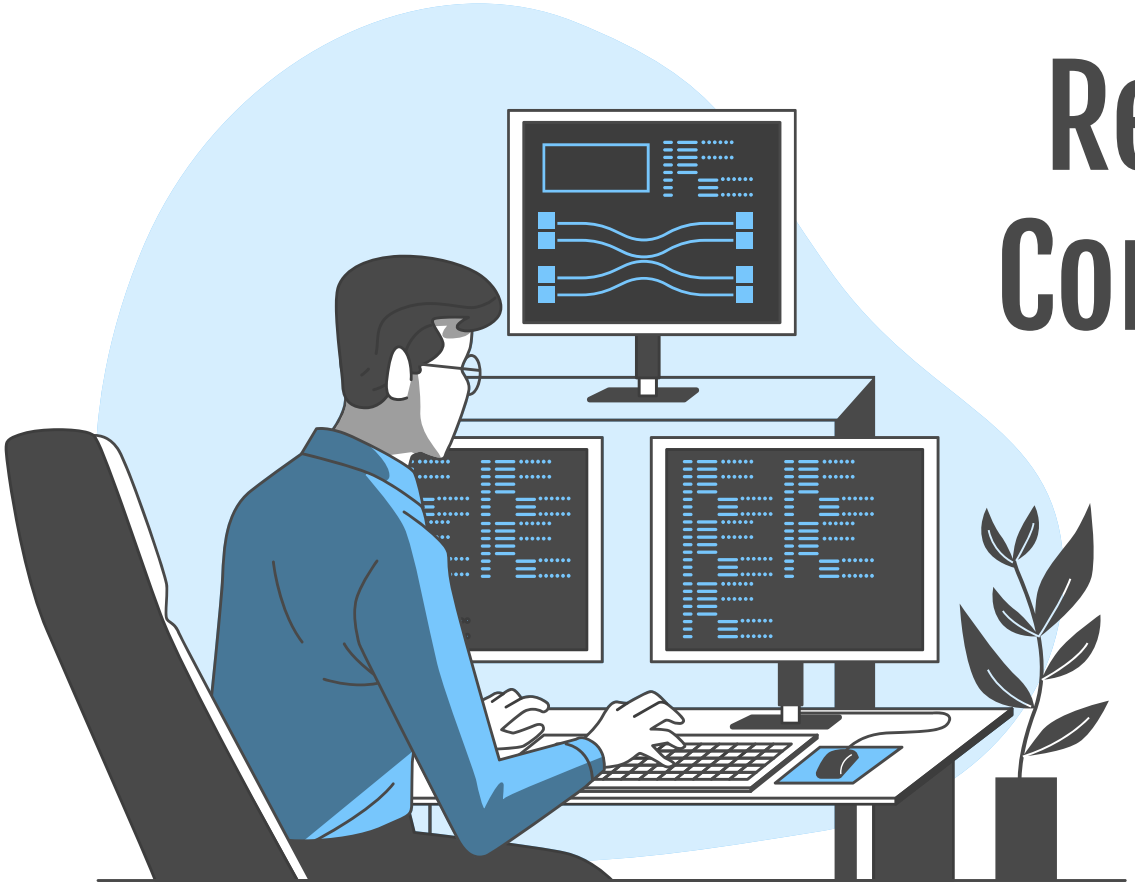


Retention Consulting

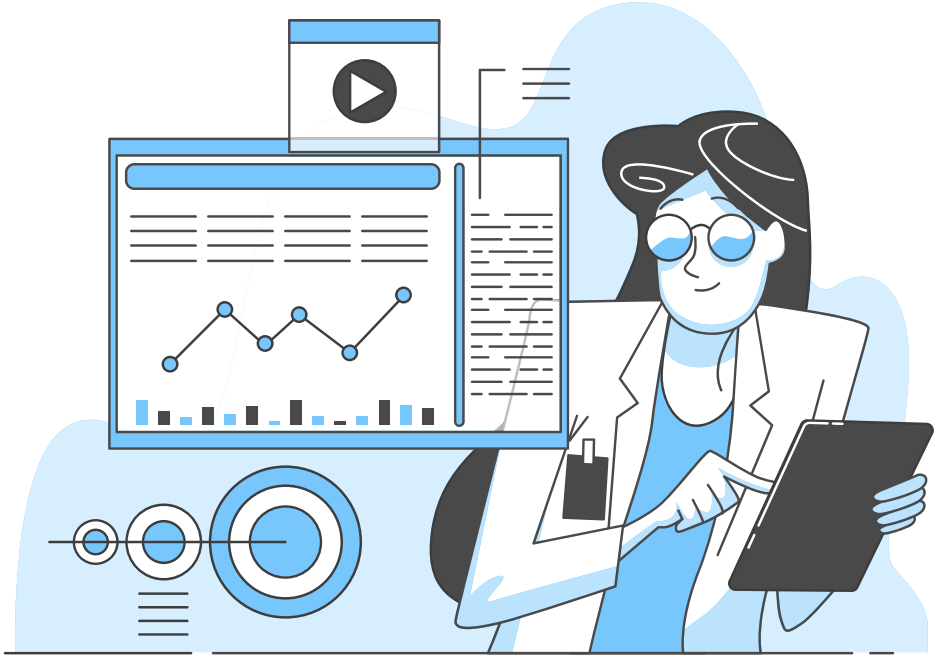
Predicting churn as ‘PRECISE’ as possible

