

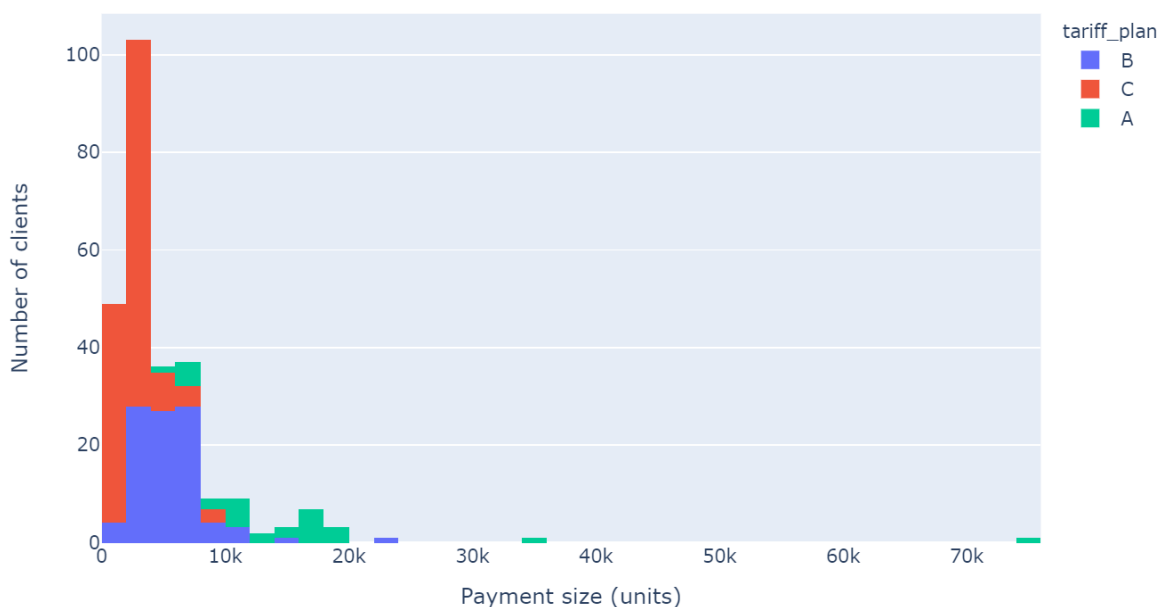
## Final Project Presentation:

The virtual telephony service CallMeMaybe developing identification of clients with non-optimal plan in order to improve company strategy.

### **General instruction:**

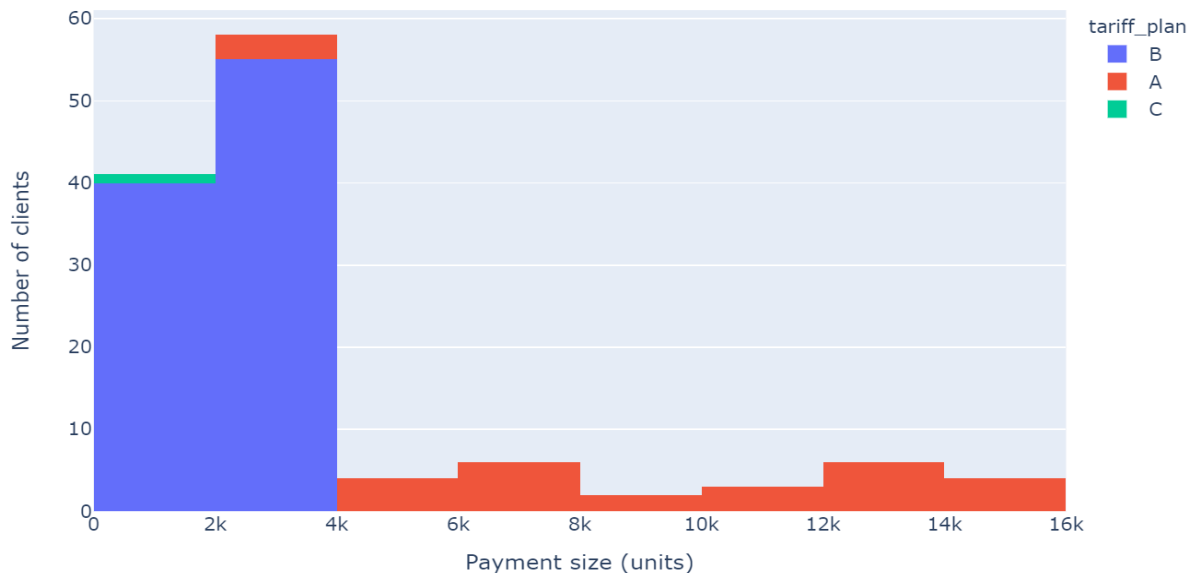
Find clients with non-optimal plans. Only look at active clients. Think about how you can offset the risk of a considerable reduction in revenue should all users switch to plans that are more profitable for them.

