IMPROVING CUSTOMER RETENTION USING DATA ANALYTICS

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# **PROJECT PURPOSE**

This project's objective is to use data analytics to pinpoint the main causes of customer attrition and offer workable solutions for enhancing client retention. The team guarantees structured delivery, stakeholder alignment, and efficient execution by overseeing this program using project management concepts.

# **OBJECTIVES**

* Conduct in-depth analysis of customer churn data.
* Develop insights and predictive models for churn.
* Propose retention strategies based on findings.
* Deliver results through a structured project management approach.

# **SCOPE**

* In Scope
  + Data cleaning and analysis of customer churn dataset
  + Building visual dashboards and predictive models
  + Project planning, scheduling, and risk management
  + Final recommendations and reporting
* Out of Scope
  + Live deployment of solutions
  + Real-time customer interaction or implementation

# **DELIVERABLES**

* Cleaned and analyzed churn dataset
* EDA visualizations
* Project plan (WBS, Gantt chart, risk register)
* Executive report with recommendations
* Dashboard

# **MILESTONES**

|  |  |  |
| --- | --- | --- |
| MILESTONE | DESCRIPTION | ESTIMATED COMPLETION |
| Project Charter Approval | Finalize scope and plan | Day 1 |
| Data Wrangling Complete | Clean and preprocess data | Day 5 |
| EDA and Insights Complete | Complete churn analysis | Day 8 |
| Predictive Model Built | Build and evaluate churn model | Day 10 |
| Final Report Submitted | Deliver executive summary and presentation | Day 12 |
| Dashboard Finalized | Interactive visualization ready | Day 14 |

# **STAKEHOLDERS**

|  |  |  |
| --- | --- | --- |
| Name | Role | Responsibility |
| Prajakta | Project Manager & Data Analyst | End-to-end ownership |
| Paul | Project Sponsor | Feedback, approvals |
| Joshua | Stakeholder | User of recommendations |

# **RISKS**

|  |  |  |
| --- | --- | --- |
| Risk | Impact | Mitigation |
| Incomplete data | High | Data imputation, robust cleaning |
| Model underperformance | Medium | Use multiple models, tuning |
| Time overrun | High | Strict timeline & agile methods |