

NAME: \_\_\_\_\_

*Henrietta, a Data Science Product Manager, has just joined TelCo, one of the largest telecommunication firms. Telco is having a major problem with churn in their wireless business. In the mid-Atlantic region, 20% of cell-phone customers leave when their contracts expire, and it is getting increasingly difficult to acquire new customers. They call her in to help understand the problem and devise a solution. Marketing has designed a special retention offer.*

***Specifically, your task is to help Henrietta devise a precise, step-by-step plan for how the analyst/tech team should use TelCo's vast data resource to decide which customers to target with the special retention offer prior to the expiration of their contracts. Be specific as to what data to use and how to use them, and specifically how the team should decide on the set of customers to target to best reduce churn for a particular incentive budget. Use your better judgment as to what data Telco would have.***

***What's the plan?***