




Great! How interested are you in learning the following tools?

	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
 Excel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Power BI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Tableau	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
 MySQL	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Python	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

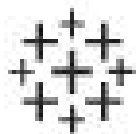
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Excel



Power BI



Tableau



MySQL



Python



Data Prep

Connecting, cleaning, shaping and transforming raw data for analysis



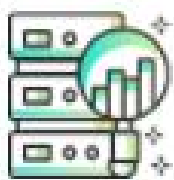
Data Analysis

Exploring and analyzing data to expose insights, patterns and trends



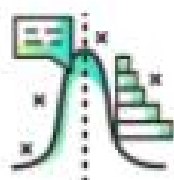
Data Visualization

Bringing raw data to life with charts, graphs and dynamic dashboards



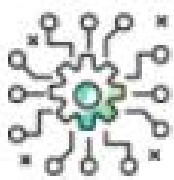
Database Design

Building and administering databases and relational data models



Statistics







Applying statistical techniques to draw conclusions from sample data



Machine Learning

Profiling, classification, forecasting and unsupervised learning

ics.io

	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
 Data Prep Connecting, cleaning, shaping and transforming raw data for analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
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 Machine Learning Profiling, classification, forecasting and unsupervised learning	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

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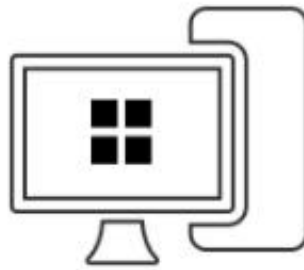
LEARNING PLAN

What type of computer do you use?

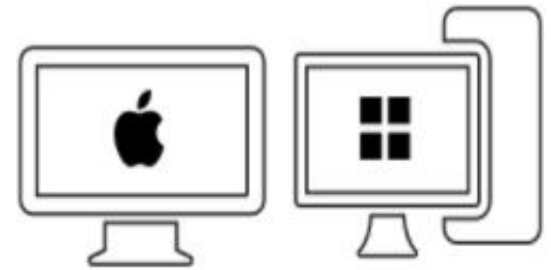
Some courses and tools aren't available on all operating systems



Mac



PC



Both

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- Dashboard
- My Learning Plan
- Self-Paced Courses
- Learning Paths
- Skills Assessments
- Credentials

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- Guided Projects
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Data Playground / Good afternoon, Ahmed

14

Ahmed Abdelmoneim



Filter



Telecom Customer Churn

Preview data

Download



FILE TYPES

CSV

TAGS

Business

Geospatial

DATA STRUCTURE

Multiple tables

OF RECORDS

7,043

OF FIELDS

39

DATE ADDED

06/22/2022

Activate Windows

Go to Settings to activate Windows





LEARN

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¹⁴ Ahmed Abdelmoneim

Customer Churn

Newest



Filter



Telecom Customer Churn

Preview data

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FILE TYPES

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TAGS

Business

Geospatial

DATA STRUCTURE

Multiple tables

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demographics analysis



All

Images

Videos

Books

News

Shopping

Web

More

Tools

Example

Pdf

In research

Methods

In speech

In business

SWOT

Audience

Market

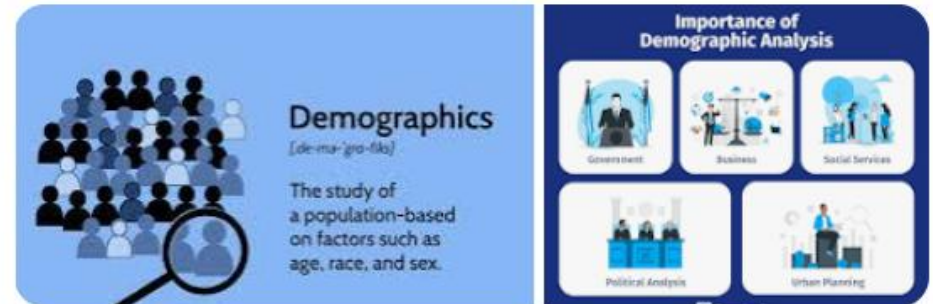
Demographic analysis is the study of a population-based on factors such as age, race, and sex. Demographic data refers to socioeconomic information expressed statistically, including employment, education, income, marriage rates, birth and death rates, and more.



Investopedia

<https://www.investopedia.com> > Economy > Economics

Demographics: How to Collect, Analyze, and Use ...



