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SAMPLE 02 / POSTGRADUATE MANAGEMENT

Customer Retention Strategy Review

An illustrative management report showing how an executive summary, analytical framework, hypothetical data, limitations, and recommendations can fit together in a professional document.

DOCUMENT TYPE	ACADEMIC LEVEL	CASE STATUS
Analytical report	Postgraduate / MBA	Fictional case study

Demonstration sample — not for submission. The company, customer counts, retention rates, and business scenario are fictional and have been created solely to demonstrate report structure. The figures are not market research or verified business data.

A strong analytical report separates evidence from interpretation, states its assumptions, tests more than one possible explanation, and presents recommendations that are proportionate to the available data.

01 / EXECUTIVE SUMMARY

Context and analytical frame

Executive summary

This fictional case considers a subscription retail business reviewing customer retention. The central question is whether a more structured onboarding and service-recovery process could improve early customer engagement. The report uses an illustrative dataset to demonstrate how a business question can be defined, compared with simple metrics, and translated into testable next steps. No real organization or customer records are represented.

Problem statement

The business has observed a hypothetical drop-off during the first three months after signup. Possible explanations include unclear product value, friction in the first-use experience, weak support follow-up, or a mismatch between acquisition messaging and the delivered service. These are hypotheses to test, not findings established by this sample.

Framework for review

LENS	QUESTION	EVIDENCE NEEDED
Onboarding	Can new customers reach a first useful outcome quickly?	Activation events, time-to-value, support themes
Service recovery	Are unresolved issues associated with cancellation?	Ticket categories, resolution time, cancellation reasons
Value communication	Does the first-month journey reinforce the promise made at signup?	Message testing, usage cohorts, qualitative feedback

Scope note

The report does not estimate causal impact. A proper analysis would document cohort definitions, sample sizes, exclusions, measurement periods, and uncertainty before drawing conclusions.

02 / ILLUSTRATIVE ANALYSIS

From observation to test

Hypothetical retention table

COHORT	MONTH 1	MONTH 2	MONTH 3
Cohort A	100%	82%	70%
Cohort B	100%	86%	76%

All percentages above are fabricated solely for this sample. Cohort B must not be interpreted as outperforming a real intervention; the table gives no sample sizes, comparability checks, or causal evidence.

Recommendations to test

1. Map the first 30-day journey and identify where customers fail to reach a clearly defined first useful outcome.
2. Interview a small, consented sample of new and recently churned customers using a consistent question guide.
3. Pilot one onboarding change against a documented comparison group, with predefined retention and guardrail metrics.
4. Review support-contact rates, refunds, complaints, and customer satisfaction alongside retention so any apparent improvement is not achieved by creating other problems.

Limitations and next steps

This demonstration uses no real business records and supports no empirical conclusion. A real report should include data provenance, a reproducible analysis method, privacy safeguards, an explicit limitations section, and the decision owner for each proposed action.

Citation practice

The final report should cite the original research and relevant primary sources used to support claims about customer retention, onboarding, and service recovery. Record full publication details in the required style (for example, APA, Harvard, Chicago, or IEEE) and verify each reference against the original source. No literature review or verified bibliography has been completed for this fictional sample.

Academic integrity note: This PDF is a formatting and reasoning example only. Do not represent the hypothetical figures as evidence, and do not submit this sample as original coursework.