Merchant Attrition: Data Discovery Questions

1. Relationship with the customer and how different ways we serve customer.
2. What are the different data available for this project?
3. What is the various service we provide and how?
4. Who are the customer and their behavior?
5. Understand the end to end business process.
6. What is the business problem we are trying to solve?
7. What is the risk for the business the competitor in the market?
8. What is the similar product/service available in the market?
9. What is the product it offers?
10. Understand why do customer leave?