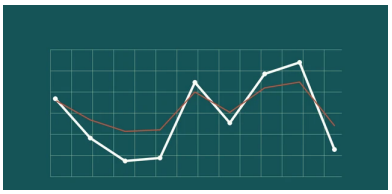
Customer churn analysis



We compare retention across four cohorts and identify the largest observable churn differences.

Who it helps

SME managers and reporting teams

The problem to solve

A single churn figure can conceal meaningful differences between customers who started at different times.

Working through the brief

1. **Agree the retention definition**

   Gather the agreed inputs. Historical data, comparison periods and the business question.

2. **Compare four customer cohorts**

   Track “Cohort and period” and “Retention result” together so the reviewer can connect the source information to the result.

3. **Explain the largest observed differences**

   Use the cohort comparison to prioritise retention questions that the available evidence can support.

4. **Check the scope at handover**

   Licences, hosting and extra data sources require separate agreement.

Worked example

A customer has moved to another account ID. Review the identity link before counting the original account as churn.

Read the service scope / DAT-020

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