Presented by Ze Rocky

Pinky Telecom

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Churn Rate Analysis

Pinky Telecom

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

What we found about the Churn?

MONTHLY CHARGES, TENURE AND DSL HAVE MAJOR IMPACT

Most of the clients quitting were alone, had a monthly subscription on DSL, stayed in the company less than 2 years and had a monthly charge between 45 and 90 euros.

RECOMMENDATION TO REDUCE THE RATE

Through a Machine Learning model we predicted 30 active clients with a risk of Churn higher than 60% and from their characteristics and services use an optimized approach is possible

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

- 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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