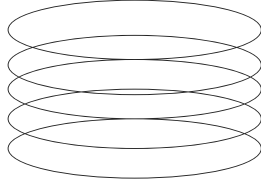
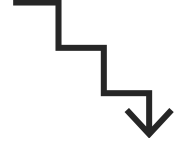




Project



Proposal



Details

Title	Reducing customer churn
Created by	Cody Cushing, Doug Francis, and David Gerhart
Project Type	Perform initial analysis and make recommendations for customer churn can be reduced.
Submission Date	2/13/2024

Description and Goal

We specialize in helping companies, like yours, increase their revenue by growing their customer base. We propose that we perform an initial analysis of your customer churn data Phase 1. After this analysis we will share our findings and if sufficient will share our findings and provide a proposal for Phase 2.

In Phase 2 we will use various AI tools to find patterns in your churn data and make recommend ways reduce your customer churn and forecast the results. This plan will include how to measure the success of recommendations that you choose to implement.



Problems and Solutions

Describe the issues or challenges your project aims to solve and how these can be addressed. Use the table to discuss the details.

Problems	Solutions
Customer churn needs to be reduced	Perform initial data analysis to determine if the available churn data captures the required elements and that sufficient data has been collected to move forward.
Causes for churn are not known	In phase 1 our experts will look at your data and determine what factors seem to make the largest impact on customer churn.
Present churn analysis results in a way that is easy to understand.	At the end of phase 1 we will present our findings and show why we believe as second phase will be beneficial.

Scope and Methodology

1. Work with your accounting and IT department to collect the data we are looking for.
2. Perform an initial analysis of the data to find factors that should be focused on during a more in depth analysis phase.
3. Create a visual representation of our findings to make the results of Phase one clear.

Deliverables

At the conclusion of Phase 1 we will present our findings. In this presentation we will illustrate the factors that make the largest impact on customer churn and explain how the use of various AI tools will help to predict the results of changes made to reduce churn.

Deliverables	Estimated Completion Time
Presentation	02/13/2024
Data collected and Source Code created during Phase 1	02/13/2024