Fall 2019 Data Challenge

You are consulting to a phone company that wants to better understand why its customers cancel their service. The company has given you access to a dataset with 3,141 rows (contained in the "Training Data" tab of the attached spreadsheet) that has information on current and past customers and whether or not that customer cancelled their service. The "Glossary" tab contains more information about what is in this dataset.

The phone company also has ten customers that they want to categorize as either likely to cancel or unlikely to cancel. See the "Test Data" tab for data on these customers. The company would like you to figure out a way to categorize these customers.

Questions to answer:

1. What are your predictions for the ten customers whose cancellation status you need to predict?
2. What recommendations do you have for the phone company to help them retain their customers?

Prepare a deliverable to showcase your conclusions and analysis. This should be in the format of either a 1-slide deck or a dashboard. You will have 5-7 minutes to present your findings and your reasoning. Please note that you will not be judged on the accuracy of your predictions; instead, we are interested in seeing your thought process and the way you communicate your ideas. After you present, there will be a short Q&A about your conclusions, followed by a brief behavioral interview.

By **Saturday, September 21, at 9:00AM**, please submit the following to whartonanalyticsfellows@wharton.upenn.edu:

1. Presentation content (e.g. PowerPoint slide, link to dashboard, etc.). If using PowerPoint please also provide a PDF.
2. *Optional but recommended*: A file or files that show your work (e.g. an Excel file or Python/R script)

Late assignments will not be accepted. **Please print out your deliverable and bring it with you for reference in the interview**.

Good luck! We suggest you spend no more than 3 hours total to complete this data challenge. If you have any questions, feel free to contact us at whartonanalyticsfellows@wharton.upenn.edu.