



## **CUSTOMER RETENTION PROJECT**

**SUBMITTED BY  
VARSHA V. SHINDE**

# Topics Covered

Problem Statement

EDA & Visualization Steps

Conclusion

# Problem statement

- Customer is an individual or business that purchases the goods or services produced by a business.
- Customer satisfaction is a key component of a successful and prosperous organization
- Many organizations simply categorize customer satisfaction measurement as a form of “marketing intelligence” instead of using it as a management tool to build the customer into their quality improvement processes and increase profit.
- As a result, companies often know the cost of providing good service but they rarely know the cost of providing bad service

# EDA STEPS

The EDA process itself is usually based on simple techniques, including data plotting, statistics application, and generating visual representations of the data, so patterns and trends are more easily revealed and understood.

**This is a multi-step process:-**

- **Get buy-in**

All stakeholders must first agree that EDA is necessary. Then, with the help of an EDA expert, the company must decide what data should be collected. Successful EDA is powered by analyzing as many elements and dimensions of data as possible, so typically, a business decides to track as much data as possible.

- **Collect and organize data**

The data is collected from various sources, including customer relationship management (CRM) software and third-party data sets. It is then organized into a data management system, usually using Enterprise resource planning (ERP) software.

Common ERP software solutions include Jet Analytics and . Many companies use SQL Server Integration Studio (SSIS), but it's like taking a car versus a bus:

# Cont..

- **Extract data**

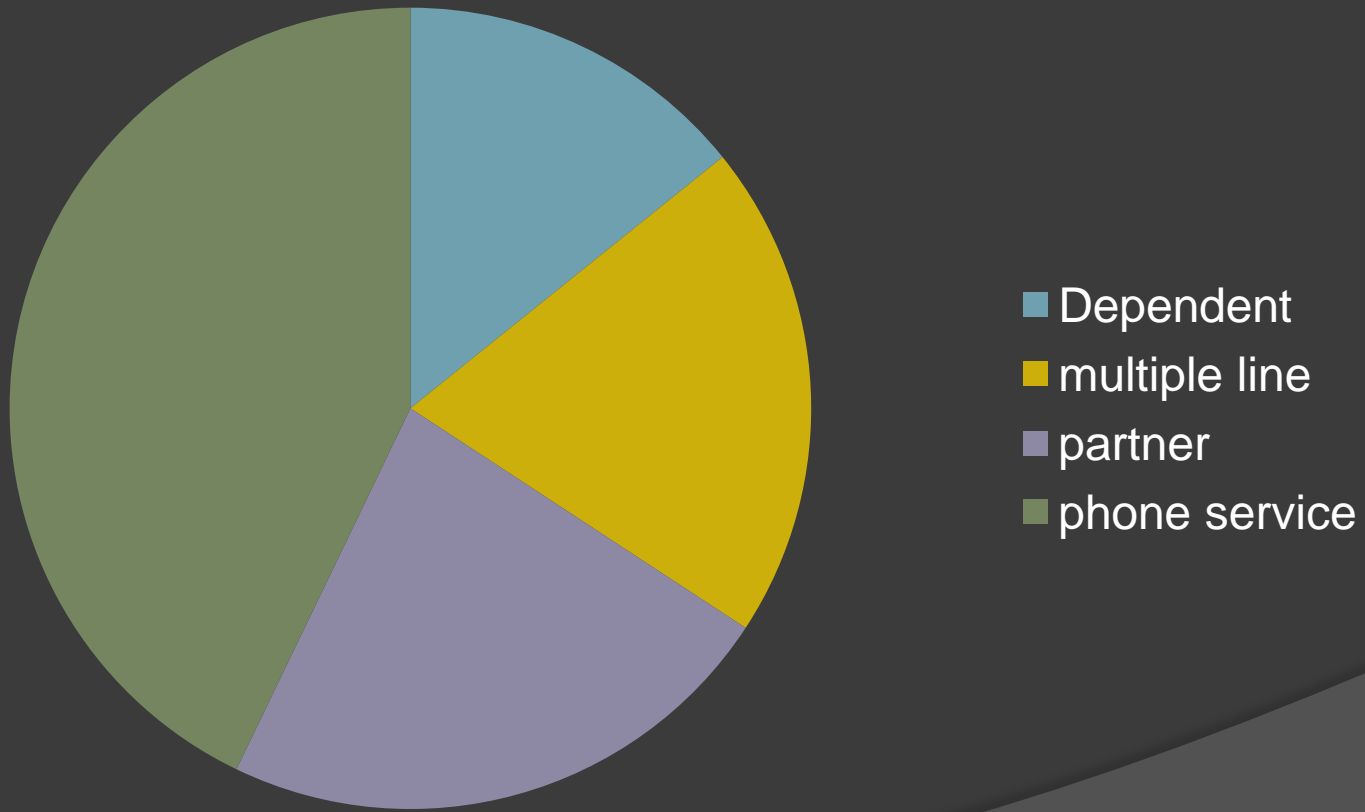
An expert (or team) trained in the art and science of EDA identifies both the specific parameters of the data to extract as well as the lens through which to view that data for it to be analyzed in a productive way. The data set is then extracted into a software solution like Power BI or Jet Reports, and from there, it is just a few clicks to turn that data set into one or more dimensional models. A dimensional model is a user-friendly visual representation of a specific data set. When done properly, a dimensional model should be very simple to read and interpret, but as you can see, what goes into making a dimensional model is quite complex and requires EDA expertise.

- **Analyze data**

The dimensional models should reveal patterns and trends that can be used to develop new strategies; they may also reinforce existing strategies or reveal what isn't working. These models can be re-created as often as necessary and can also be tweaked to use more, fewer, or different data points. The sky is the limit once a business commits to EDA.

# Visualization Data

Visualization



# Visualizations

## ❑ Define the Main Aspects of the Customer Experience

Customer data visualization is fantastic in terms of helping a business analyze and improve its performance.

## ❑ Choose What Data to Visualize:-

Some of the most common formats for data visualization include a wide variety of chart types, like line charts, bar charts, and pie charts.

## ❑ Visualize Customer Support Data:-

By getting and visualizing data on how often individual customers are contacting their support team, companies are more likely to provide better customer service.

# Assumptions

- Set your sales goals
- Map the customer journey
- Reduce friction
- Communicate well and engage with your customers
- Understand your customers' problems
- Ask for feedback



# Conclusion

Try striking a longer contract with new customers: two year or one year in that order of preference.

Leverage the time to improve the quality of services, on the high cost ones like Fibre optic

Improve on the Technical support on all services like streaming, phone connection and internet. Be up-to-date with current technology.

Collect customer feedback and act on it immediately to prevent new customer churn



**Thank  
You**