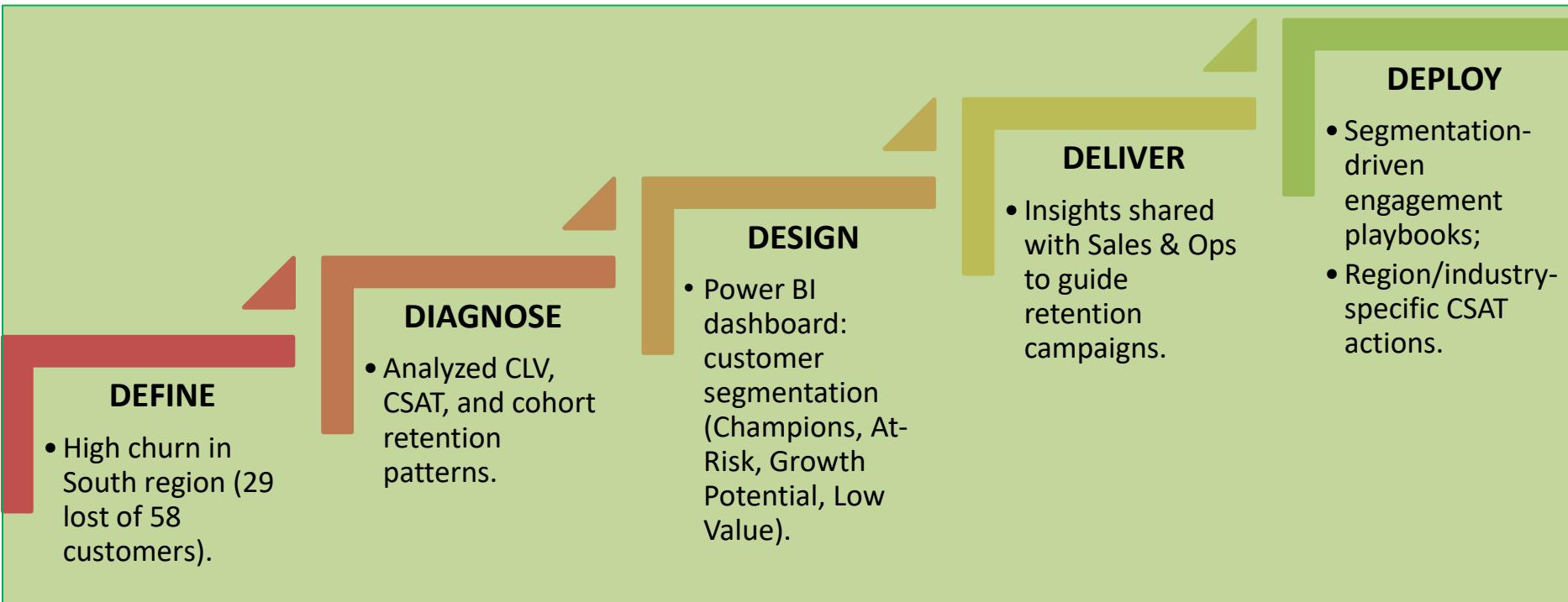




Data That Retains: Unlocking Customer Retention with Power BI

- Real-time insights for strategic decisions in Freight & Logistics  

Customer Retention Analysis

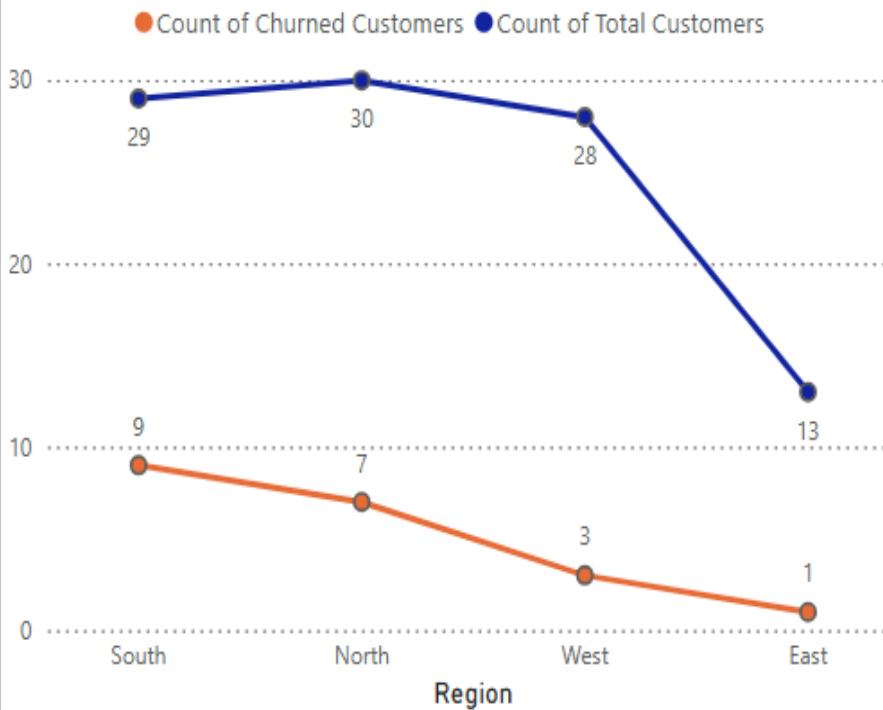


RESULT

