

Executive Summary: Customer Churn Analysis

Situation

- Churn is impacting revenue and growth. Predicting and addressing it early can improve retention and profitability.

Complication

- High churn rates and reactive retention efforts lead to wasted resources and missed opportunities.

Question

- How can we predict customer churn more accurately and take targeted actions to reduce it, improving retention and profitability?

Answer

- Implementing a churn prediction model to identify at-risk customers and enable targeted interventions. This will:
 - ✓ Reduce churn and stabilize revenue.
 - ✓ Optimize marketing by focusing on high-risk customers.
 - ✓ Increase CLV and profitability.
 - ✓ Improve margins by retaining customers cost-effectively.

By reducing churn, we can enhance retention, customer satisfaction, and overall profitability.