

Managing Customer Churn

Austē Maštavičiūtē



Sales vs Retention

Sales



CUSTOMER RETENTION





Customer Retention Challenges



Gigantic Amounts of Data



TIMELY Access to Review Data



Sentiment Analysis and Interpretation



Categorizing Reviews



Taking Proactive Action

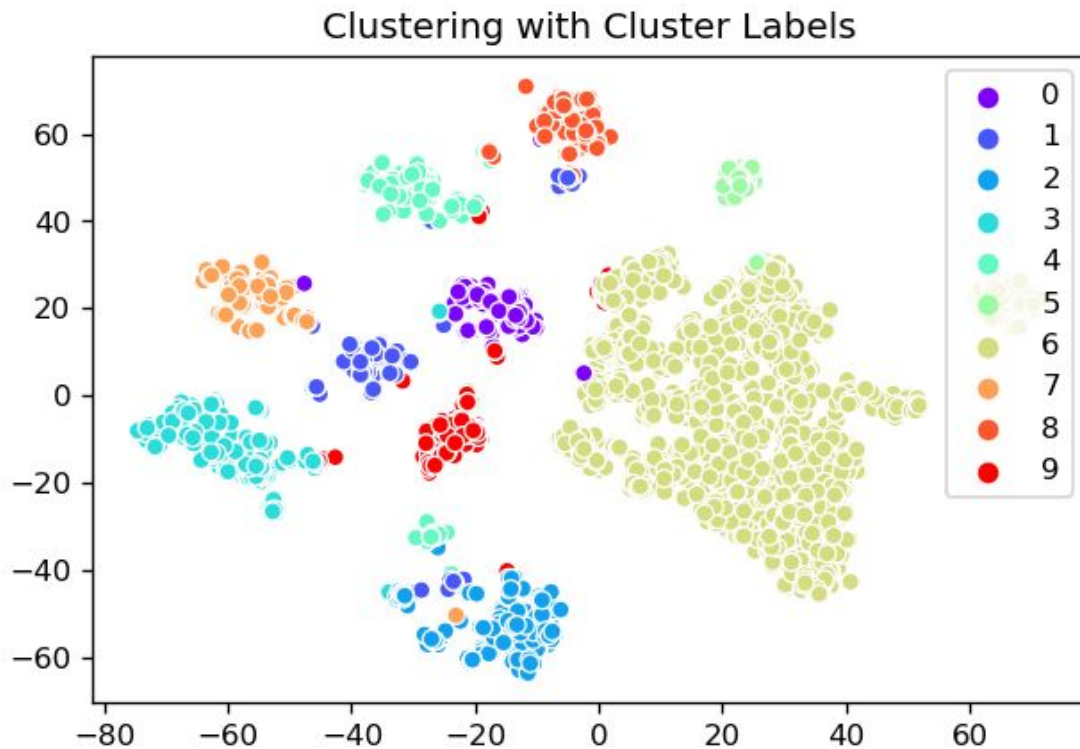


Approach

- ❖ 14,885 Tweets about Airlines
- ❖ TextBlob & Vader
- ❖ Count Vectorizer
- ❖ Non-negative Matrix Factorization (NMF)
- ❖ KMeans
- ❖ t-Distributed Stochastic Neighbor Embedding (t-SNE)



Clustering





Not Too Shabby...

TWEET

@AmericanAir thank you so much that helps a lot

@United I have never had such a horrible customer service

@united and most frustratingly, all this delay happened either at the gate, or even onboard the aircraft! No heads up in advance!!!

@USAirways but my bag is still missing

SUGGESTION

Keep up the good work! 🏆

Please Improve Customer Service Rep Training 🎯

Please Improve Your Scheduling 🕒

Please Pay More Attention at Baggage Handling ⚠️



Could be better...

TWEET

@united Making sure your flights aren't delayed due to poor maintenance would be a start.

@AmericanAir Worst airline. You Cancelled my, didn't let me know, I waited on hold for 30 mins, you told to call back at middle of the night?!!

@AmericanAir don't they already know ? Isn't everyone sharing how nasty the food is? It's not even close to decent

SUGGESTION

Keep up the good work! 🍷

Weather Is Out of Your Control, Relax ☹️

Please Improve Your Rebooking Process 🙏



Next Steps

- ❖ Further Tweet Analysis
- ❖ Improve Spelling
- ❖ More Data
- ❖ Neural Network
- ❖ Flask App

Thank You

