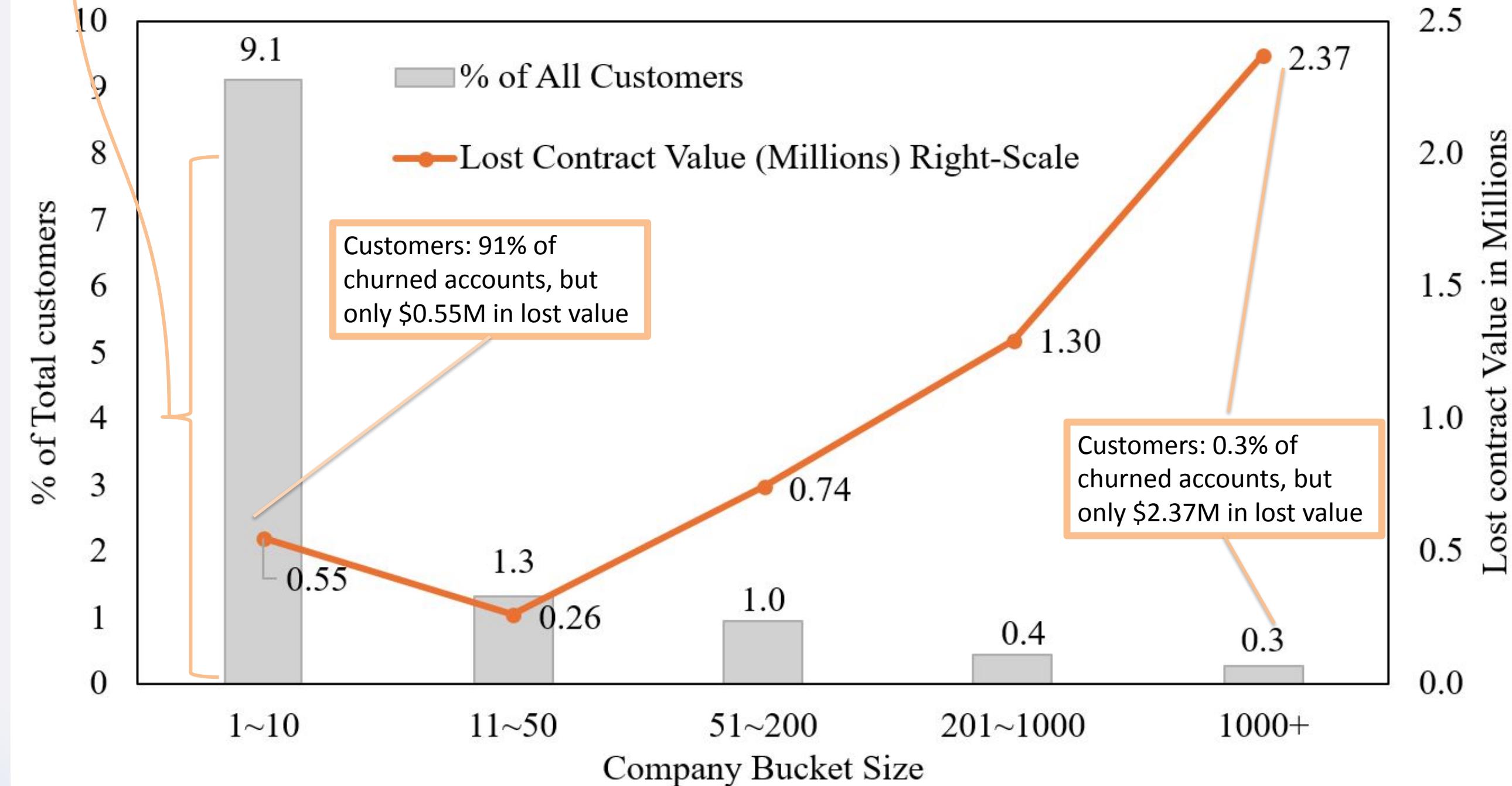
Claim 2: REJECTED

CSM is overwhelmed by tickets and nobody listens to the customer.



Our biggest leak isn't a volume problem. It's a value problem.

Customers: 8% ended the contract in the first 3 and 6 months.



Customer Segmentation

K-prototype clustering resulted in four clusters – our customer segments.



Friction-Prone Growth

Small, growing companies that are not serviced through onboarding – will have frequent issues.

Risk: Early Lifecycle Churn



Stable Mid-Market

Standard customers that use standard features and tickets are resolved quickly.

Risk: Low risk



Discount-Dependent SMB

Small businesses that are price-sensitive and likely to churn for monetary reasons.