- ✓ Identified Automotive as highest CLV,
- ✓ Improved retention targeting, churn hotspots addressed.

Regional Churn vs Total Customers

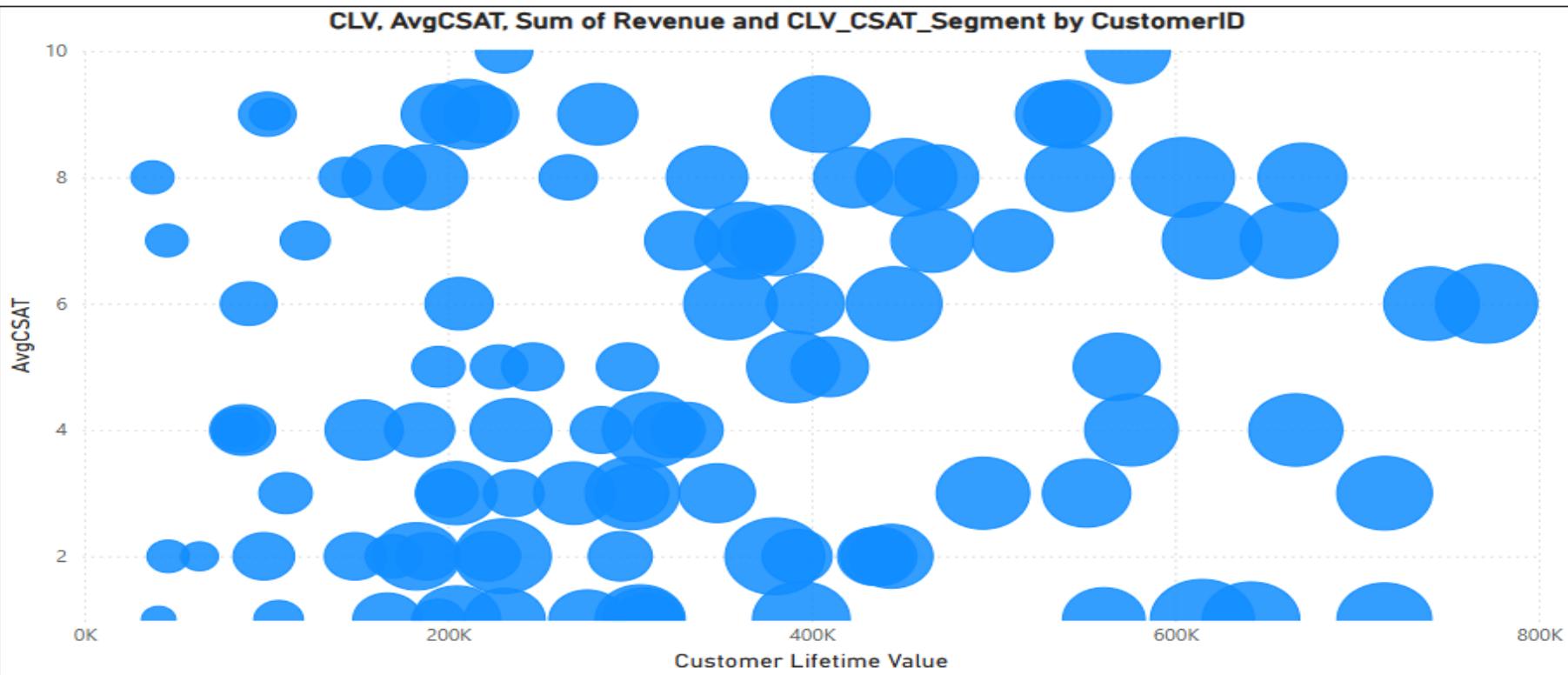
Region wise comparison of Churned Vs Total Customers



Every region tells a story.

