



DATA SCIENCE IN PRACTICE MGT-415

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Seminar #1

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Welcome to the office !

You have recently started your job as a Data Scientist in a famous telecom company. As you may very well know, *telecoms* fiercely fight for customer retention, with entire service branches devoted to this task. This is due to the fact that retention is more cost efficient than capturing new clients. One of your colleagues from the master got hired in the Marketing Department, and he needs to understand the company's clients, so he's asked you to help him out with a descriptive report and segmentation of the customer base. He's specially interested in the lifetime value of *loyal* customers. Thus, you can ignore (for now) those who leave the company (churn).

Prepare a descriptive report and segment the customers in the most adequate way. For this assignment, use the data on `customers.csv`. Clean, organise and present an exploratory analysis of the data. What can you tell about the customers ?