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People also ask

What are the methods of demographic analysis?



What are the 4 demographic indicators?



What are the 5 main demographics?



What is the demographic analysis formula?



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See results about



Demographic Analysis: Selected ...

Book



demographics analysis



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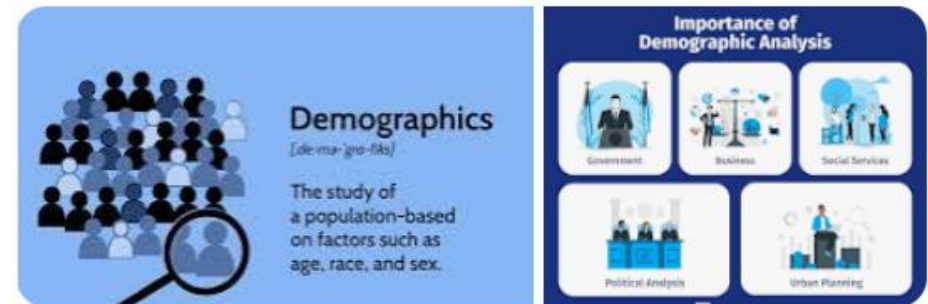
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Investopedia

<https://www.investopedia.com> > Economy > Economics

Demographics: How to Collect, Analyze, and Use ...



About featured snippets • Feedback

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Feedback

See results about



Demographic Analysis: Selected ...
Book

Importance of Demographic Analysis



Government



Business



Social Services



Political Analysis



Urban Planning

- **Government:** Demographic data can help make policy decisions and decide where to

Live Finalist Voting Video

**CHURN CHALLENGE**

Marjolein Opsteegh

Maven Churn Challenge

7,043
Number of customers
Observations: 1,000
Rows: 2,000

32.4
Avg revenue per month
Observations: 100
Rows: 1,000

26.5%
Churn rate
Observations: 265
Rows: 1,000

\$660K
Avg total revenue per month
Observations: 1,000
Rows: 1,000

\$93.69
Avg revenue per month
Observations: 1,000
Rows: 1,000

Churn risk

The biggest churn risk is the number of months since a customer's last contact.



Customers without a contact in the last 12 months have a 7.7% higher churn risk.

Scorecard

7.7

90% of high value customers leave after 1 month. 80% of high value customers pay higher monthly revenue.

Customer Segment	Customers	Revenue	Churn Rate
Low	100	\$100	10%
Mid	200	\$200	20%
High	300	\$300	30%
Total	600	\$600	26.5%

High-value customers

The group of customers with a monthly revenue between \$100 and \$150 is the most valuable.



90% of the most valuable customers also churn within 1 month. 80% of these are high value customers.

Customers with a monthly revenue of \$100 - \$150



High value high churn risk

The most valuable group has the highest churn risk.



10% of customers, 30% of the most valuable customers, are high churn risk. These churn at a 7.7% rate, 80% of these leave after 1 month.

Customers with a monthly revenue of \$100 - \$150



Findings and advice

Findings

- About 60% of the new customers leave after 1 month.
- About half of the customer base is contactless.
- The chance that a customer churns without a contact is 7.7 times higher than with a contact.
- 90% of the customers have a monthly revenue between \$100 - \$150. These revenue levels are about 20% of the most valuable.
- These most valuable have a relatively high churn rate of 30% on average.
- Most of these most valuable are 80% of these leave after 1 month.

Advice for retention strategies

- Keep the churn rate down. It is much more effective to keep a customer than to find a new one.
- Increase the number of contactless new customers from 10% to about 20%.
- Identify other metrics, such as customer satisfaction, and make about \$1.5M per year. About 1,000 new customers will leave after 1 month.
- The optimal solution is to keep the most valuable customers. Their monthly revenue and churn rate are both above average.
- Contact a key group of high value customers and contact them as much as possible. For example, to keep the most valuable customers in the company.

Maven Admin

Chris Outten

Thomas P. P. P.

