

Data Analysis Project

Customer Retention Plan for Maven Telecom

Data Analyst: Gaza Daniel

Client/Sponsor: Maven Telecom

Purpose:

The analytic department of Maven Telecom has been tasked with determining the cause of churn, as well as how to mitigate it further in the future.

Scope / Major Project Activities:

In order to meet our objectives we created steps to follow we formulated Analysis questions which if we answered brought us to the actionable steps we need to use,

Activity	Description
Analysis Questions	we formulated questions in which if we answered brought us to the actionable steps we need to use in improving retention.
Data	then we collected the data we will need to carry out the analysis.
Data Cleaning and Wrangling	Cleaned and structured the data for the analysis.

Deliverables:

At the end of this analysis, we would have derived and developed results and insights alongside recommendations to follow.

Deliverable	Description/ Details
Results & Discussion	The results from the analysis
Insights	The insights we derived from the analysis process
Recommendation	Actionable steps Maven Telcom should follow in improving

	customer retention
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Schedule Overview / Major Milestones:

These are the expected schedules for this project, and the time they will take to be completed

Milestone	Expected Completion Date	Description/Details
Analysis Questions	Week 1	From the objective of the project we used the 1st week in formulating the questions that will channel us to results
Data(Collecting, Cleaning & Wrangling)	Week 2	collected the required data needed, cleaned and wrangled the required structured
Analysis(Insights & recommendation)	Week 2	In this week, from our analysis we derived insights and recommendation

*Estimated date for completion:

With all required pieces of information and data available, the project will be only last of a time of two weeks