

# Sprint 1 report

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## Loyalty Pays...



**SERVICE PROVIDERS  
LIVE IN A WORLD OF COST**



**CUSTOMERS LIVE IN A  
WORLD OF CHOICE**



**WHICH LEADS TO A LOYALTY GAP**



# Understanding Customer Churn in Telecoms



## Introduction to the Telecom Industry

A competitive industry.  
Customer retention is key!



## Problem Statement

Customer churn costs money!



## Opportunity

Data to predict and reduce churn.  
Improve brand image.





# Data-Driven Approach to Reduce Churn



## Role of Data Science

Identify trends based on operations produced data



## Predictive Modeling

Machine learning allows computers to predict outcomes based on data it has already seen



## Actionable Insights

Predictive modeling is a source of valuable information to inform company strategy.



# Impact of Predicting and Reducing Churn



## Business Impact

Churn rates to drop to a range between 21.54%-16.54% a

decrease of 10%-5%.

Savings in marketing and acquisition.

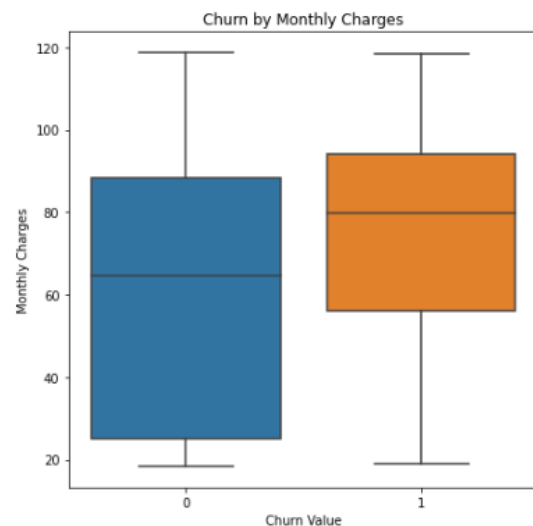


## Customer Satisfaction

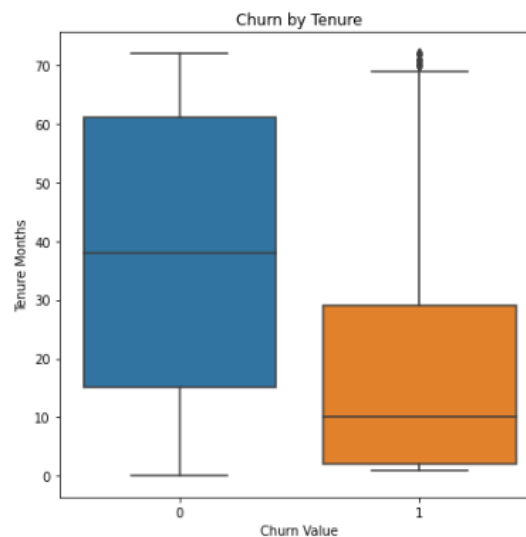
Personalized retention strategies can lead to improved customer experience and loyalty



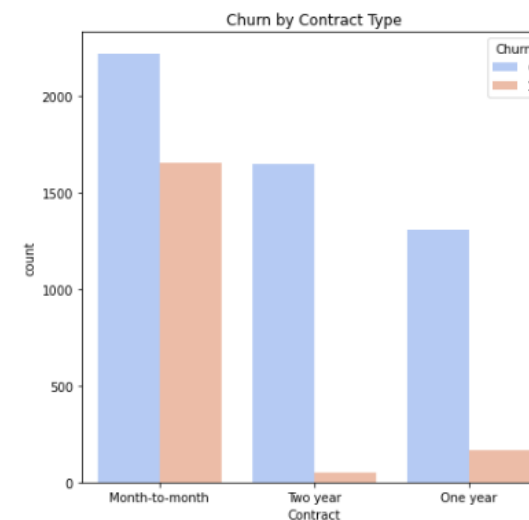
# Dataset Overview and Initial Insights



Higher clustering of charges  
For those who do churn



Churn clustered around newer  
customer



Churn rates decline  
dramatically for  
contracts



# Roadmap for Advanced Analysis

- **Data Preparation:**
- **Feature Engineering:**
- **Baseline Modeling:**
- **Iterative Improvement:**