

A blurred background image of a business meeting. Several people in professional attire (suits) are gathered around a table. One person is holding a tablet, and another is holding a white coffee cup. The scene is brightly lit, suggesting an office environment with large windows.

Predicting Customer Attrition for Loblaws Digital

Organization Overview

- Loblaws Digital, the digital division of Loblaws, focuses on enhancing customer experiences through digital innovation.

Our Goals

- **Primary Goal:**

Build a predictive model to accurately identify customers at risk of leaving (churn).

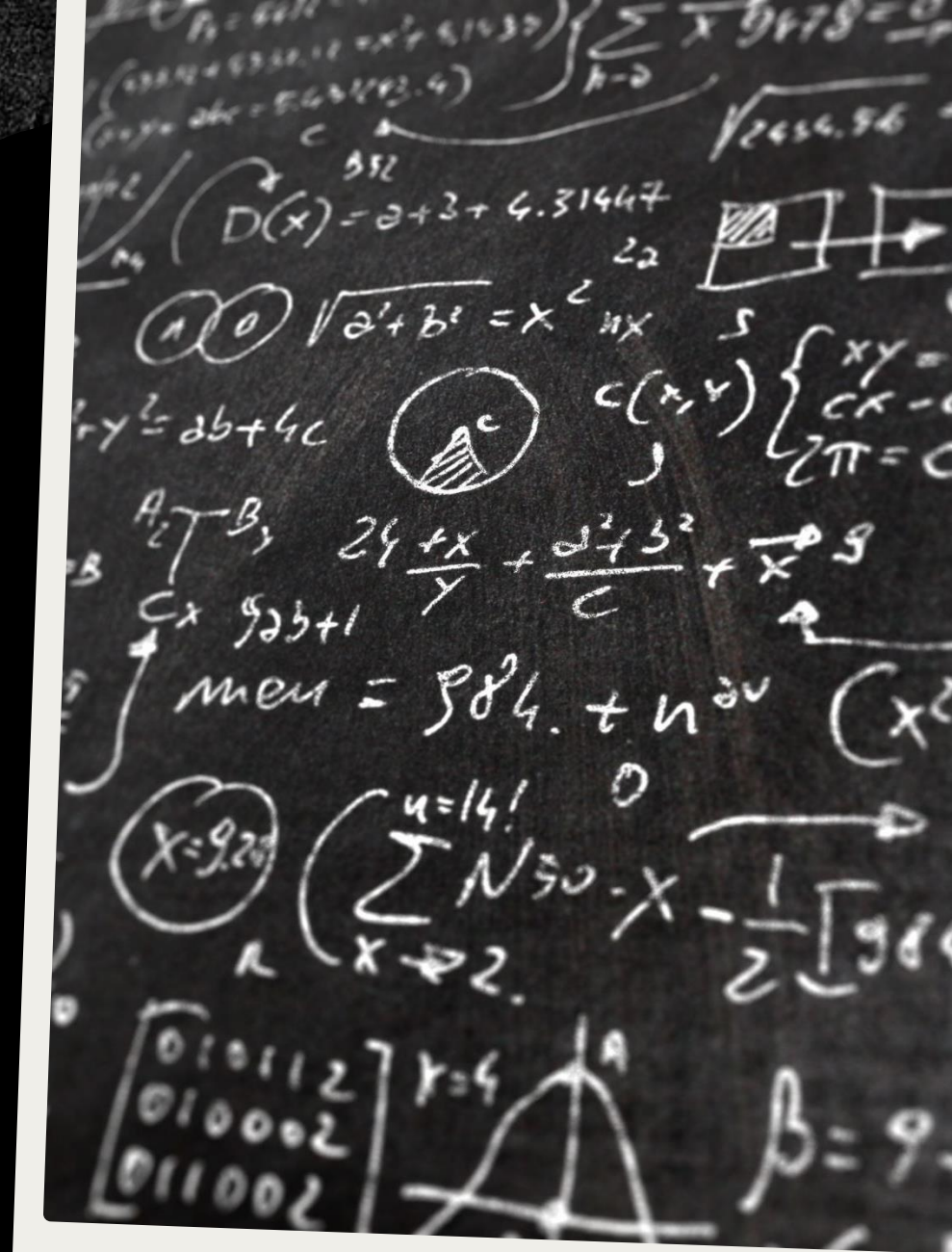
- **Secondary Goal:**

Perform a thorough exploratory analysis of customer data to gain insights into customer behavior and characteristics.