Risk: High Churn Volume

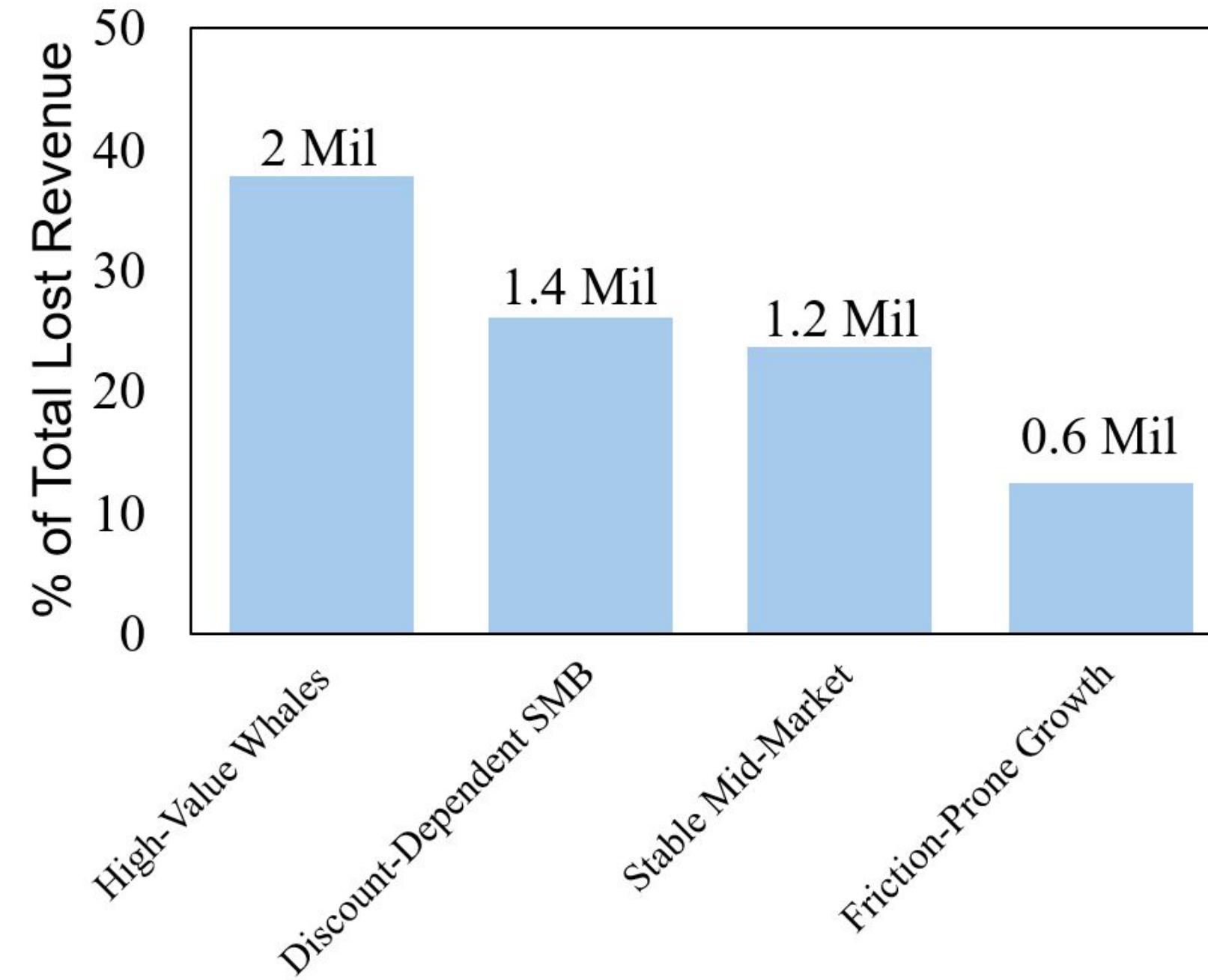


High-Value Whales

Large companies that don't churn often but have complex problems.

