Business Requirements Document (BRD)

# Project: Ecommerce Customer Churn Analysis

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## 1. Project Overview

The ecommerce company is experiencing high customer churn (cancellations or inactive subscriptions). The business wants to analyze churn patterns to identify drivers of churn and improve customer retention.

## 2. Business Objectives

- Measure overall customer churn rate  
- Identify high-risk customer segments (age, gender, region, category preference)  
- Compare Active vs Cancelled vs Paused customers  
- Calculate Customer Lifetime Value (CLV) to focus retention efforts  
- Provide recommendations to reduce churn and improve engagement

## 3. Stakeholders

- CEO → Strategic overview & customer retention impact  
- Marketing Team → Target campaigns for churned/high-risk customers  
- Product Team → Understand categories with high churn  
- Data/BI Team → Build dashboards & reports

## 4. Scope

In Scope:  
- Data preparation using SQL  
- Churn rate calculation  
- Customer segmentation (by age, gender, region, CLV)  
- Power BI dashboard with insights  
  
Out of Scope:  
- Predictive churn modeling (machine learning)  
- Direct implementation of retention campaigns

## 5. Success Metrics

- Reduce churn rate by 5–10% in the next quarter  
- Identify top 3 churn drivers  
- Deliver a dashboard used by Marketing & Product Teams