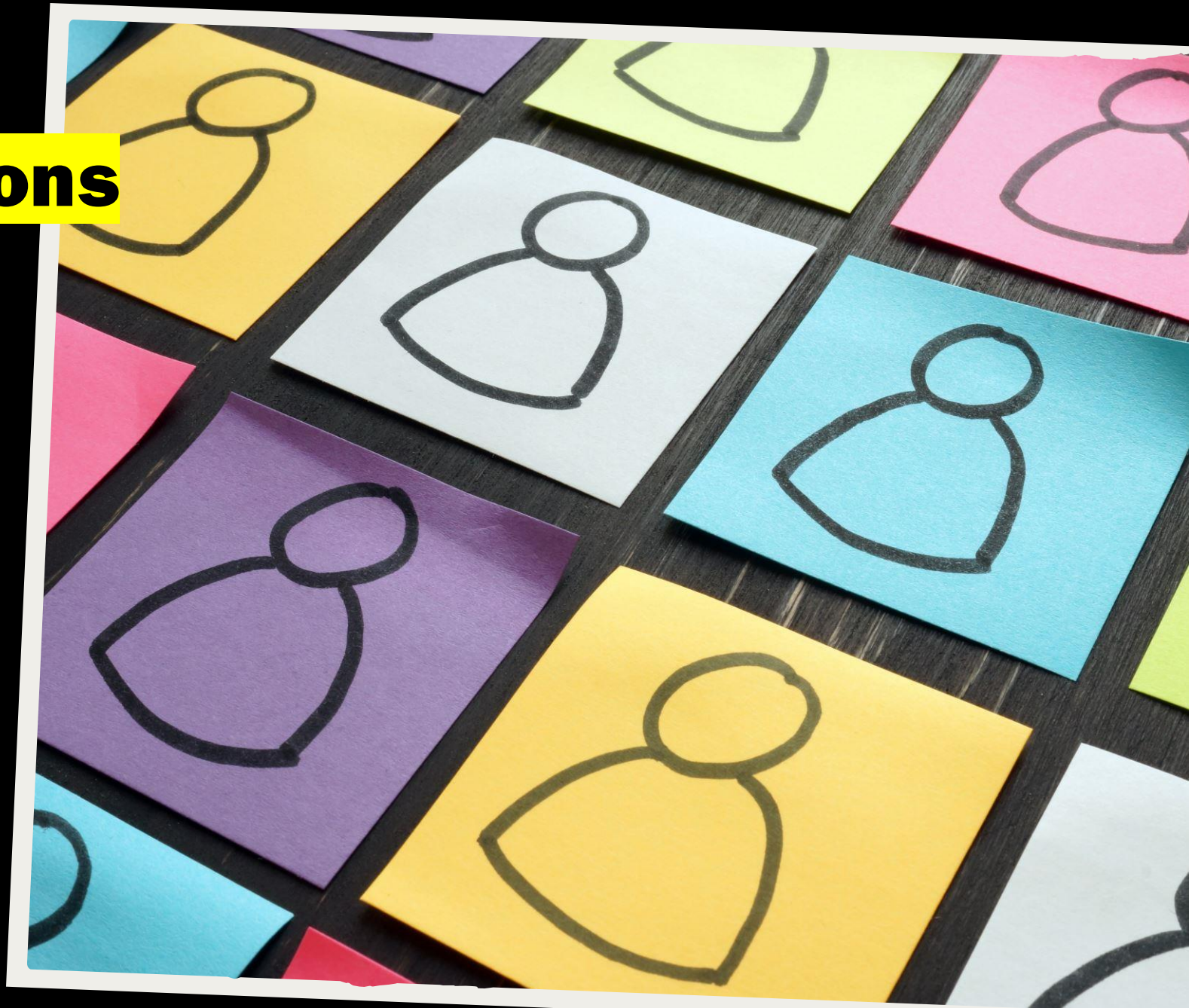
Tactical Decisions

- **Feature Selection:** Determine key variables indicative of customer churn.
- **Model Development:** Experiment with various machine learning algorithms.
- **Data Preprocessing:** Clean and preprocess data for high-quality model inputs.



Strategic Decisions

- **Personalized Retention Strategies:** Develop targeted retention plans for at-risk customers.
- **Customer Segmentation:** Create tailored marketing strategies for different customer segments.
- **Feedback Loop Implementation:** Continuously refine the model and strategies with new data.
- **Collaboration with Product Managers:** Align retention strategies with business objectives.



Why this Topic is Important



- Predicting and reducing customer churn is vital for maintaining a competitive edge and ensuring long-term customer loyalty.
- Proactive identification of at-risk customers enables effective retention strategies.
- Provides insights into customer behavior, enhancing data-driven decision-making and business performance.

Sprint Planning

Brief Description	Task	Assignee	Story Points
Data Collection and Preprocessing	Collect and preprocess customer data	Harsh	3
Exploratory Data Analysis (EDA)	Conduct EDA to understand customer behavior and trends	Vishv	3
Feature Selection	Identify key variables indicative of customer churn	Harsh	3
Model Development	Develop initial churn prediction model	Vishv	5
Model Optimization	Optimize the model for better accuracy and performance	Harsh	4
Personalized Retention Strategies Research	Research effective retention strategies based on predictions	Riddhi	3
Customer Segmentation	Segment customers based on churn risk	Vishv	3
Feedback Loop Implementation Plan	Plan implementation of a feedback loop for model refinement	Riddhi	2
Documentation and Reporting	Document findings and prepare reports	Riddhi	2



Thank you