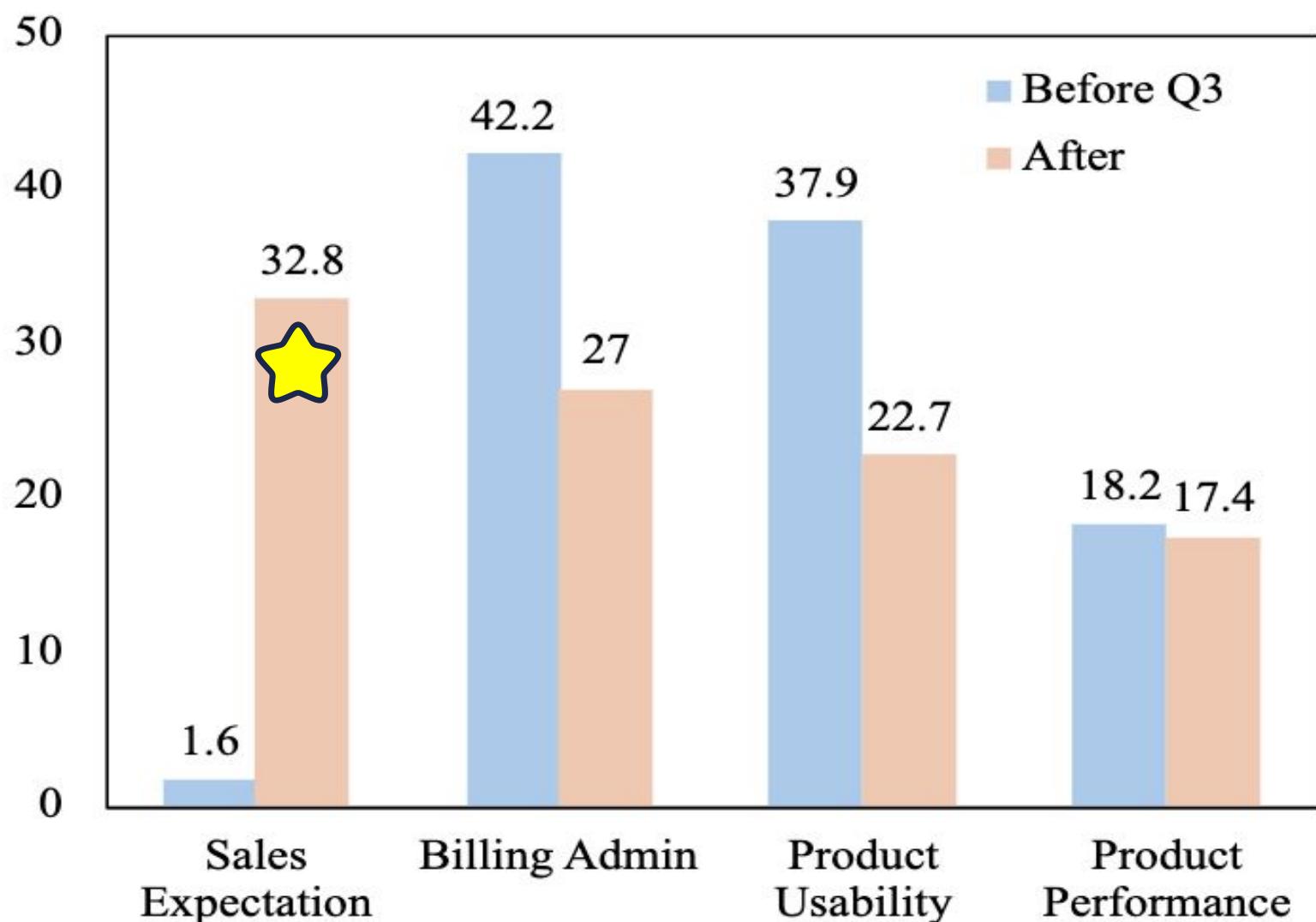
Risk: High Revenue Loss

Lost Revenue by Customer Segment

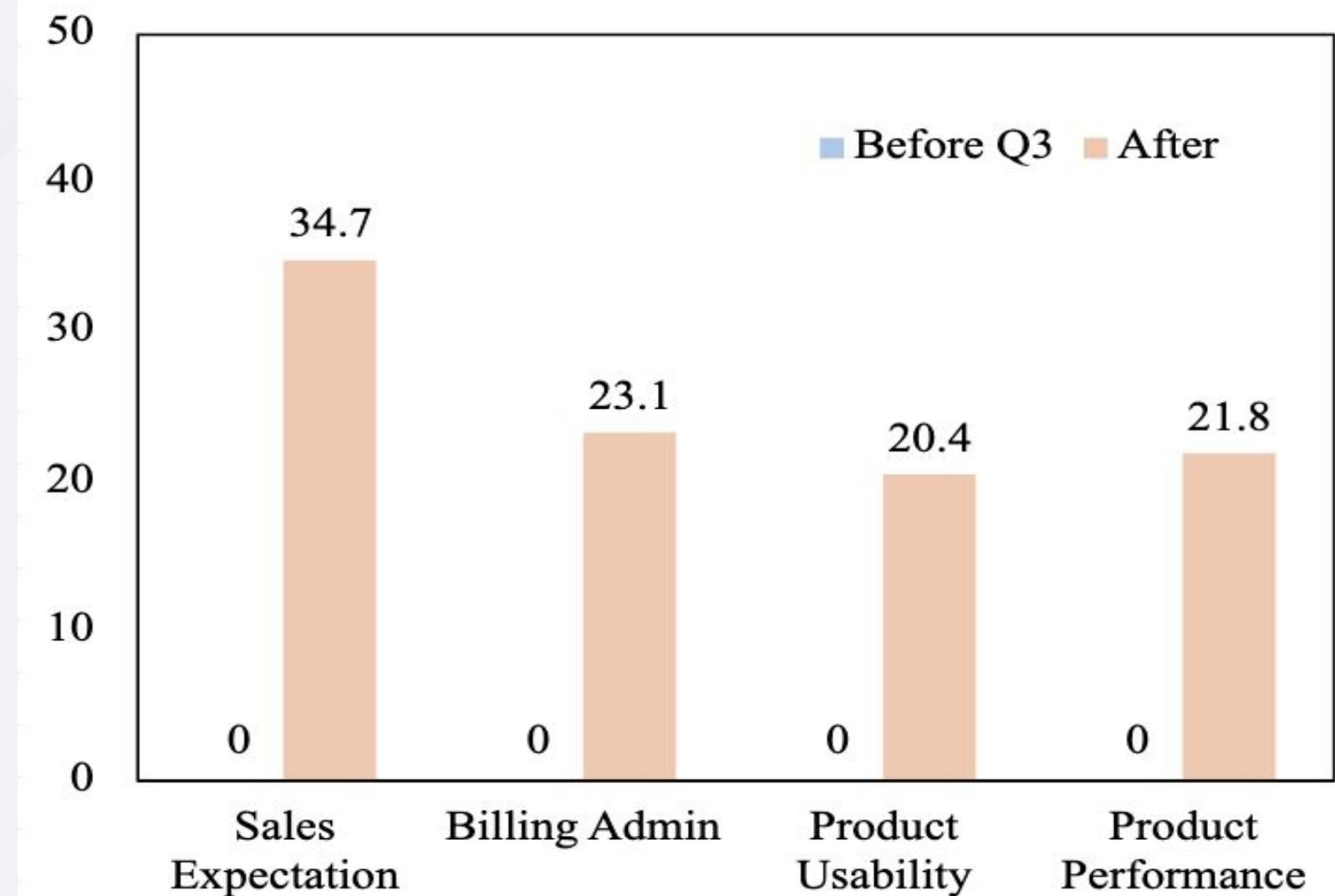


Key Issue Categories

Discount Dependent SMB (%)



High Value Whales (%)



Category	Increase in Lost Revenue
Sales	690%
Billing	89%
Product	285%

Our Recommendation

Driven by revenue, we propose the following:

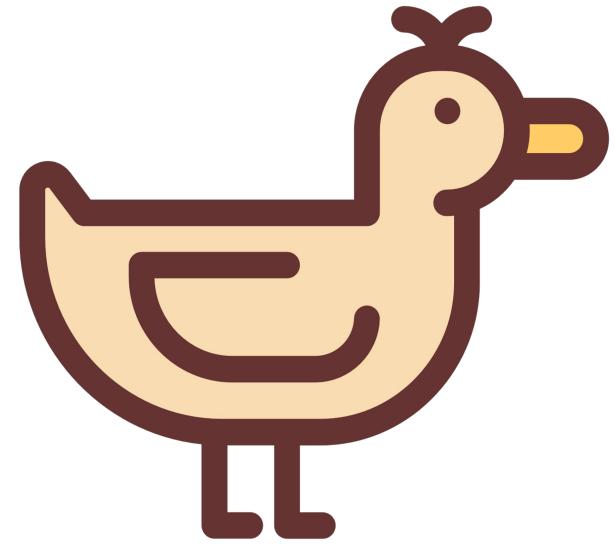


Adjustment to Sales

Shift away from acquiring small, low-value customers and implement a mandatory **Pre-Sales Solutions Review** for high-value contract deals.

Revenue Impact: By addressing the Whale and SMB sectors, we are positioned to recover 65% of lost revenue.

The Sentiment Fix: Targeting "Sales Expectation" is cheaper than a full product rebuild.



Thank You!