John

John

John

15:08

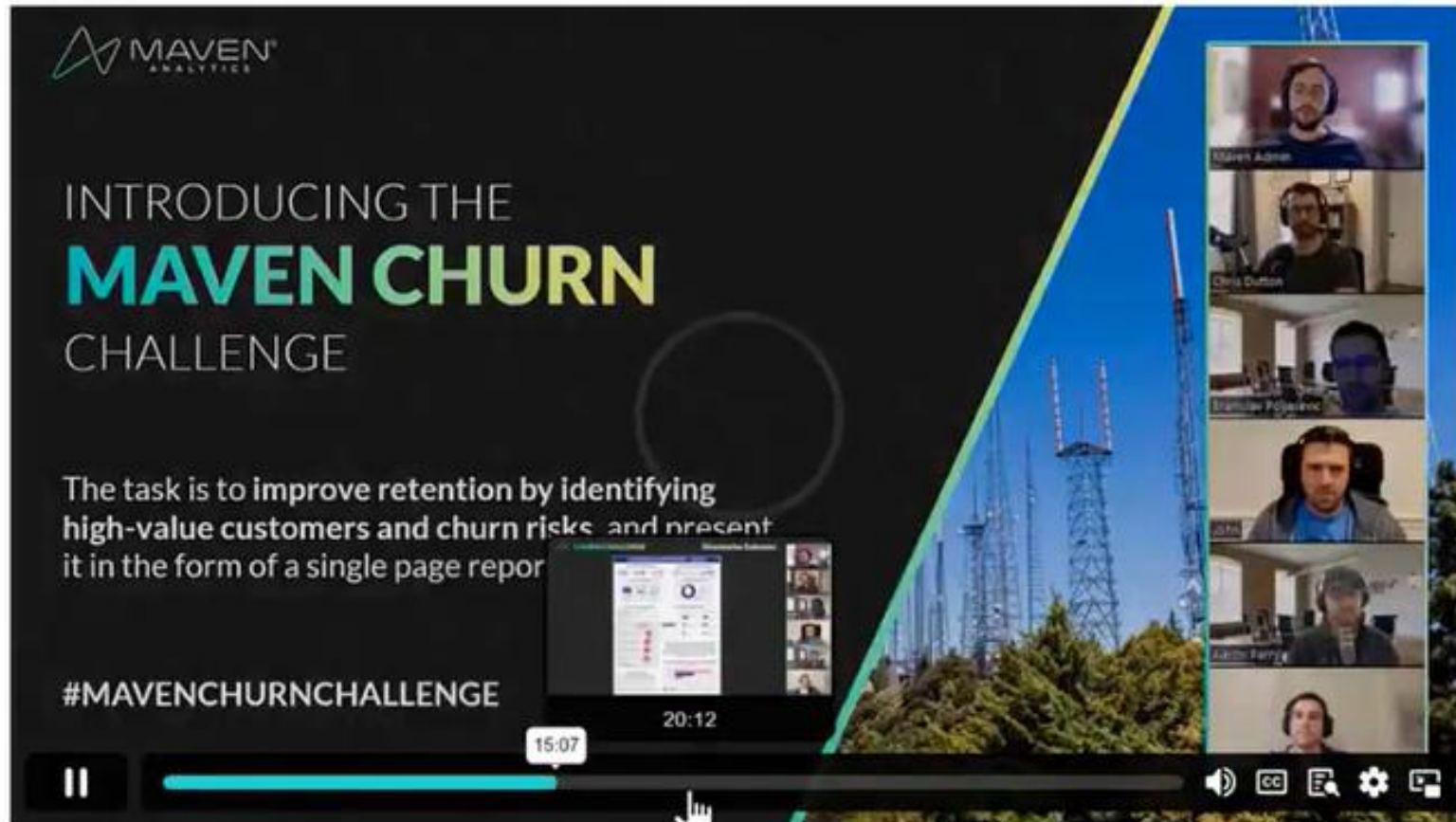


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Customer Churn Analysis

7043

#Customers

1869

#Churn

26.54%

Churn%

454

#Joined

6.45%

Joined%

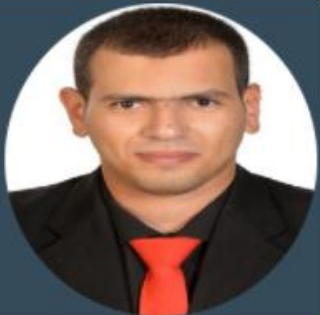
in Home Page

in Churn Details

in Goined Details

in AI helper

About Me



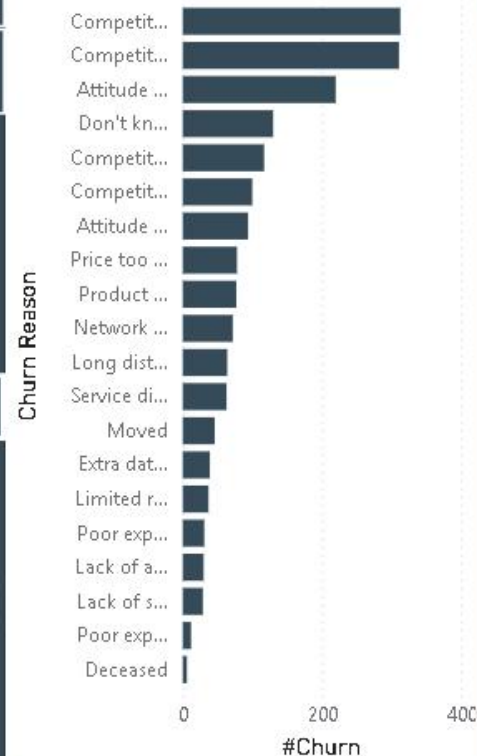
Parameters

Churn Reason

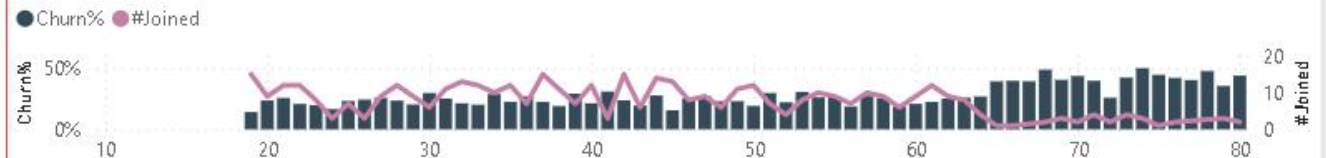
Churn Category

Contract

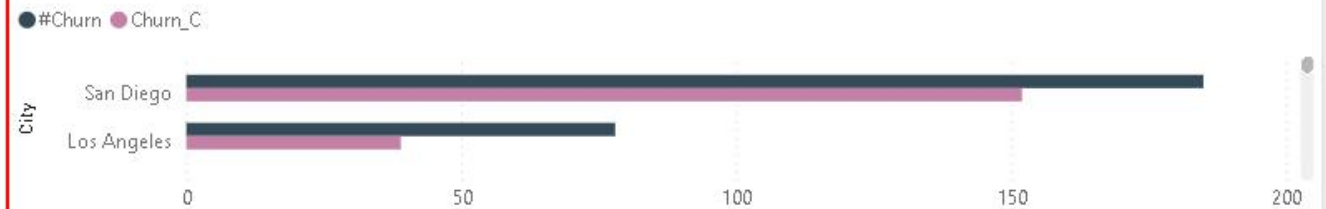
#Churn by Churn Reason



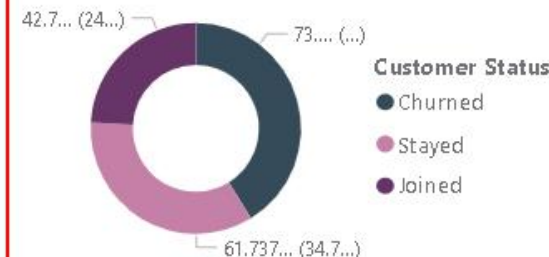
Churn% and #Joined by Age



#Churn and Churn_C by City



Average of Monthly Charge by Customer Status



Recommendation:-

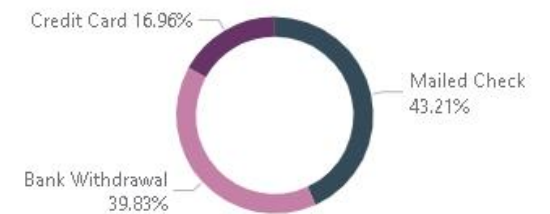
- You have to focus on your competitors at the to 5 chart you will find that your customers chune because Competitor made better offer.
- Try to make offers on the long term contract instead of the short term one you will find out that most of the churned customers are from the monthly contract.
- the new customers come from the age groups between 17 year and 40 year, and the churned customers are between +40 to 70 you have to focus more on this age area.
- there are a aide range of customers without offers try to susgest more offers to them.

