

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

Explain how data science can be used to identify patterns and predictors of churn.



Predictive Modeling

Introduce the concept of using machine learning to predict which customers are likely to churn



Actionable Insights

Discuss how these predictions can inform targeted retention strategies



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.

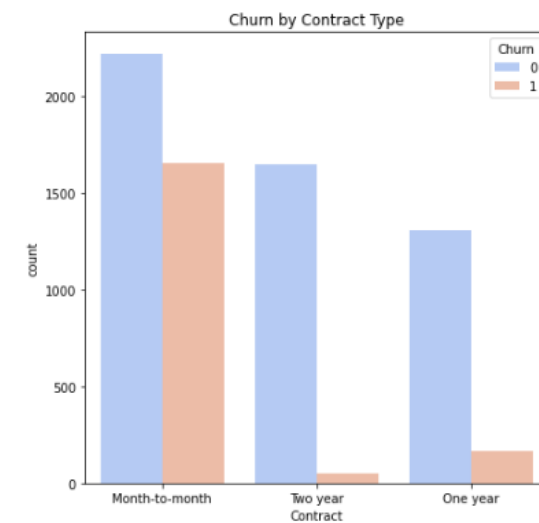
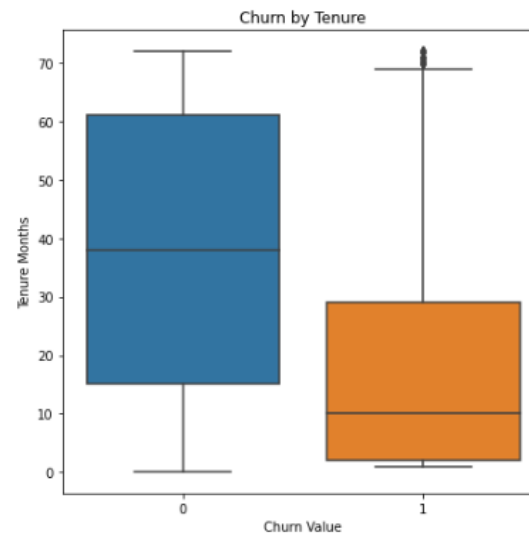
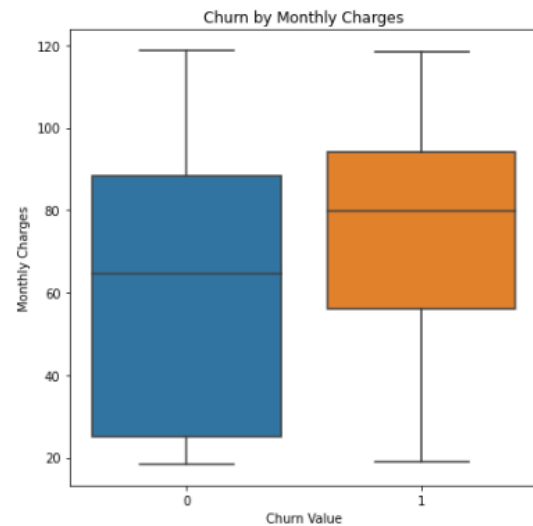


Customer Satisfaction

Discuss how personalized retention strategies can lead to improved customer experience and loyalty



Dataset Overview and Initial Insights



- Preliminary EDA Findings:



Roadmap for Advanced Analysis

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