

# STRATIFY

## Business Analytics Bootcamp - 2025

### Project : Churnlytics

#### "Customer Churn Prediction and Retention Optimization for StreamNow Pvt. Ltd."

#### Objective of the Project

Participants will analyze and model customer churn for StreamNow Pvt. Ltd., a fictional digital content streaming platform, with the goal of reducing monthly churn rate by 15% over a simulated 3-month period. The project will require identifying key churn drivers, segmenting customers, and recommending targeted retention strategies based on data-driven insights.

#### Project Background

StreamNow Pvt. Ltd. offers subscription-based video streaming to over 250,000 customers across India. The company faces a rising churn rate, especially among new sign-ups and customers on basic plans. Churn is impacting revenue growth and increasing customer acquisition costs. The company has access to historical data on user activity, subscription plans, payment history, customer support interactions, and marketing campaigns.

Participants are expected to:

- Consolidate and clean customer data from multiple sources.
- Perform exploratory data analysis to identify patterns and drivers of churn.
- Build a predictive churn model using statistical or machine learning techniques.
- Segment customers based on risk and value.
- Design and simulate targeted retention campaigns (e.g., personalized offers, engagement nudges).
- Quantify the potential impact of these strategies on churn and revenue.

#### Deliverables / Outputs

- Cleaned and structured database of 3 months' customer activity, subscription, and support data.
- Churn analysis report: Key drivers, customer segments, and risk profiles.
- Predictive churn model (e.g., logistic regression, decision tree, or random forest).

- Retention strategy proposal with campaign design and expected outcomes.
- Final report with dashboards (Excel/Python), model performance, and executive summary presentation.

## Measures of Success

- Reduction in churn rate and increase in customer lifetime value (CLV).
- Accuracy and interpretability of the churn prediction model.
- Realism and impact of recommended retention strategies.
- Quality of data analysis, visualization, and business insight in the final presentation.

## Timeline & Format

- Self-paced bootcamp.
- Mid-review by 15th August.
- End-term submission by 22nd August.
- Final presentation by mock executive board to be intimated later.

## Data Provided (Simulated)

- User activity logs (logins, watch time, content preferences).
- Subscription and payment history.
- Demographic and geographic attributes.

## Preparatory Knowledge Recommended

- Business analytics fundamentals.
- Predictive modeling and segmentation.
- Retention marketing strategies.
- Tools: Excel, Python (pandas, scikit-learn, matplotlib).
- KPI design and dashboarding.

## Dataset

- Excel files are present in the shared drive directory.