#Churn by Churn Category

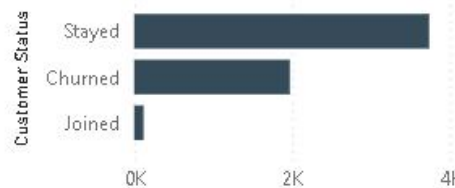


#Churn	City	Churn_C
7	Anaheim	6
16	Escondido	14
26	Fallbrook	23
78	Los Angeles	39
12	Modesto	6
459	Palo Alto	326

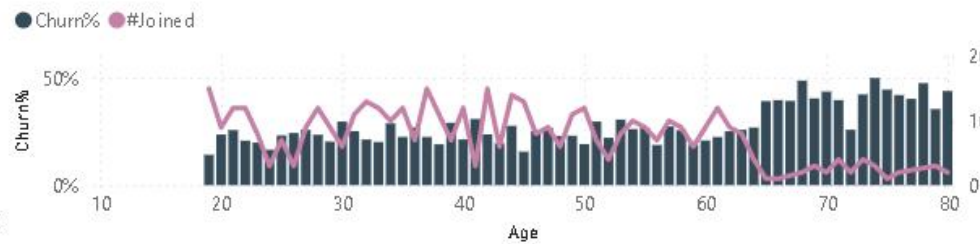
Churn% by Payment Method



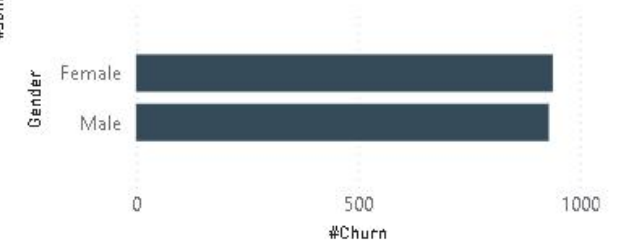
Average of Total Revenue by Customer Status



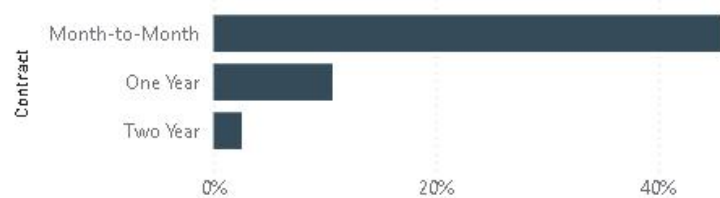
Churn% and #Joined by Age



#Churn by Gender



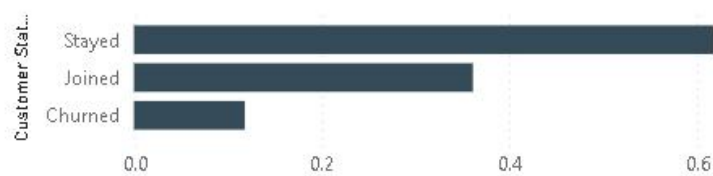
Churn% by Contract



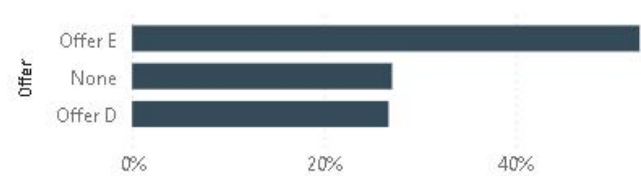
#Churn by Married



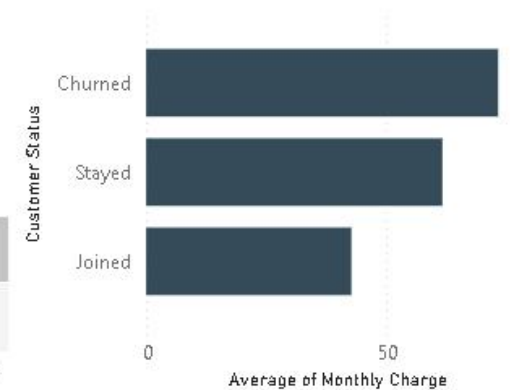
Average of Number of Dependents by Customer Status



