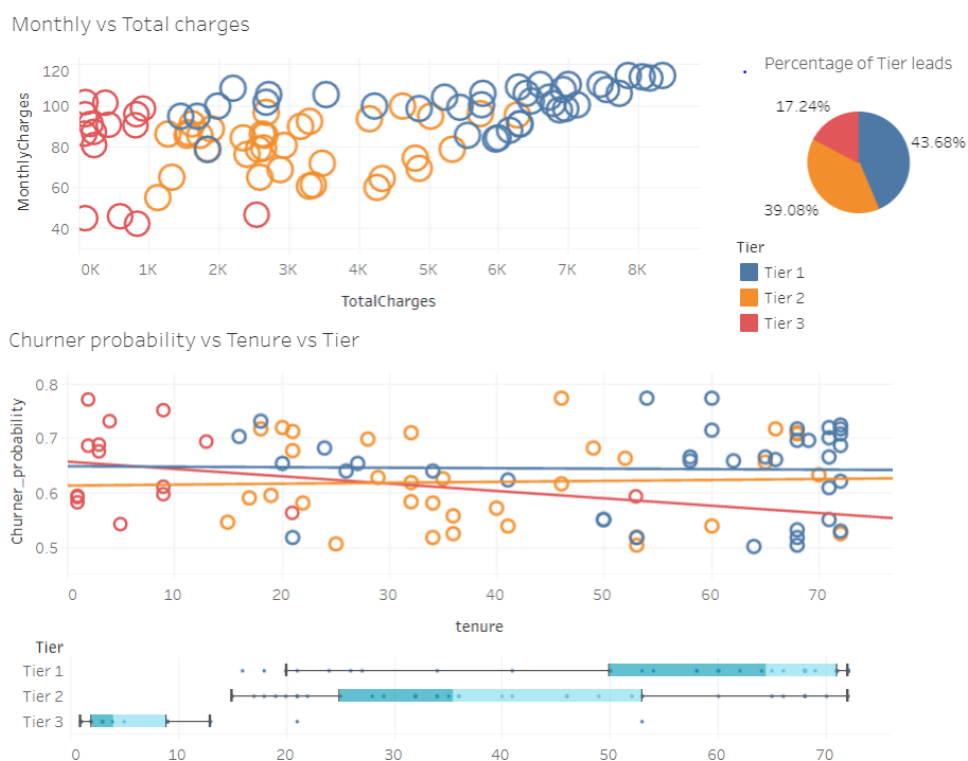


Build up a dashboard where you visualize the output of the pipeline and present your conclusions/results in the report.

For this last exercise, I have used Tableau to create a visualization of the data. The dashboard can be accessed through the following link: <https://public.tableau.com/profile/aran3436#!/vizhome/Pr5LeadGeneration/Dashboard1>



First of all, we see that from all the data used to represent and reach conclusions, the big majority is represented by the Tier1 with a 43,68%, which is something good since it belongs to the best leads. The worst leads, represented by Tier3, are only the 17,24% of the total data.

In the first plot 'Monthly vs Total Charges', we observe that Tier1 data is mostly gathered on the top right corner. That is, among all the customers, the best leads to give up our company are those that have spent more money on our services throughout the years, and additionally, the monthly charge is above 80 euros.

In the middle of the dashboard, the 'ChurnerProbability vs Tenure' scatterplot. What can be analysed from this plot is that Tier1's group probability remains constant no matter the months the customer has stayed with the company. And by adding the information on the boxplots, we can see that those more likely to leave our services are also those who had stayed the most with us.

From this data visualization, we can conclude that our long-term services are not good for the customers, who after some time are more likely to change our services from the ones of another company. To identify the best leads to churns, we can take a look at those companies that have large charges (both monthly and overall) and that have stayed some years with us already.