





Final Project

Segment One





The link below is to the Google Slides presentation if this is being viewed in PowerPoint

[Link to Google Slides](#)



Chosen Topic

Telco Customer Churn

Reason for topic selection

Interests in marketing, customer relations, and sales.

Data Sources

- WA_Fn-UseC_-Telco-Customer-Churn.csv
- Kaggle

Software

- Python
- Plotly
- Tableau
- MongoDB
- PostgreSQL
- Scikit-learn

Questions to answer

- What customers are more likely to change companies?
- What customers are less likely to change companies?
- How to reduce customer churn?
- Benefits of reducing customer churn? Cost saving profits

Focal points

- Average customer's lifetime value.
- Telco products.
- Customer insights (i.e., characteristics, product utilization)