IIT GUWAHATI'S
STRATEGY STORM 2025

Global Business Case Competition

ROUND 2

Blinkit Customer Churn Analysis

Background

Blinkit, a leading player in the quick-commerce space, is experiencing declining customer retention rates. Loyal customers significantly contribute to revenue, but a substantial percentage churn after a few months. Addressing this challenge is essential for sustaining growth, improving profitability, and maintaining a competitive edge in the fast-paced quick-commerce space..

Problem Description

To effectively reduce churn, Blinkit must analyze the underlying factors influencing customer behavior. This includes insights from market research into the quick-commerce model and, optionally, an analysis of the Churn Dataset (Link). The objective is to identify key drivers of churn and develop actionable strategies to enhance customer retention and satisfaction.

Key Deliverables

1. Insights from Research and Analysis:
- Summary of key findings derived from market research and/or optional dataset analysis.
- Exploration of churn drivers, trends, and factors influencing customer behavior.

2. Actionable Strategies:
- Detailed, data-driven recommendations aimed at reducing churn and enhancing customer retention.
- Tailored strategies addressing both operational improvements and customer engagement initiatives.

Objective

To provide Blinkit with actionable insights and strategic recommendations to effectively reduce customer churn and enhance long-term customer engagement.

Final Submission Format

1. 3-page business deck (Excluding Intro, Outro and Appendix)
2. Optional PDF document: Detailed analysis from dataset insights.
3. Optional dashboard link: Interactive visualizations of churn trends and strategies.

Submission Deadline

11:59 PM, 5th January 2025