After extracting and preparing the data for analysis we have dataset of 307 unique clients signed up in period from August 1 to October 31, 2019 that 261 of them were still active in November 2019. I came out with active clients distribution: **Payment Distribution by tariff**



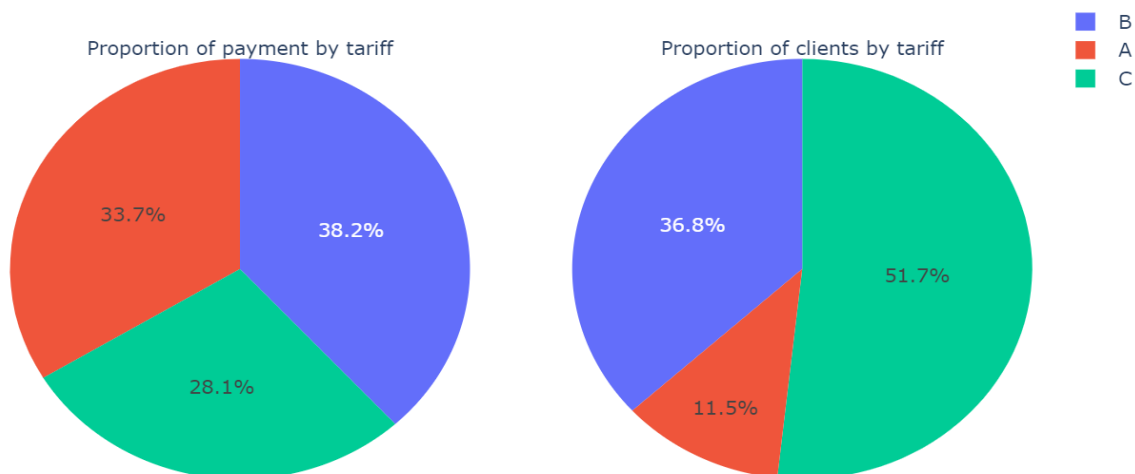
As we see on the graph there is some correlation between plans, that mean clients who paid same amount of money have different plans and one of the plans is non optimal.

## Overpayment clients distribution:

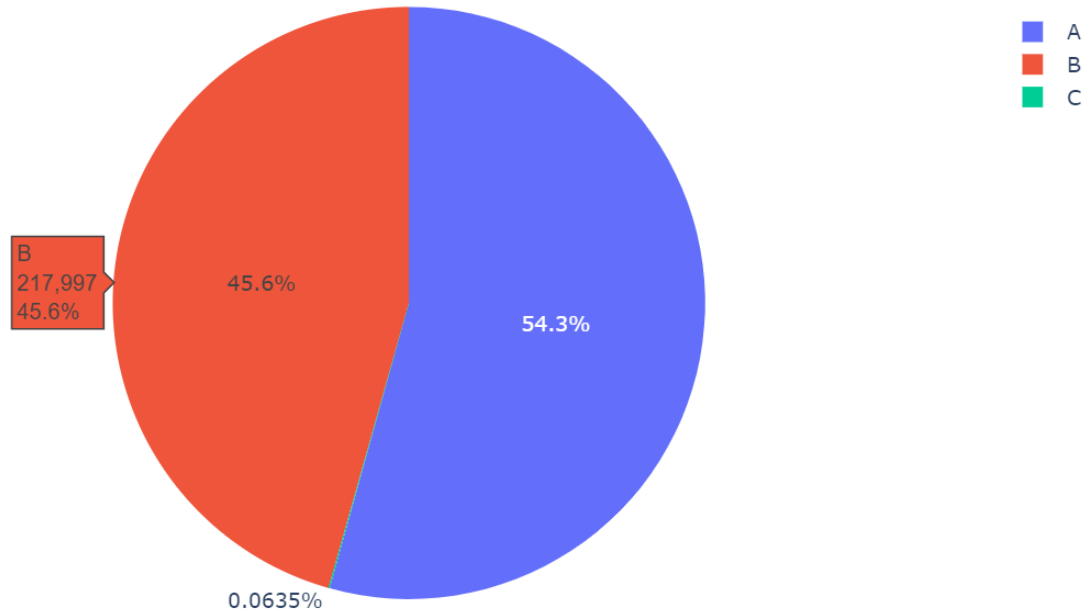


What we see is that from all 261 sample active clients for period from August 1 to October 31, 2019 28 clients of 30 total plan A clients had overpayment, it can be explained by that basic price of plan A is the most expensive and in order to justify the use of it clients need a good reason to, so this plan may be suitable for very specific clients like rental and salesman managers, clients that use their phones for work reason. 95 Clients of plan B out of 96 also overpay relatively small amount of money and could not notice their overpayment, so we left with plan C as an optimal with only one client that overpay very small amount of 303.4 units.

### The proportion of tariff plans



Proportions of overpayment by plans



According to the proportion of clients pie chart there is only 11.5% of clients with the A plan but on the other side they responsible for almost third of payment 33.7% and 54.3% of the total overpayment.

### General conclusions:

After examining clients sample payments we found out that plan C is most optimal with only one client overpaying, no clients exceeded the 2000 minutes limit of free internal calls but almost every client of plan B - 99% and 93.3% clients of plan A are overpaying, if company won't make any changes there high potential of massive clients leave wich will make significant impact on company income. As an analyst I think that company cannot discriminate one group of a clients on other and should offer fair tariffs plans to all her clients, in order to reduce the impact of clients switch I consider to reduce free minutes limit for new clients, suggest to rearrange plan B or to open new tariff plan, offer plan A for only specific clients who have special needs, to identify all overpaid left clients and offer them suitable tariff plan according on their usage record. In my professional point of view this is the right thing to do in order to keep the company profitable for the long run and for the next generations.

Thank you for reading.