Churn% by Offer



Average of Monthly Charge by Customer Status





Ask a question about your data

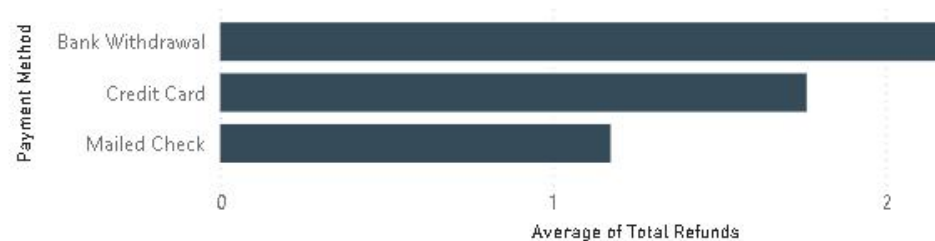
Try one of these to get started

top offers by churn C

top streaming TVs by
churn C

top unlimited data by
#churn

Average of Total Refunds by Payment Method



Customer Status ☐ Gender ☐



At 2.18, Bank Withdrawal had the highest Average of Total Refunds and was 85.71% higher than Mailed Check, which had the lowest Average of Total Refunds at 1.17.

Bank Withdrawal had the highest Average of Total Refunds at 2.18, followed by Credit Card at 1.76 and Mailed Check at 1.17.

Credit Card had 1.76 Average of Total Refunds, Bank Withdrawal had 2.18, and Mailed Check had 1.17.

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Key influencers Top segments



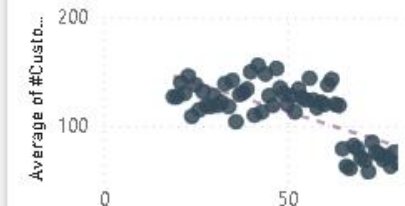
What influences #Customer to ?

When...
Age goes down 17.90

...the average of #Customer increases by

19.22

← On average when Age decreases, #Customer increases.

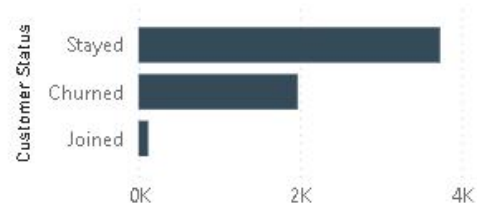


#Joined	City	#Churn
3	Anaheim	7
3	Escondido	16
2	Fallbrook	26
18	Los Angeles	78
2	Modesto	12
1	Palo Alto	6
56		459

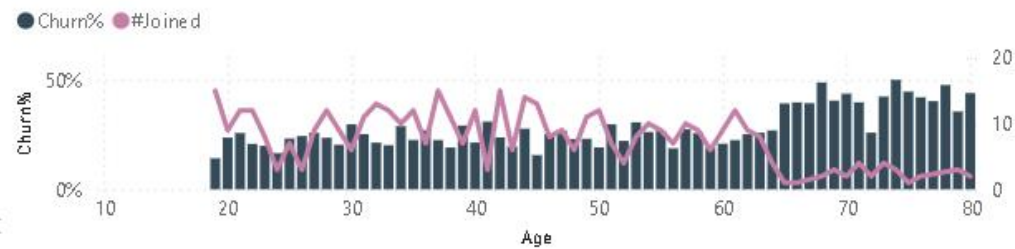
Churn% by Payment Method



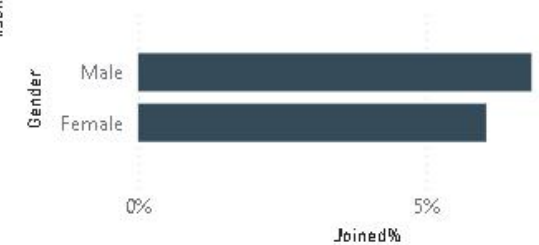
Average of Total Revenue by Customer Status