- ◆ The South region dominates customer count—but also shows the highest churn (29 lost customers out of 58).
- ◆ North and West? Minimal churn, strong retention.
- ◆ What's working in the North and West—and how can we replicate it in high-churn areas?

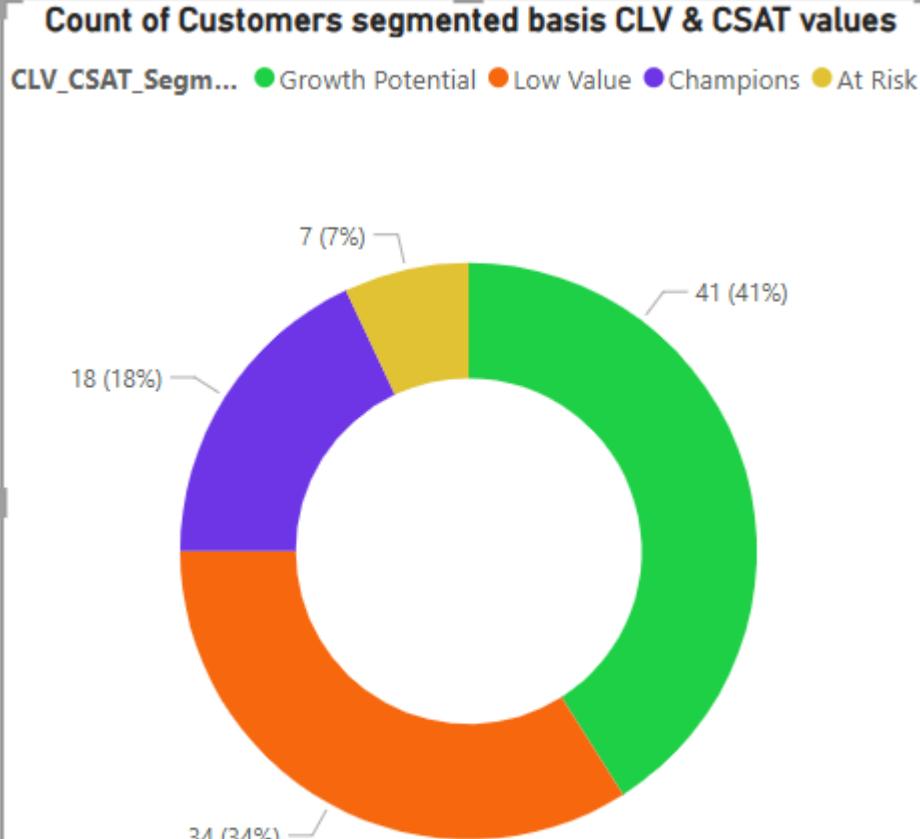
CLV vs CSAT vs Revenue by Customer



High-value customers don't just spend more—they feel more.

- Mapping Customer Lifetime Value (CLV) against Customer Satisfaction (CSAT) and Revenue gave us 4 key customer segments:
 - Champions
 - At Risk
 - Growth Potential
 - Low Value
- This lens helps laser-focus retention strategies. Keep the Champions, save the At Risk.

Customer Segmentation (CLV + CSAT)



Here's how the customer base splits:

- Champions (41%) – Loyal and profitable
- Growth Potential (34%) – Happy, but not high spenders (yet!)
- At Risk (18%) – Critical to engage
- Low Value (7%) – Consider cost-to-serve

🎯 **Actionable Insight:** Custom engagement for each segment = smarter retention.

