**Enterprise Report**

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**Relevance with Current Analysis**

Taking the first three pages of the MIS-350 project, we were able to provide useful insights into the market and how effective promotions were in different circumstances. But with the customer churn, we can look into a whole different part of the business, customer retention. Because of this, they are not directly related to each other but are important to know as it builds up the big picture and an understanding of how the business is being managed.

**New Visuals Insights**

The insights derived from the visualizations of the Churn data have been interesting. There are important factors that help contribute to whether a customer churns or not. We've been able to identify important factors that contribute to customer churn, one of them being that the number of services a customer subscribes to and their payment methods all factor into whether they churn or not.

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As you can see here, those that have some services have more customers than those that do not. The most likely customers not to churn are those that user a moderate amount of services, 3.

**Actionable Insights**

Some suggestions that can be:

1. Service Packages: Bundle up multiple services into a package, as a business model, it will help convince more customers to stay and improve loyalty as they are able to easily access and use various services instead of just one at a time.
2. Paperless: We can offer benefits on utilizing paperless, such as the convenience, aligns with many shared values on waste, etc., this can help reduce their churn potentially.
3. Targeted Communication: We can work with targeting certain customers who are known to be more likely to not churn, as a way to focus on retaining customers.

**IT Infrastructure Assessment**

It is best if we shift to a cloud-based service, only one. We can focus on centralizing our data, hardware, and security using one service as a way to combat against how decentralized our current system is, reducing any downsides there were about decentralization. Centralizing will simplify and allow us to focus heavily on one service instead of spreading out, leaving gaps and complexity that will need even more support to be fulfilled.

**Business Systems**

Adopting Power BI as the go-to for all of our reporting and presentations would allow us to utilize it’s more advanced features that are lacking in Excel, improving the process and presentation, and unlocking possibly more insights. Adopt all computers to Windows 10 for more uniformity and simplicity.

**Security Concerns**

For security concerns, we can mitigate our vulnerabilities by utilizing implementing strategies and policies that restrict permissions and usage depending on employees and such, to ensure no leakage happens. Utilization of security policies will ensure that no breaches are possible if everything is followed strictly. We can also conduct training sessions on cybersecurity practices for our employees that can help reduce risks even more.

**Overall Findings**

The analyses have helped bring about a more detailed understanding of two important parts of the business: customer retention and IT infrastructure. They aren’t directly related, but both are very important for the company's future success.

**Business Impact**

With these insights, we can implement and change our business strategy for the better in a huge way. We can use the customer retention strategies derived from the Churn analysis to reduce the churn rates, improving our bottom line. By overhauling the IT infrastructure, it is likely to increase how efficient the business operates and lead to savings on costs.

**Insights for Future**

1. Customer Engagement Promotions: Utilize target customers, service bundles and loyalty programs based on churn analysis.
2. IT Centralization: Transition to a single vendor cloud-based service for all of the IT infrastructure to improve efficiency and security across the company. Adopt Windows 10 for all computers for uniformity and simplicity.
3. Employee Training: Host regular training sessions on Power BI and cybersecurity practices to improve security and efficiency.

With these insights, we can bring about a more efficient, secure, and successful business, increasing our success for the future.