Table of Contents

01 Business Case & Data Overview

02 Key Insights

03 Conclusions



Understanding Churn

Identify Correctly

Ensure effective allocation of resources

Wasted Resources

Focusing on customers who will certainly churn in your win/competing zone

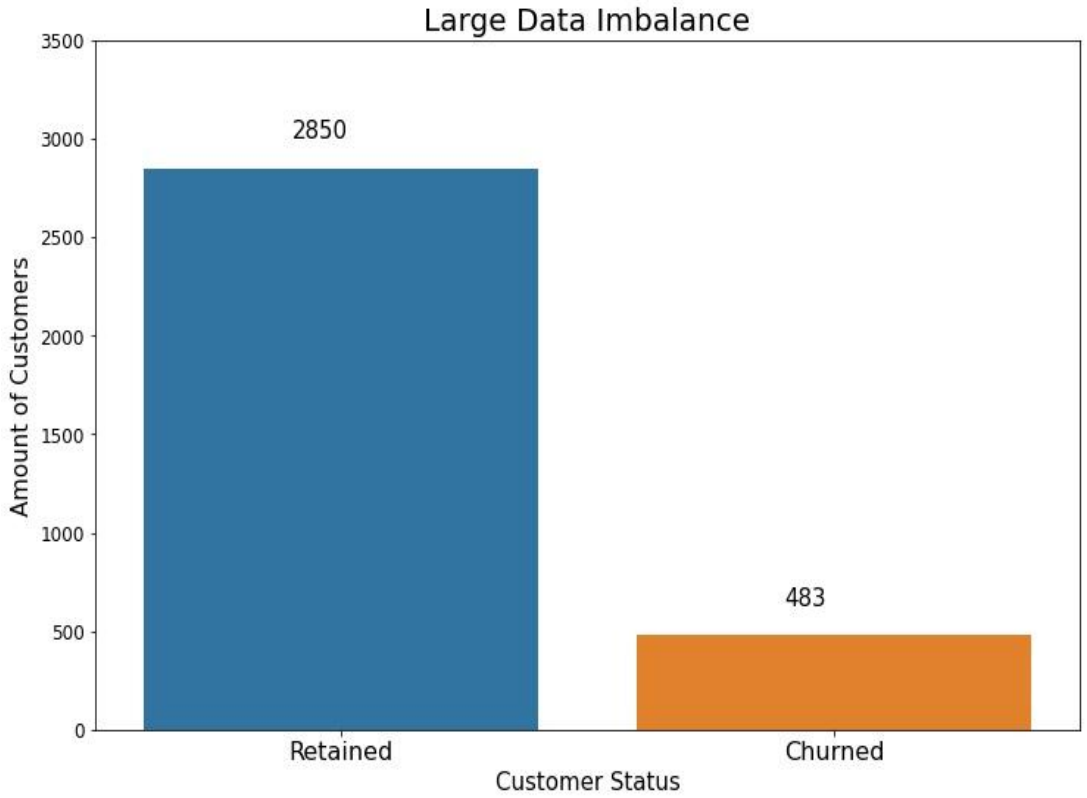
Dataset

Consists of customer information and their current status

Focused on features that measured performance of customers.

