

## Visualización de datos

### Taller: Retención de clientes

2024/10/05

#### CONTEXTO:

- Para las empresas basadas en suscripciones, reducir la pérdida de clientes es una máxima prioridad.
- Los datos corresponden a una empresa de telecomunicaciones.
- Analizar la deserción no significa solo saber cuál es la tasa de deserción, también se trata de descubrir por qué los clientes están abandonando (al ritmo que lo hacen y cómo reducirla).

#### ENTREGABLES:

1. Tablero que permita diagnosticar la situación.
2. Informe gerencial en word explicando los principales hallazgos de por qué los clientes están abandonando y cómo mejorar la retención de clientes.

#### FECHA LIMITE DE ENTREGA:

- 2024/10/12 11:00pm

#### NOMBRAMIENTO DE ARCHIVOS:

En la misma estructura que hemos manejado, ejemplo:

- ApellidoApellido\_Nombre1\_ArchivoWORD
- ApellidoApellido\_Nombre1\_ArchivoPOWERBI

#### ENLACE DE ENTREGA:

<https://forms.gle/GLTiSpR7Y7XDn1gSA>

#### NOTAS:

- Individual
- El nombramiento de archivos también es calificable.
- Entregas posteriores a la hora indicada no serán consideradas.

Diccionario de datos:

<b>Customer ID:</b>	The unique ID that identifies a customer.
<b>Churn Label:</b>	Contains "Yes" or "No" to indicate if a customer churned.
<b>Churn Reason:</b>	The particular reason why the customer ended the contract.
<b>Churn Category:</b>	Groups multiple churn reasons together for analysis purposes.
<b>Account Length (in months):</b>	The number of months the customer has been with Databel.
<b>Local Calls:</b>	Amount of local (within the US) calls from the customer.
<b>Intl Calls:</b>	Amount of international (outside the US) calls from the customer.
<b>Intl Mins:</b>	The number of minutes spent calling internationally. Intl Active: Indicates if the customer called internationally with a "Yes" or "No".
<b>Intl Plan:</b>	Indicates if the customer has a premium plan to call internationally for free with "Yes" or "No". This premium is reflected in the amount of the monthly charge.
<b>Extra International Charges:</b>	Contains the extra charges for international calls for customers who are not on an international plan.
<b>Customer Service Calls:</b>	The number of calls made to customer service.
<b>Avg Monthly GB Download:</b>	Contains the average monthly download volume in gigabytes.
<b>Gender:</b>	The gender of the customer, indicated by "Male", "Female" or "Prefer not to say".
<b>Under 30:</b>	Indicates if the customer is under 30 with "Yes" or "No".
<b>Senior:</b>	Indicates if the customer is above 65 with "Yes" or "No".
<b>Age:</b>	The age of the customer.

<b>Contract Type:</b>	Contains "Month-to-Month", "One Year" or "Two Year".
<b>Payment Method:</b>	Preferred payment method of the customer indicated with "Credit Card", "Direct Debit" or "Paper Check".
<b>State:</b>	The code of the state where the customer lives.
<b>Phone Number:</b>	Phone number of the customer.
<b>Group:</b>	Indicates if the customer is part of a group contract. A group contract offers advantages and is generally cheaper. Contains "Yes" or "No".
<b>Number of customers in a group:</b>	Number of customers part of the group.
<b>Unlimited Data Plan:</b>	Indicates if the customer has free unlimited download capacity with "Yes" or "No". This premium is reflected in the amount of the monthly charge.
<b>Extra Data Charges:</b>	Contains the extra charges for data downloads for customers who are not on an unlimited plan.
<b>Monthly Charges:</b>	Average of all Monthly Charges to the customer.
<b>Total Charges:</b>	Sum of all monthly charges.