

## Customer Churn Analytics

**Customer retention: A crucial factor for the success of consumer-oriented companies is the ability to retain customers.**

*This case study details Orzota's work in analyzing and predicting customer churn for a growing e-commerce company.*

### The Problem

This e-commerce client was growing at a good pace, adding a healthy number of new customers every month. However, they were plagued by a customer retention problem – many customers made a single purchase and never came back. The client wanted to identify the factors that caused these customers to leave and more importantly, have the ability to predict which customers were likely to leave so they could try and retain them with targeted marketing.

### The Solution

Several different data sources existed: a database held all account and purchase data, extensive log files held site visit data and summarized web analytics, a separate repository held results from customer surveys and customer support calls and emails were logged using a different system.

The first step was to explore the data to understand which features were important and had an impact on the problem. Various analytical

models were constructed, correlations studied and the feature set matured using standard machine learning techniques.

The final data set, transformations and model were finalized; it was then time to test the solution on the production data set. When this proved satisfactory, the final step involved building analytics dashboards to view the results and generate daily reports. The reports were automatically e-mailed to relevant employees who could then take corrective action to try and retain potential churners.

### Benefits for the Client

The customer churn analytics solution allows the client to:

1. View relevant customer metrics on a dashboard including computed and predicted metrics.
2. Identify potential causes for customer dissatisfaction and take corrective action.
3. Identify customers who are in danger of leaving and proactively reach out to them.

[Orzota](#) is a Big Data solutions company providing technology-enabled services. Our customer knowledge platform helps in rapid implementation of customer churn analytics that are tailored to your business, providing quality insights and real business benefits.

For more information on how Orzota can help your business, please contact us at [info@orzota.com](mailto:info@orzota.com).