Cohort-Based Retention Analysis

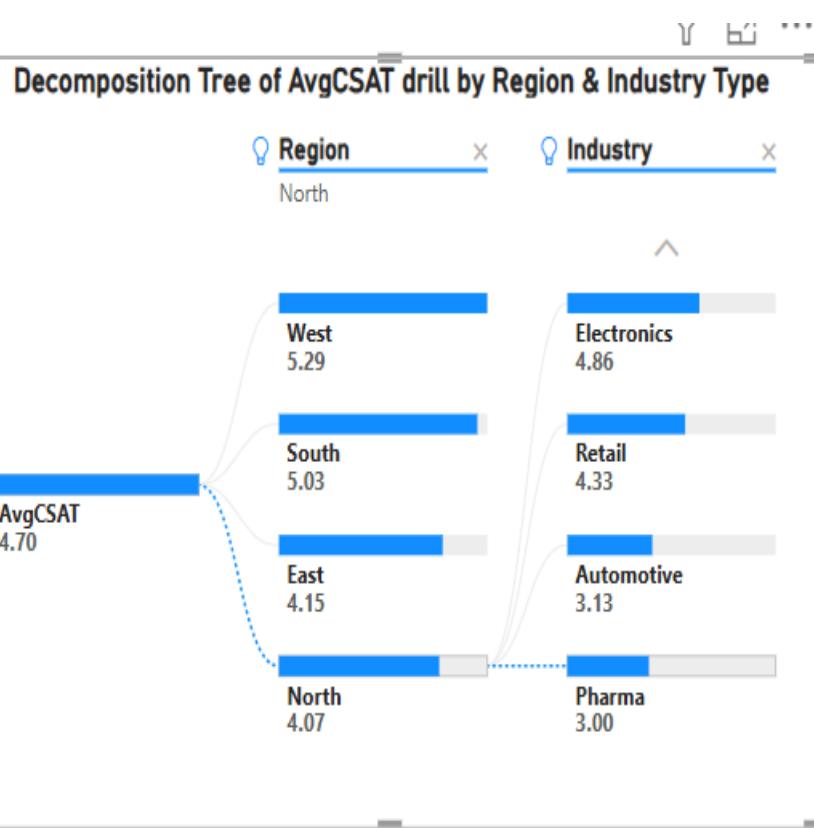
Cohort Customer Retention Matrix											
Year	6	7	10	11	12	13	14	15	16	Total	
2023	1%	1%	1%	3%	1%	8%	4%	30%	51%	100%	
January					1%	1%	3%	21%	51%	77%	
February					1%		4%	1%	9%		15%
March		1%				2%					3%
April			1%	1%		1%					3%
May				1%							1%
October	1%										1%
Total	1%	1%	1%	3%	1%	8%	4%	30%	51%	100%	

Time reveals truth.

-  From Jan to Oct 2023, the retention matrix shows an improving trend:
 -  Jan customers retained into later months
 -  Peak retention seen in months 13-16

 **Insight:** Our onboarding or early lifecycle engagement seems strong—let's double down on that!

Avg. CSAT by Region & Industry



Who's happiest?



Regionally:

- West tops with 5.29 CSAT
- North lags behind at 4.07



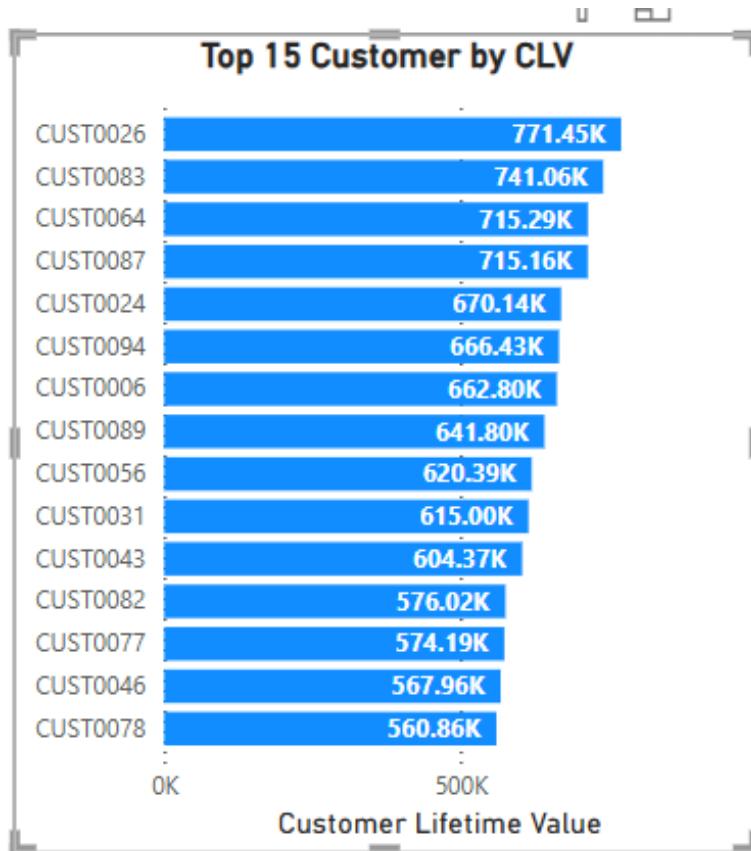
By industry:

- Electronics leads
- Automotive & Pharma need attention



Targeted customer experience strategies by region/industry = improved retention.

