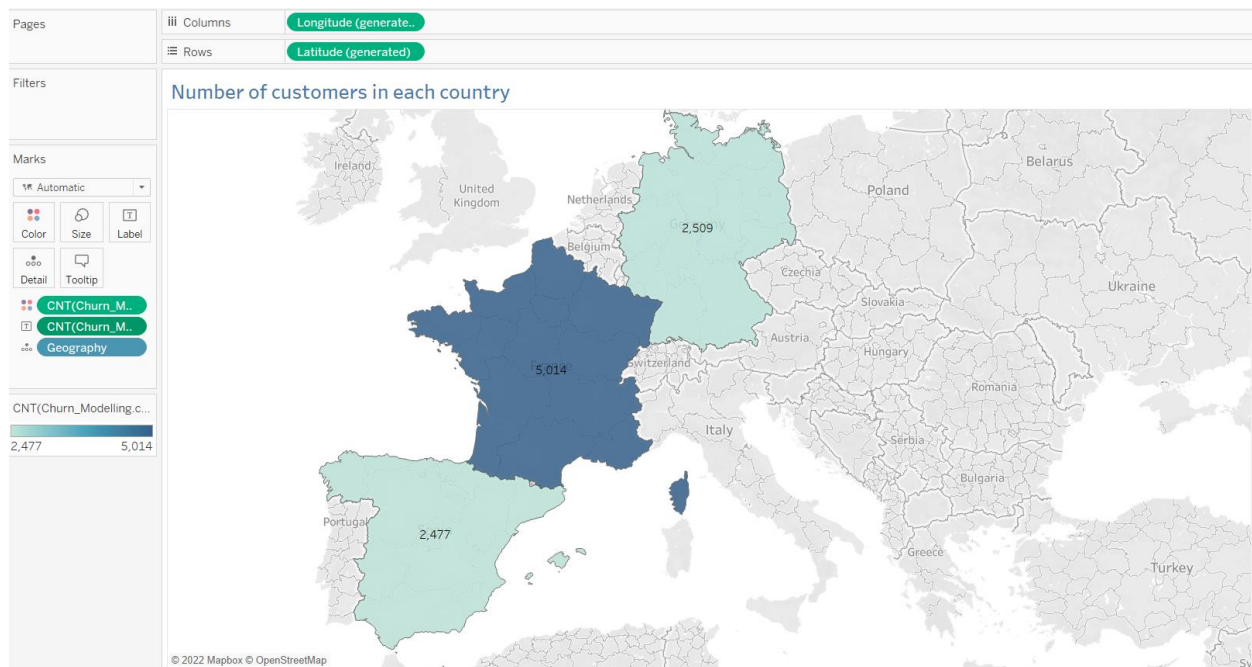


# CUSTOMER CHURN MODELLING

**Youssef Mohamed**

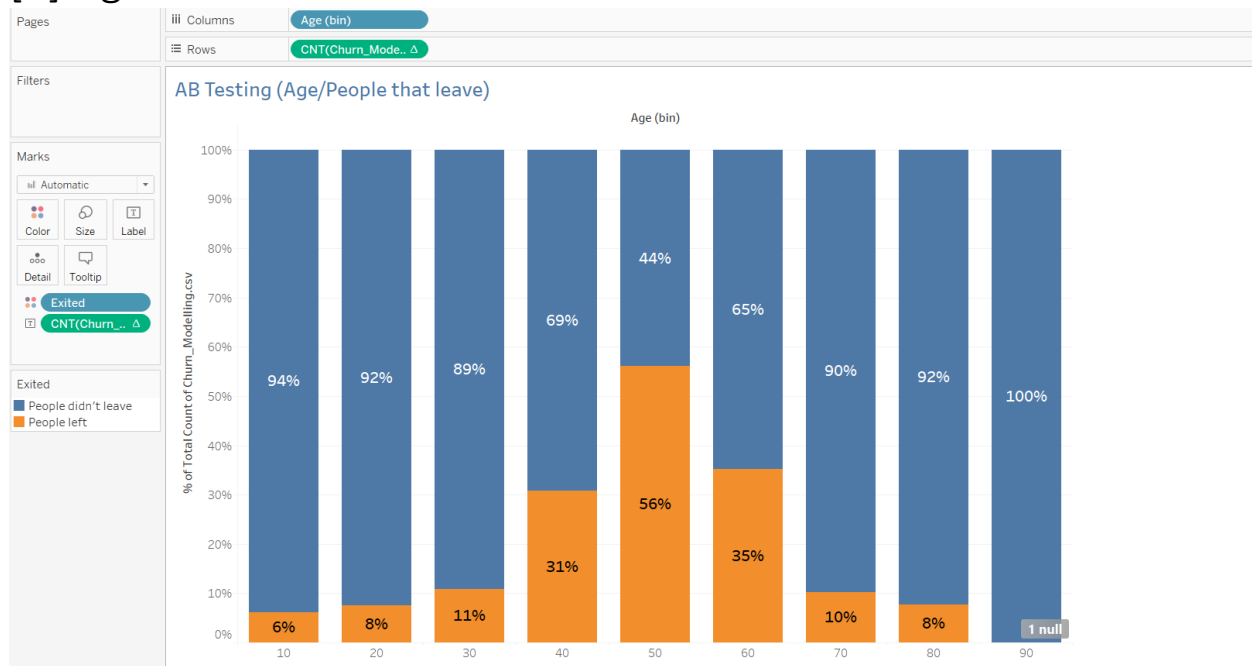
[Tableau Practicing]

