

Presented by Ze Rocky



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Churn Rate Analysis





THE COMPANY

Telecommunications company selling mobile and internet packages to clients in a monthly, annual or biannual subscriptions.

THE PROBLEM

Reduce the “churn” rate, predicting the active clients at risk of quitting the company’s services

► What we were asked to do?

DATASET WITH ONE MONTH RESULTS

We were demanded to analyse the data from one given month from an anonymous list of +7000 clients, including active and “churned” ones

ANALYSING CLIENTS AND PATTERNS

With the goal of predicting clients at risk, our work was to analyse all clients characteristics, their subscribed services and find useful KPI.



Let's go into our dashboard



Main difficulties to score our goals

- The short time to analyse data we didn't knew before;
- The use of different tools and languages;
- The limits of some of the tools to express our thoughts;
- The limits of AI;
- Our team limits.

Tools and languages

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- **VSCode, GoogleColab, PowerBi, and Github;**
 - **English, French, Portuguese, Python, Pandas, and DAX.**

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Thank you,
Merci,
Obrigado,
Gracias.



We accept questions in
English, Français,
Português e Espanhol

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