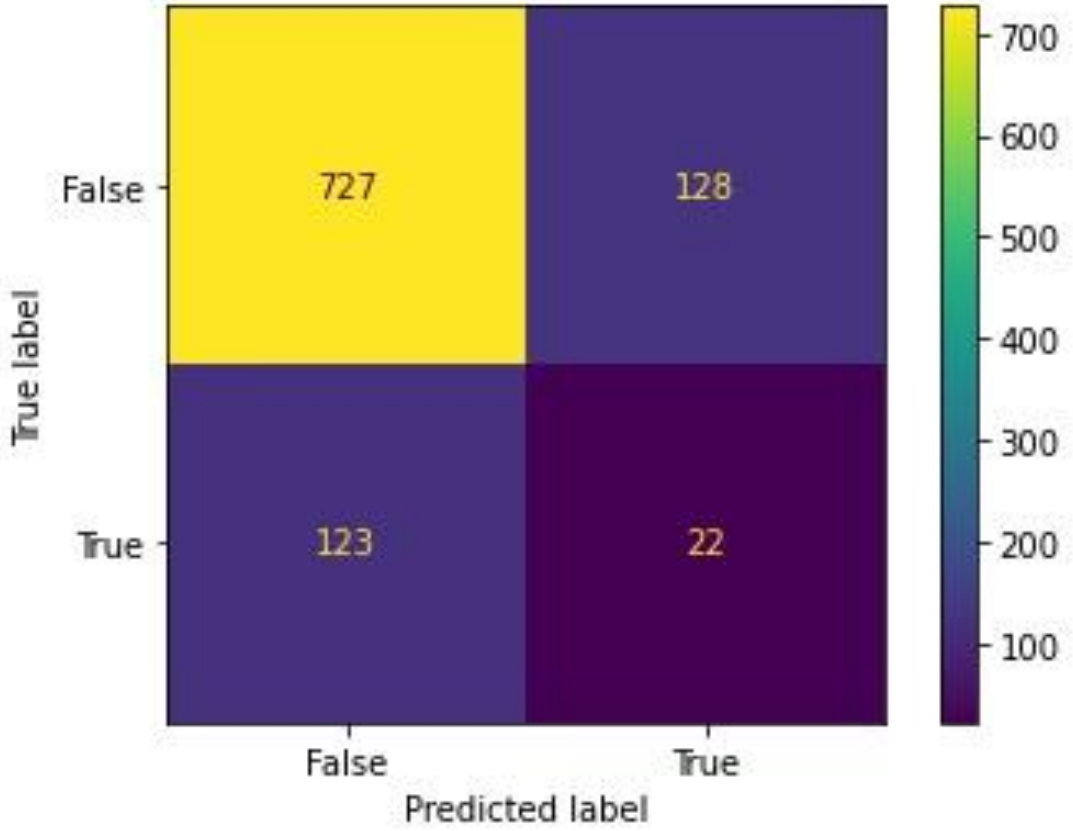
Large Data Imbalance

Prediction models can perform poorly when trying to identify minority

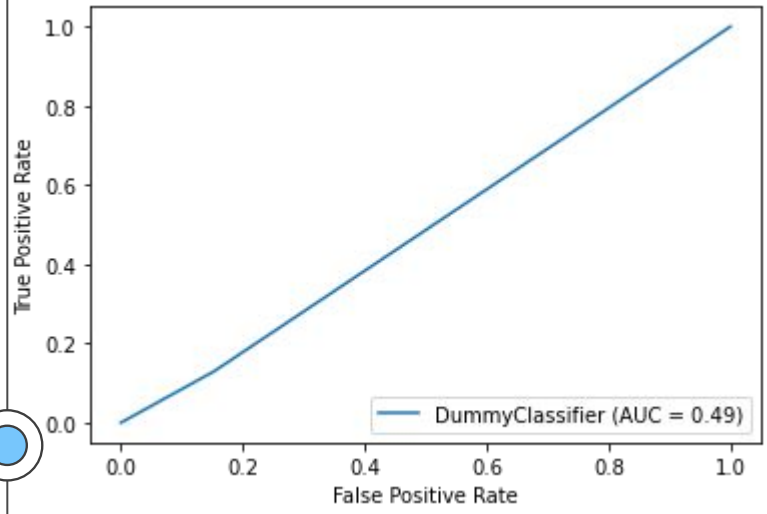


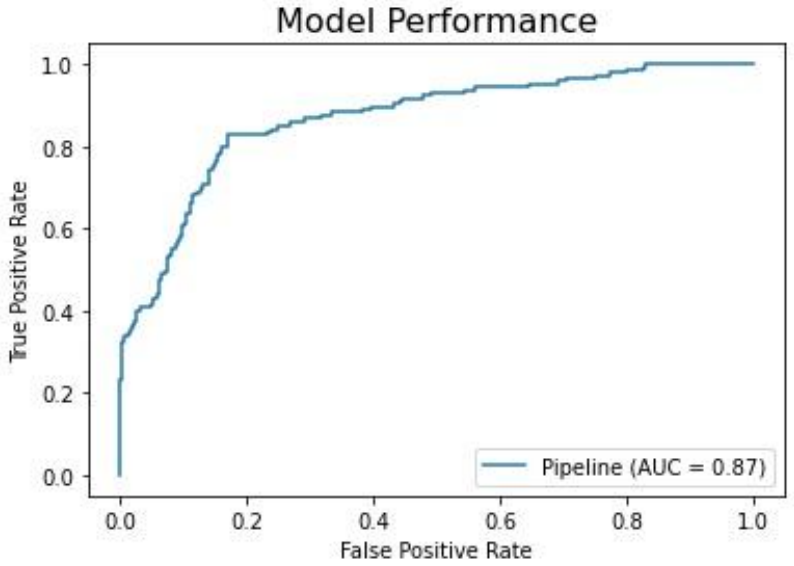
Dummy Model

128 times predicted customer would churn but did not

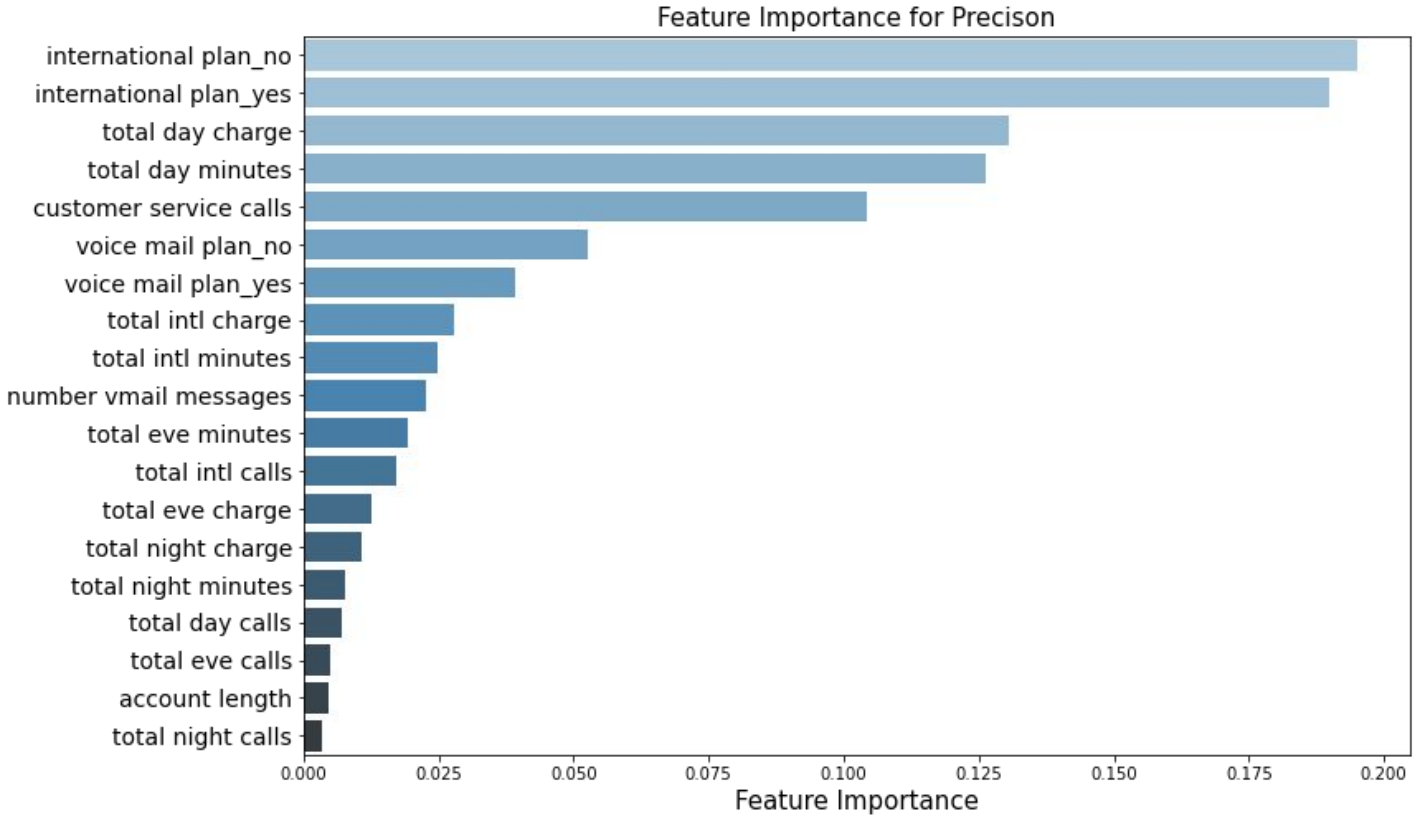


Final vs Dummy





Final Features



Conclusions

- Precision allows you to be confident with resource allocation
- Allocating Resources Based on Model Output

- Does not Predict all cases of churn

Thanks!

