DEFINE KEY PERFORMANCE INDICATORS (KPIs)

Use KPIs such as customer lifetime value, churn rate, repeat purchase rate, and customer satisfaction scores

COLLECT DATA

Collect data from various sources, such as sales transactions, website traffic, social media engagement, and customer service interactions

ANALYZE THE DATA

Use statistical techniques like cohort analysis, predictive modeling, and customer segmentation. Identify patterns and trends

GENERATE INSIGHTS AND CONCLUSIONS

Identify areas for improvement -Identify customer segments at risk of churning, optimize pricing and promotions, or improve the overall customer experience

TAKE ACTION TO IMPROVE

This involves fine-tuning marketing campaigns, improving customer service, or introducing new products or services

MONITOR AND REPEAT (ITERATE)

Customer retention analysis is an ongoing process, and you should monitor selected KPIs constantly