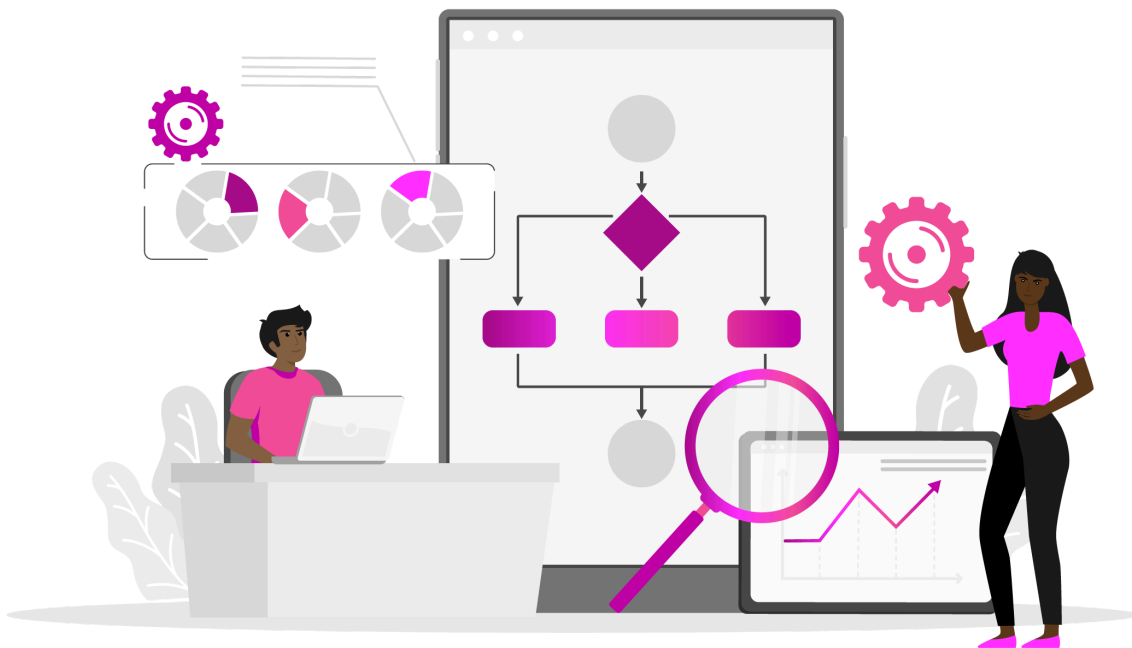


Page: W1P10 - Business Analyst

The Business Analyst plays a pivotal role in the customer churn analysis project, collaborating closely with the Project Manager and the rest of the team to derive actionable insights from the data.



Business analysis's main role and responsibilities are as follows:

- Compile the final report summarising key customer segmentation and churn prediction analysis findings.
- Identify factors contributing to customer churn and retention and recommend targeted retention strategies.

- Document any limitations and challenges encountered during the project and propose solutions.

- Create additional charts, tables, or code snippets to enhance the report's clarity and visual appeal.

- Present the project outcomes to stakeholders clearly and concisely, highlighting actionable insights and recommendations.

See the activity breakdown for this role based on Module structure.

Activity Breakdown for the Business Analyst role by project stages			
	Stage 1	Stage 2	Stage 3
Output	<ul style="list-style-type: none"> • Document any limitations and challenges encountered during the project. • Propose solutions to address the identified limitations and challenges. • Collaborate with team members to ensure comprehensive documentation and solution proposals. • Assist the Project Manager in identifying potential project risks and mitigation strategies. • Provide support in adhering to project requirements and quality standards. • Participate in all team meetings • Complete all required training courses 	<ul style="list-style-type: none"> • Highlight actionable insights and recommendations for the project. • Assist the Project Manager in facilitating communication among team members and stakeholders. • Support the Project Manager in allocating resources effectively and addressing project-related issues or concerns. • Analyse the findings from customer segmentation and churn prediction analyses. • Participate in all team meetings • Complete all required training courses 	<ul style="list-style-type: none"> • Compile summary findings • Identify contribution churn & • Recommend retention on anal • Create tables, enhance and vis • Prepare organis recom • Present clearly • Particip meeting • Complete courses

Skill set pathway	ACS WILDA Stage 1 - Project Planning ↗ _(https://acs-preview.percipio.com/track/b349ac91-0dd6-487f-a2b6-45eca95edc38)	ACS WILDA Stage 2- Business Analyst ↗ _(https://acs-preview.percipio.com/track/6cc5bf09-a308-4fb4-91c9-bd8112d8e966)	ACS WILDA Stage 3- Business Analyst ↗ _(https://acs-preview.percipio.com/track/3273-4111-)
Total internship hours	60-70 Hours	100 - 110 Hours	100 - 110