Do you have any questions?

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01

Company

Enter a subtitle here if you need it

Our Company

Mercury is the closest planet to the sun and the smallest one in the solar system—it's only a bit larger than the Moon. The planet's name has nothing to do with the liquid metal, since Mercury was named after the Roman messenger god

Our Solutions

01

Mercury

Mercury is the closest planet to the sun

02

Venus

Venus is the second planet from the sun

03

Jupiter

Jupiter is the biggest planet of them all

04

Neptune

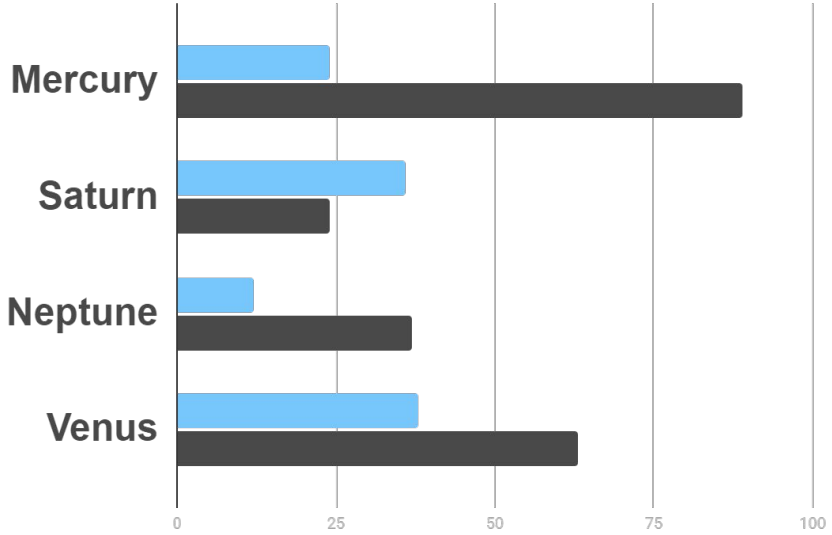
Neptune is the farthest planet from the Sun

Main Competitors

	Mercury	Jupiter	Venus	Neptune
	✗	✗	✗	✗
	✗	✓	✗	✓
	✓	✗	✓	✗
	✓	✓	✗	✗

Market Research

Evolution



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$20K

Gross Revenue in the Sector

10%

Sector Growth

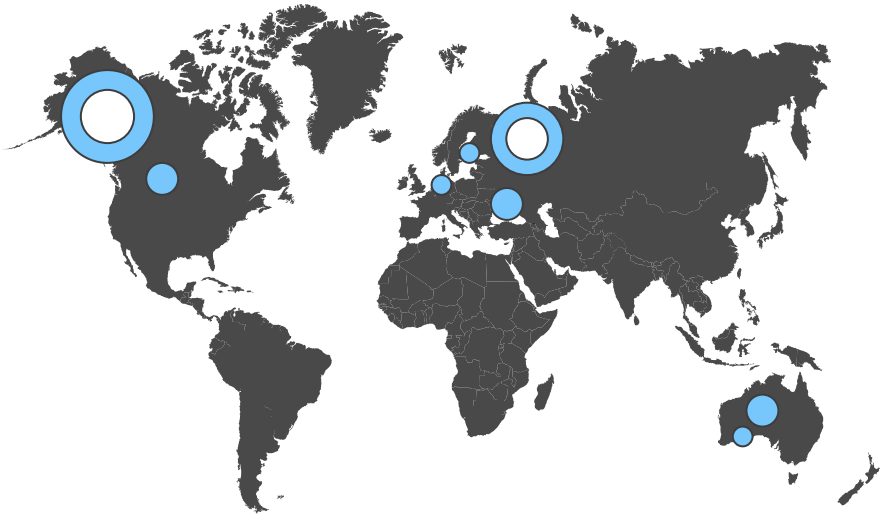
“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

