TECHNICAL COMMUNICATION

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Proposed Business Statement

The consulting teams' approach to the Fitness Center's repeated gain and loss of customers (i.e., churn) is to identify the main business drivers that is influencing the churn and build a evaluation model that will identify customers that are more susceptible to churn in order to deliver a recommendation regarding benefits that can convert a churn customer into a loyal customer that will enable the fitness center to take data driven strategic decisions.

Business Visuals

Two identified business drivers are
1) Enrollments vs Churn per Month: The *Enrollments vs Churn per Month* is a very important business driver as it visualizes the issues the client faces. The chart is also important as it shows how time can affect the model and the complexity of accounting for the various rises and dips.

Sign Ups by Month vs Churn
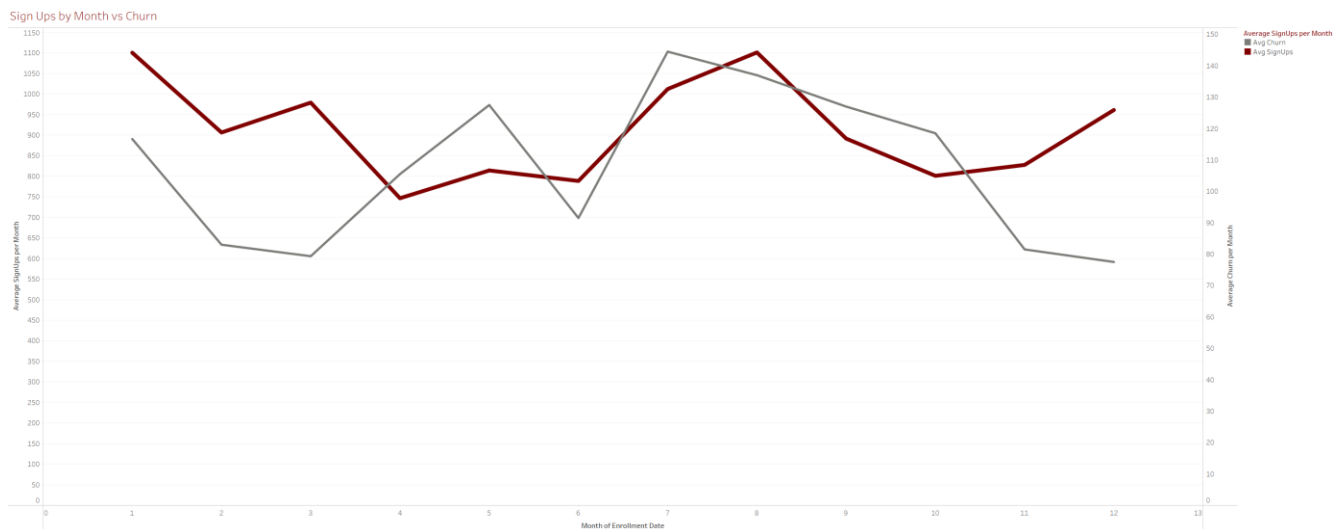
2) Payment Type: The Payment Type vs Churn highlights how a single payment type disproportionately affects the churn rate, allowing the model to use this data to be more accurate towards estimating churn. This graph also shows the business how to account for such payment types, by either removing it or implementing better benefits for changing the payment type.

Churn

A bar chart titled "Churn" with the y-axis ranging from 0 to 2000 in increments of 200. The x-axis categories are Cash, Cheque, CreditCard, and DirectDebit.

- Cash: approximately 1860
- Cheque: approximately 820
- CreditCard: approximately 50
- DirectDebit: approximately 100

Legend: ■ Churn