

Abstract

This research investigates the use of data analytics to improve customer retention strategies in subscription-based businesses, where long-term customer loyalty is crucial for sustained growth. With subscription models becoming increasingly popular across industries, businesses are facing heightened pressure to reduce churn and enhance customer lifetime value. Data analytics offers the potential to identify key factors that drive customer retention, such as engagement patterns, service satisfaction, and personalized offerings. This study explores how companies can leverage customer data to create more effective retention strategies.

A mixed-methods approach is utilized to provide a comprehensive analysis of how data analytics impacts retention efforts. The quantitative phase involves analyzing customer behavior data, including usage patterns, subscription renewals, and customer feedback, to develop predictive models that identify customers at risk of churning. Advanced statistical techniques and machine learning algorithms are used to evaluate the effectiveness of retention strategies, such as personalized offers or loyalty programs. The qualitative phase includes interviews with marketing professionals, customer service managers, and data analysts to explore the practical applications of data analytics in customer retention and to understand the challenges and benefits of using data-driven strategies.

The findings reveal the significant role data analytics plays in improving customer retention in subscription-based businesses. By combining both data-driven insights and expert perspectives, the study provides actionable recommendations for businesses seeking to enhance customer loyalty, reduce churn, and optimize retention strategies for long-term success.