—Someone Famous

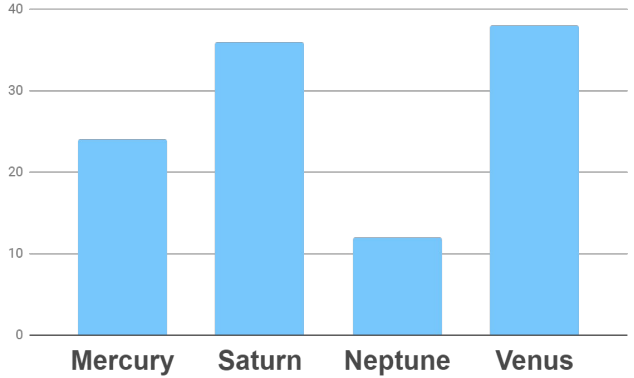
Awesome Words

Analysis

Outreach



Top Rated Values



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333,000.00

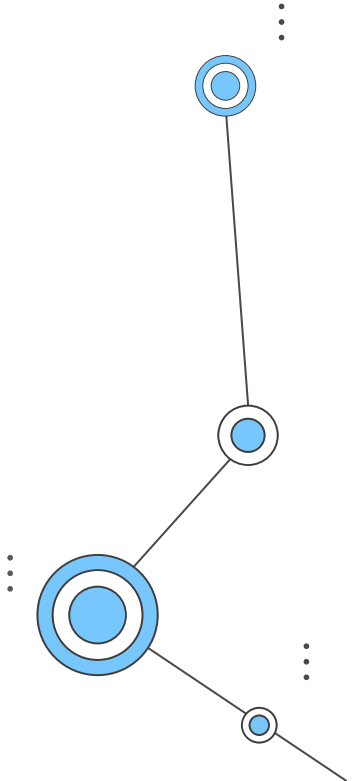
earths is the sun's mass

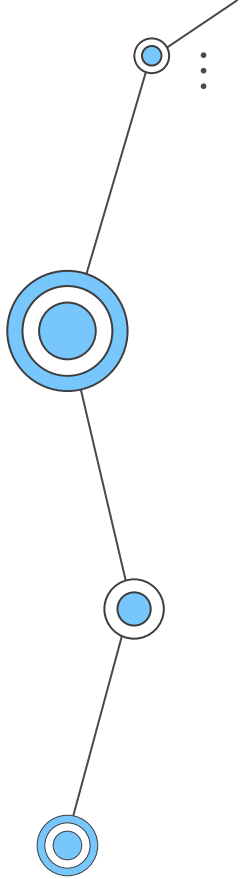
24h 37m 23s

is Jupiter's rotation period

386,000 km

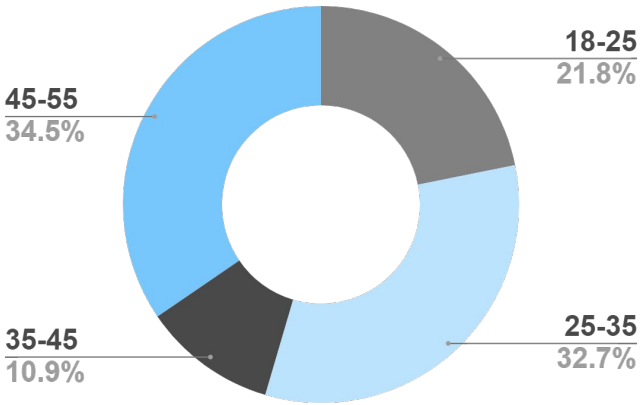
is the distance to the Moon





Target

Age



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Gender

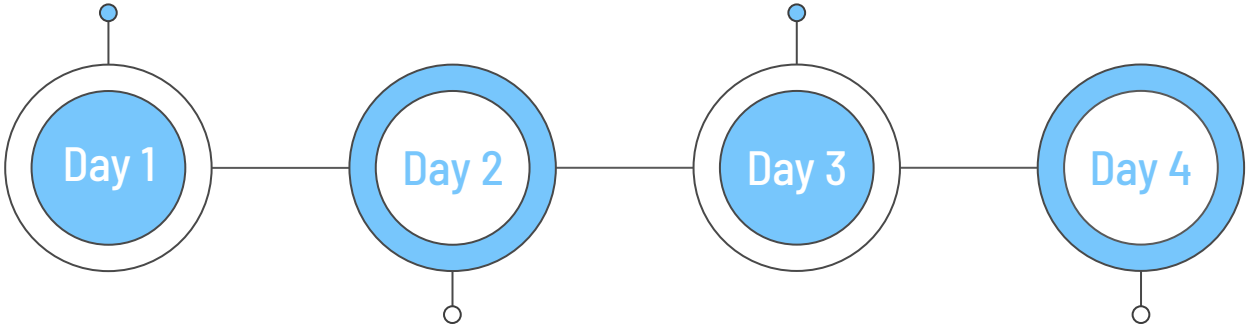
Interests

- Security
- Usability
- Interface

Our Process

Mercury is the closest planet to the Sun

Venus is the second planet from the Sun



Jupiter is the biggest planet in the Solar System

Neptune is the farthest planet from the Sun

Whoa!

This could be the part of the presentation where you can introduce yourself, write your email...

Our Consultants

John James

Venus is the second planet from the Sun

Jane Patterson

Mercury is the closest planet to the Sun

Joe Doe

Neptune is the farthest planet from the Sun

Our Partners

Mercury

Mercury is the closest planet to the Sun

Jupiter

Jupiter is the biggest planet of them all

Neptune

Neptune is the farthest planet from the Sun

Saturn

Saturn is the ringed one and a gas giant

Mars

Despite being red, Mars is actually a cold place

Venus

Venus is the second planet from the Sun

Testimonials

Helena James

“Mercury is the closest planet to the Sun”

Jenna Doe

“Jupiter is the biggest planet of them all ”

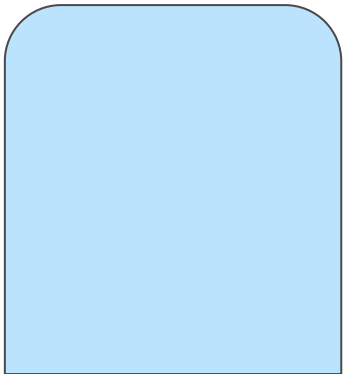
Mary Patterson

“Neptune is the farthest planet from the Sun”

