Understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

* Customers in the telecom industry are hard-earned: we don’t want to lose them
* The retention department is here to get customers back in case of termination
* Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
* We have done customer analysis with Excel: it has always ended in a dead-end
* We would like to know more about our customers: visualised clearly so that it’s self-explanatory for our management

The Retentions Manager has provided some information, have a look through the resource section.

I’m Janet, Retention Manager here at Phone-Now. Before you start working on our dashboard, let me provide you with some inputs

• Customers who left within the last month

• Services each customer has signed up for: phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies

• Customer account information: how long as a customer, contract, payment method, paperless billing, monthly charges, total charges and number of tickets opened in the categories administrative and technical

• Demographic info about customers – gender, age range, and if they have partners and dependents Looking forward to hearing from you.

Best regards, Janet