Top 15 Customers by CLV

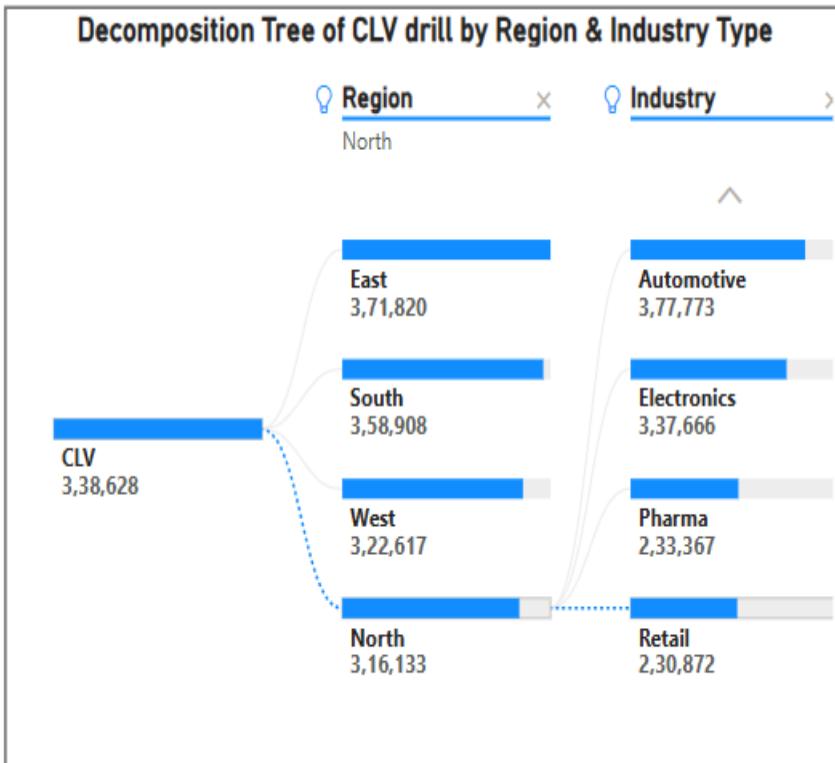


Your top customers =
your growth engine.

-  Meet the top 15 customers, led by CUST0083 with ₹741K CLV
-  What are we doing right with them?

Replicate their journey.
Upsell. Reward loyalty.

CLV Breakdown by Region & Industry



Where does revenue truly come from?

- 💰 Regionally: East & South lead in CLV
- 🏭 Industry-wise: Automotive customers have the highest CLV
- ✅ Align resource allocation and marketing budgets to where CLV is highest.

Let's connect!



ACHIEVE YOUR BUSINESS AGILITY THROUGH ISO, LEAN SIX SIGMA & DATA INTELLIGENCE

CORE SERVICES



ISO EXCELLENCE IN BIZ

- ISO Implementation
- Internal audits & certification readiness
- Documentation & process alignment



PROCESS EFFICIENCY & WASTE REDUCTION

- Workflow optimization
- Frequent Process audits
- KPI gap closure plans



TEAM EMPOWERMENT

- On ISO Std., Lean Six Sigma Tools, Excel & Power BI
- Tailored workshops for ops, quality, MIS teams
- Hands-on learning + use-case driven sessions



LEAN SIX SIGMA TRANSFORMATION

- Bottleneck analysis & lead time reduction
- Error-proofing & cost savings
- Continuous improvement culture



LOGISTICS BIZ FOCUSED BUSINESS INTELLIGENCE

- Power BI & Excel dashboards
- Data analysis & insights for decision making
- Automated MIS systems

ABOUT ME



K. PRAVEEN

Business Transformation Specialist

- ✓ 20+ Years Hands-On Experience
- ✓ Certified ISO Lead Auditor cum experienced Implementer
- ✓ Lean Six Sigma Implementer cum Practitioner
- ✓ Data Analyst using Power BI & MS Excel
- ✓ Logistics & SCM Domain Expert

CHANGE FOR MEASURABLE & SUSTAINABLE IMPROVEMENTS !!!



CALL-FOR-ACTION

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