Awards

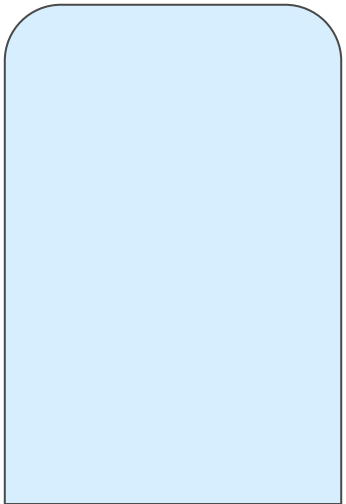
Venus

Venus is the second planet from the Sun



Mercury

It’s the closest planet to the Sun

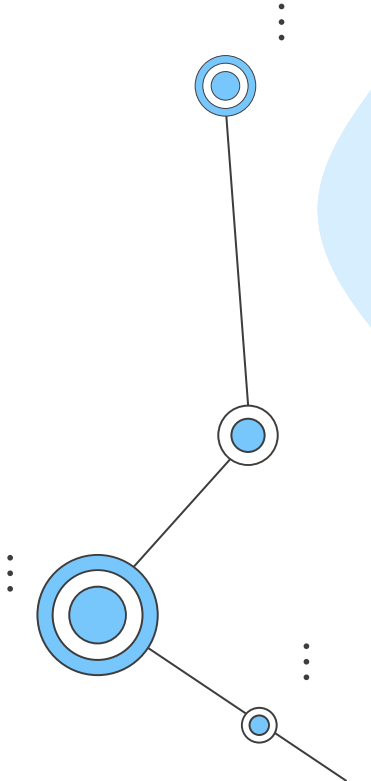


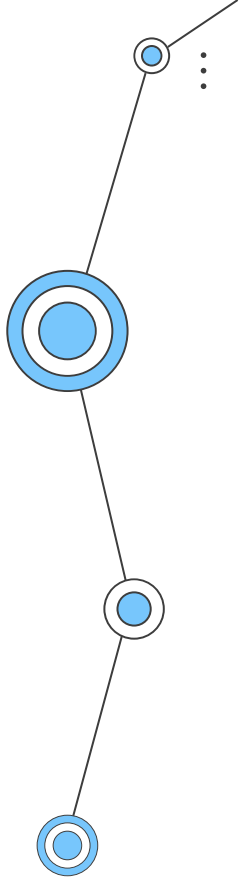
Jupiter

Jupiter is the biggest planet of them all

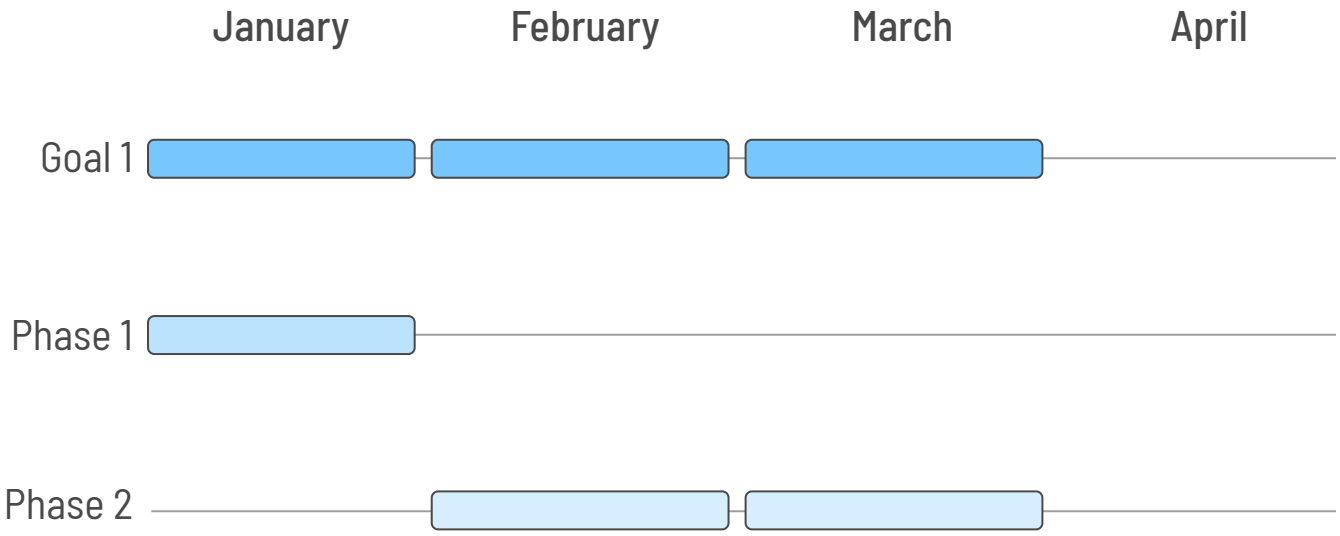
498,300,000

Big numbers catch your
audience's attention





Upcoming Goals



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- They’re simple
- You can organize your ideas clearly
- You’ll never forget to buy milk!

And the most important thing: the audience won’t miss the point of your presentation

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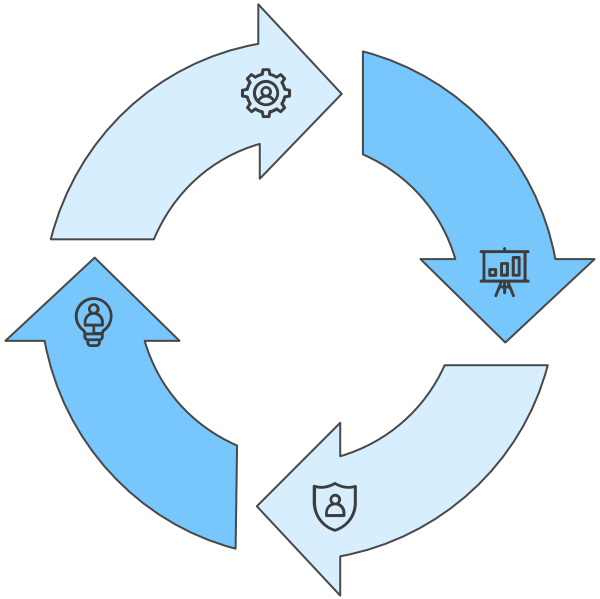
Mercury

Mercury is the closest planet to the Sun

Jupiter

Jupiter is the biggest planet of them all



Neptune

Neptune is the farthest planet from the Sun

Saturn

Saturn is the ringed one and a gas giant

...And the Same Goes for Tables

	Mass (earths)	Diameter (earths)	Gravity (earths)
Mercury	0.06	0.38	0.38
Mars	0.11	0.53	0.38
Saturn	95.2	9.4	1.16

Maybe You Need to Divide the Content

01

Neptune

Neptune is the farthest planet from the Sun and the fourth-largest in the Solar System