## Q1: SHOW THE NUMBER OF CUSTOMERS ON THE MAP

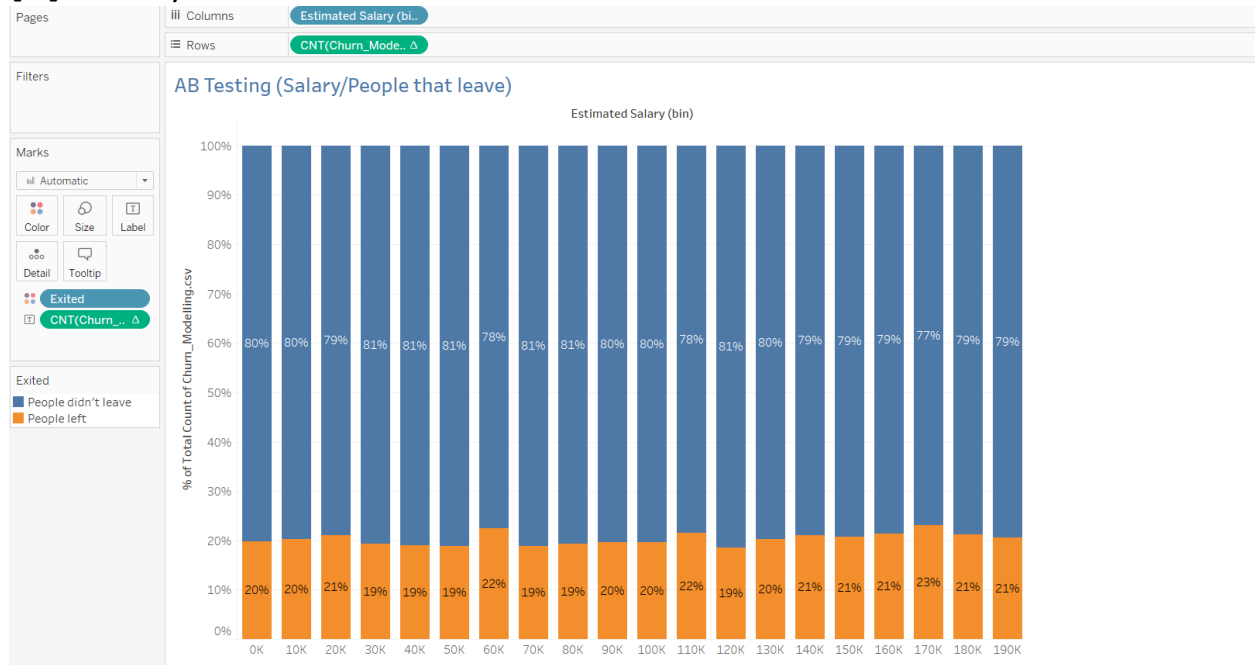


## Q2: CREATE AN AB TESTING FOR THESE CATEGORIES (PEOPLE THAT LEAVE)

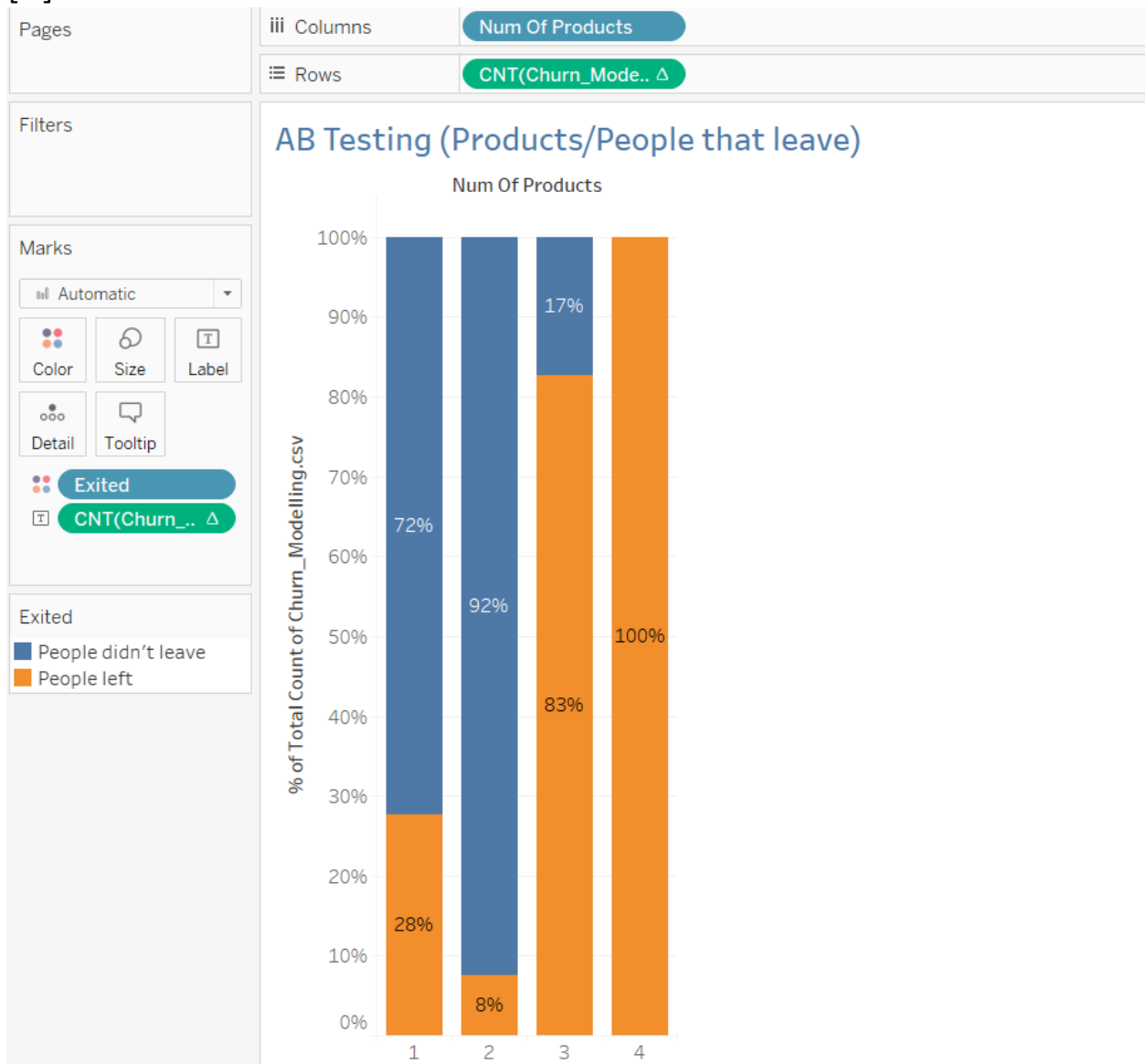
### [1] Age bins of 10



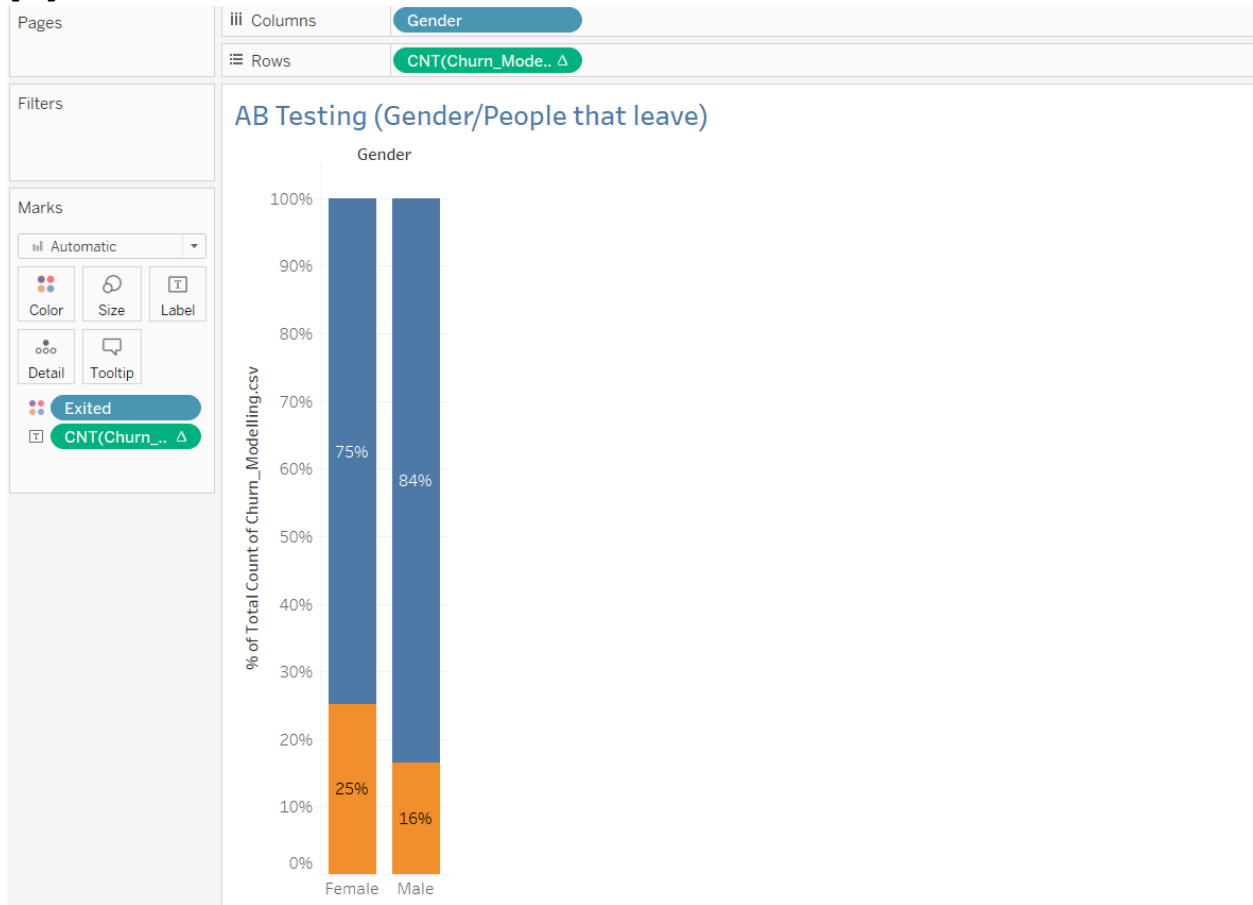
## [2] Salary bins of 10000k



### [3] Number of Products



## [4] Gender



## SOME BUSINESS DECISIONS TO BENEFIT THIS BUSINESS

- ❖ Increase investments in France.
- ❖ According to the AB testing above, the best age bins to target are 10 to 30.
- ❖ Concerning the salary, salary has nothing to affect our business and that's due to the small variance between the bins.
- ❖ Product number 2 is the best product to invest in.
- ❖ Targeting males is better than targeting females.