**PROJECT REPORT ON CUSTOMER RETENTION**

**Submitted by**

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**Acknowledgement**

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**ABSTRACT**

Customer retention has been a significant topic since the mid-1990s, but little research has been conducted into management processes that are associated with excellent customer retention performance. This research investigates the associations between customer retention outcomes and a number of management processes including customer retention planning, budgeting and accountability and the presence of a documented complaints-handling process.

The retention service is deemed professional if it satisfies the  
following five conditions:

* It is based on expertise from the part of the provider;
* The quality of the service cannot be easily evaluated by clients;
* The delivered service is of utmost importance;
* The client cannot easily identify the nature of the service he needs; and
* Word of mouth is very important in the selection process of service providers.

To gain a better understanding of how professional service providers retain their targeted  
customers over time.  
To reach the purpose outlined above, the following research questions shall be addressed:  
RQ1: How can the factors influencing customer retention as perceived by professional  
service providers be described?  
RQ2: How can the customer retention strategies employed by professional

**PRODUCT PERSPECTIVE**

The purpose of the project work is to provide proper clustering methods and algorithm to achive the goal of Customer retention and reducing the churn factors included in out dataset.

In this world of Internet and wireless communication it is important to achieve our goal of customer retention and their communication purpose .A need for increase in the low cost and high performance is the need for the goal to be achived.So we aim to develop an algorithm which would achive these goals to attain the customer satisfaction and will gradually increase the demand of the sale .This would help in the survival of market intense in the competitive envirornment.The purpose of algorithm is to retain the customer satisfaction and reduce the churn factors included.

**USER CHARACTERISCTICS**

The user who is developing the whole algorithm is trying to make a proper evaluation of the Project and develop the architecture structure of optimal performance. A statistical analysis and Visualization will prove the performance better and best product utilization of the Adhoc network.

The ideas are included from the following platform –

Python including all the concepts of various libraries as

* Pandas
* Numpy seaborne
* Matplotlib

Customer Retention Strategies and Customer Loyalty

Understand motivations for defection

* Track the competition
* Improve on the attributes most valued
* Leave on a good note
* Stay in touch
* Ask for another chance
* Provide a peace oﬀering

**CONCLUSION**

The primary goal of relationship marketing is to build and maintain a committed customer base that is profitable for the company. Loyal customers provide a solid base of revenue stream for the company as well as they may represent growth potential; because they buy more products and services from the company over time. Companies implement retention marketing practices in at-tempt to increase customers’ commitment to the

Company.

To deliver outstanding customer service, companies need to ensure employee enthusiasm and create an internal culture which assists and supports development of a customer oriented culture within the organization.