02

Jupiter

Jupiter is the biggest planet in the Solar System and the fourth-brightest one

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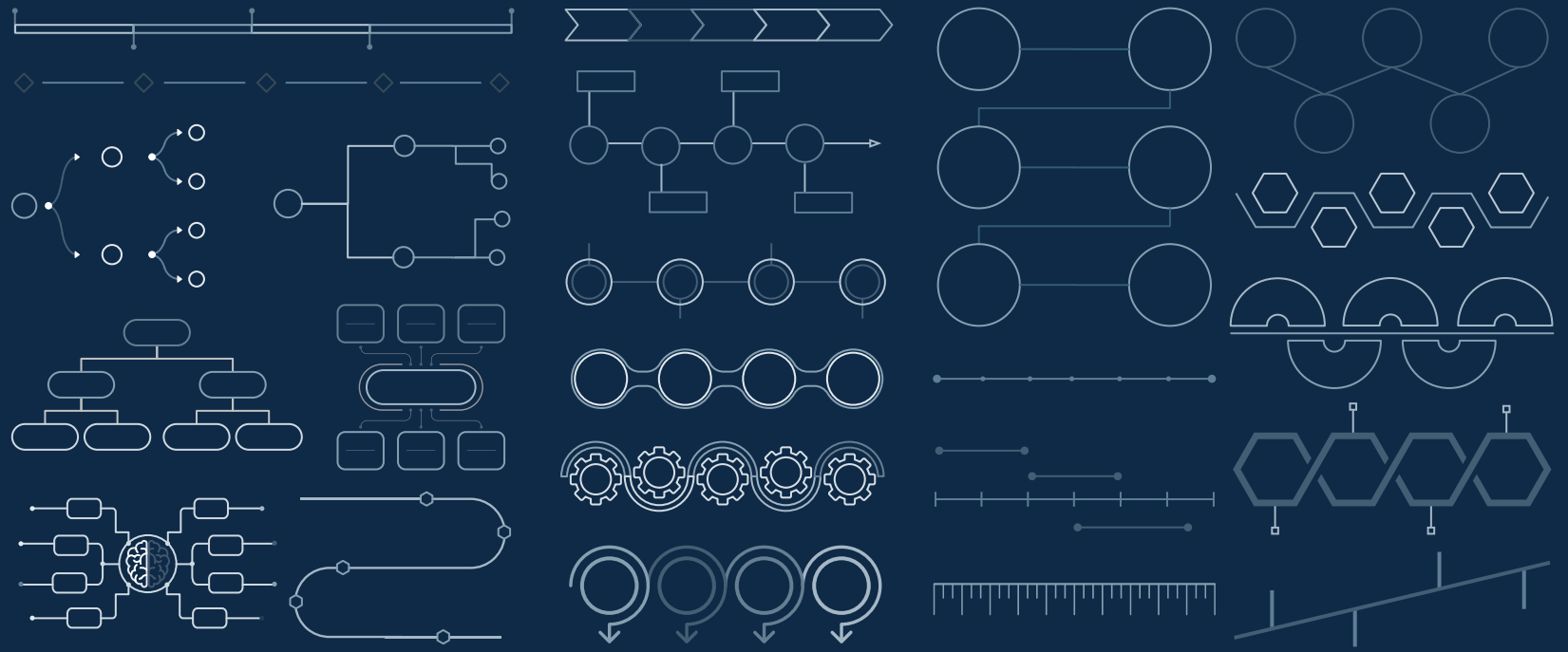

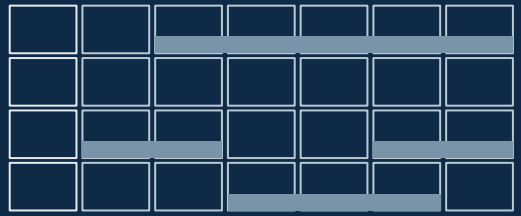

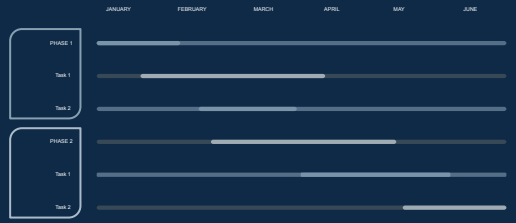
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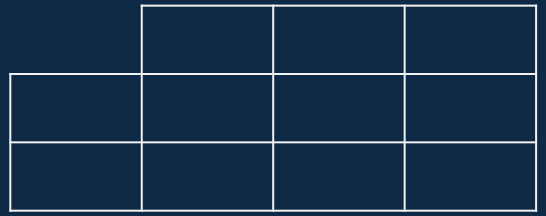

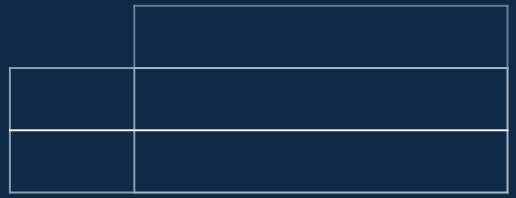

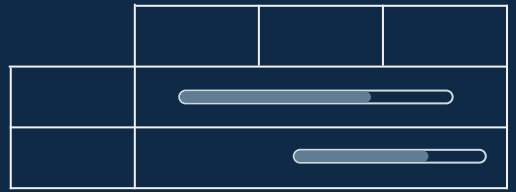

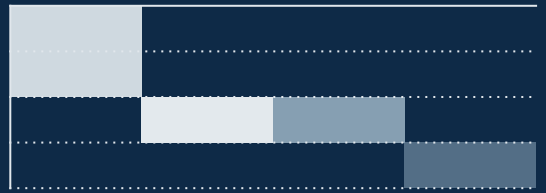

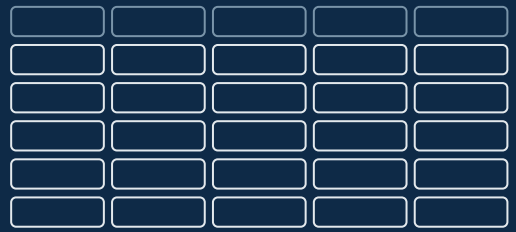

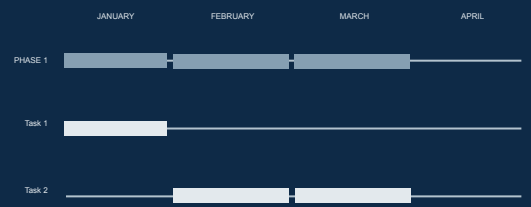
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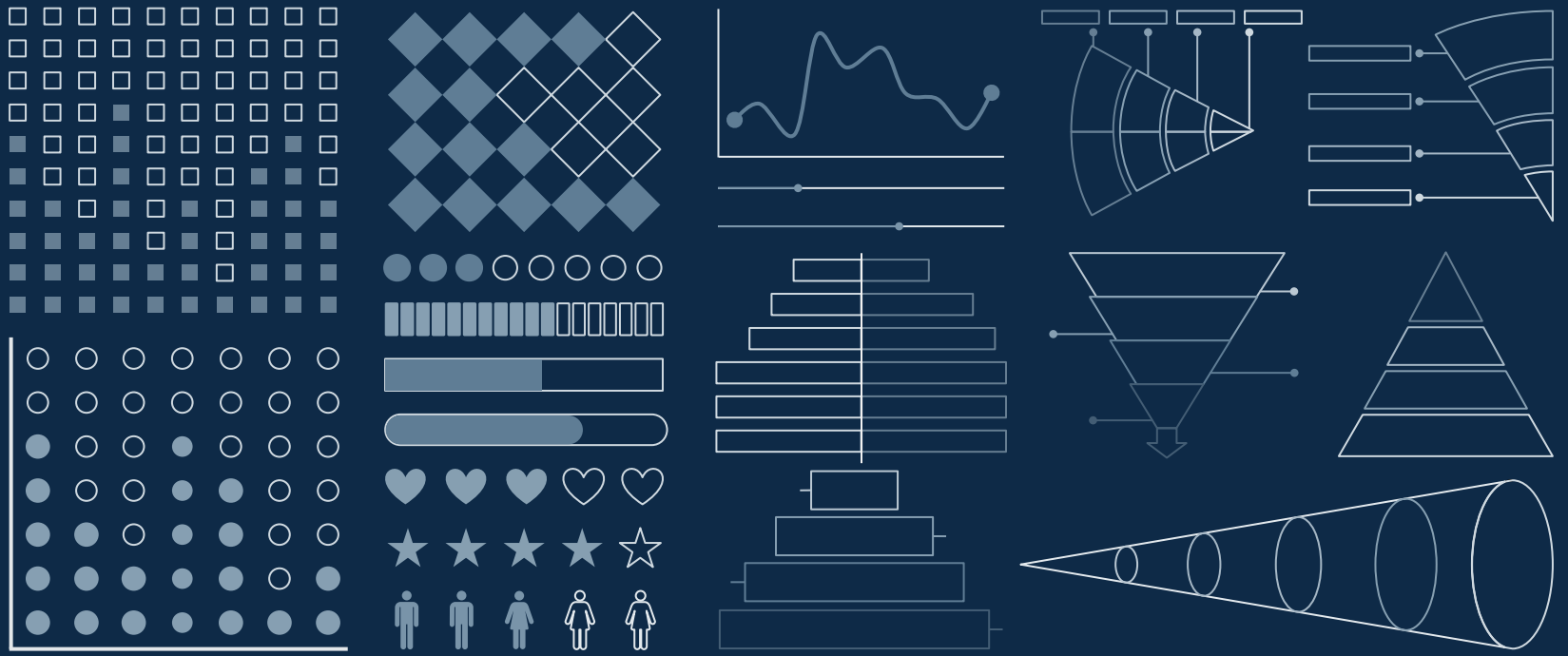
Task 1
Task 2



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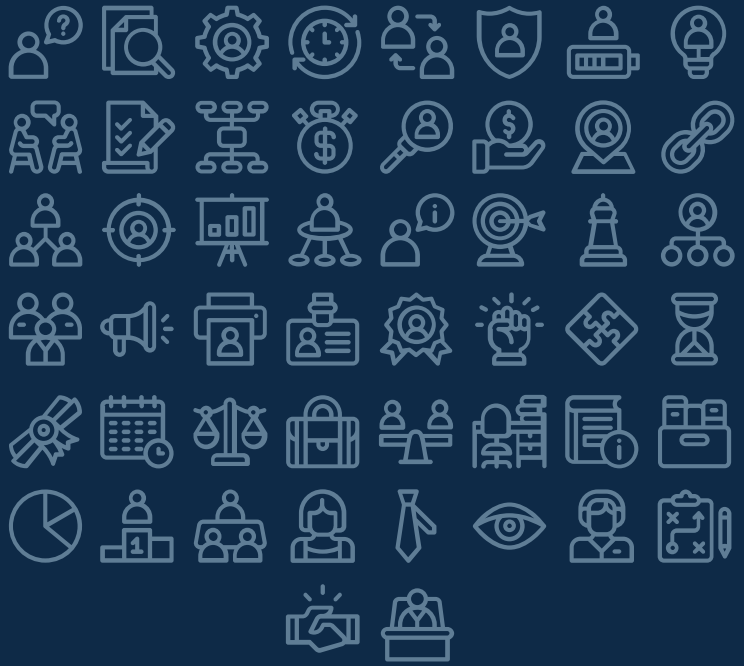

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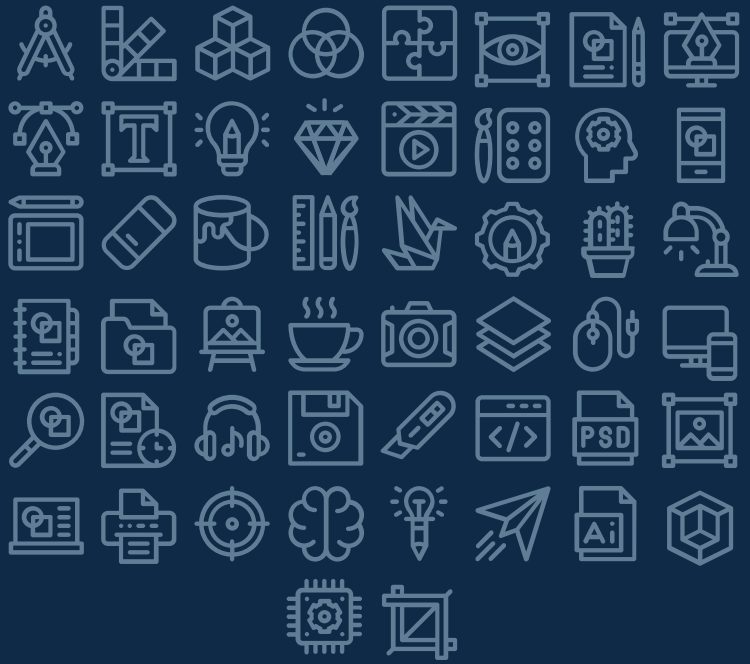

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