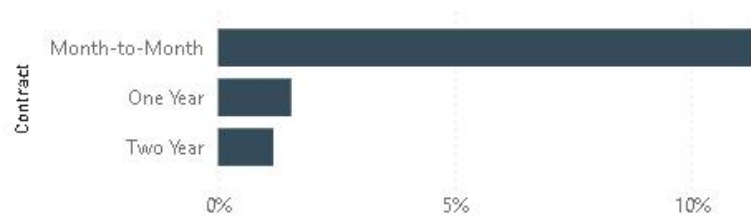
Churn% and #Joined by Age



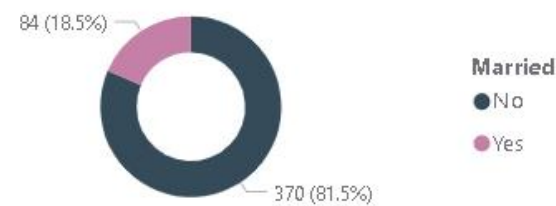
Joined% by Gender



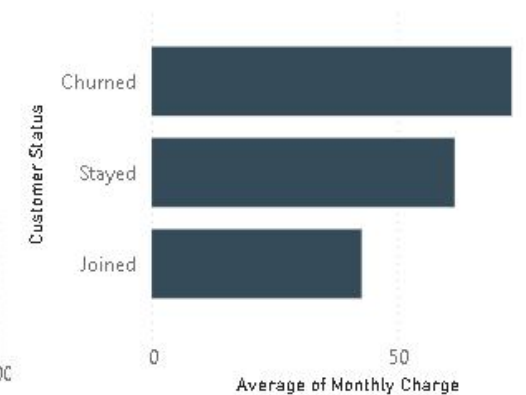
Joined% by Contract



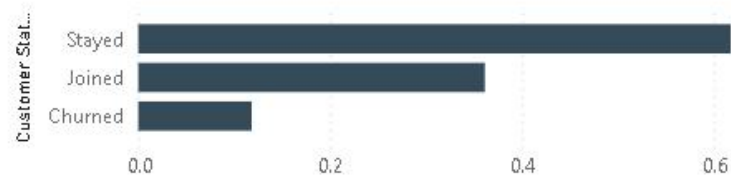
#Joined by Married



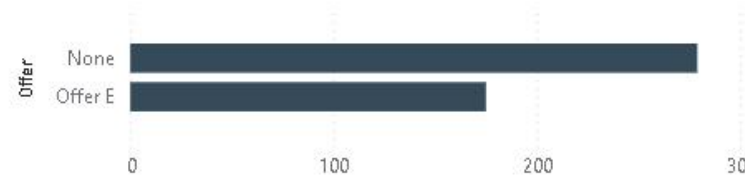
Average of Monthly Charge by Customer Status



Average of Number of Dependents by Customer Status



#Joined by Offer





I Am Junior Business Intelligence Specialist

Junior Business Intelligence Development | Skilled in Power BI, SQL Server 🇮🇹 | Data Analysis using Excel & SQL 🇮🇹 | Data Analysis using Python 🐍 | Familiar with SSAS, SSIS, SSRS tools to manage data efficiently ✂️ | Let's connect and unleash the magic of data! 🌈 #Visualization #PowerBI #DataAnalysis #BIDeveloper #SQL #Python #OOP #DataAnalysis #SSAS #SSIS #SSRS #DataWarehouse #Web Scraping #Tkinter #Business intelligence.



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About Me



Parameters

Churn Reason

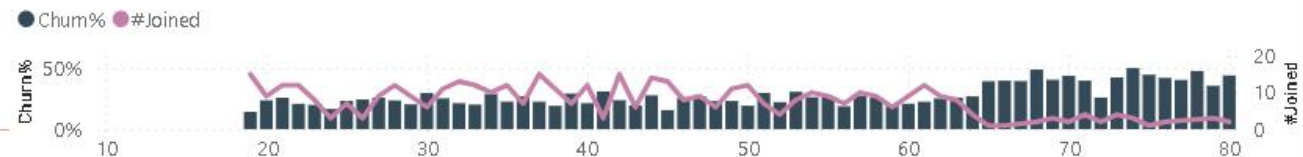
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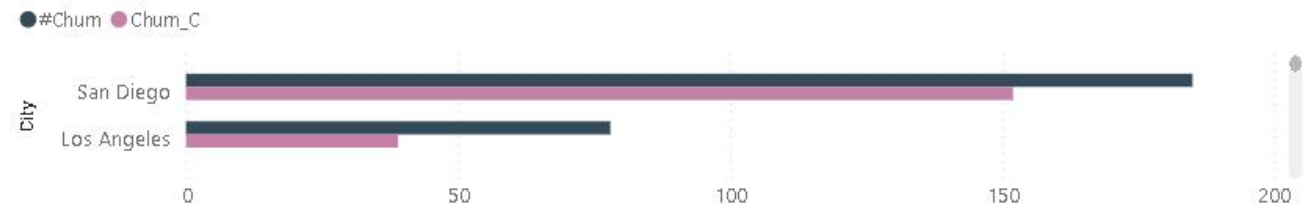
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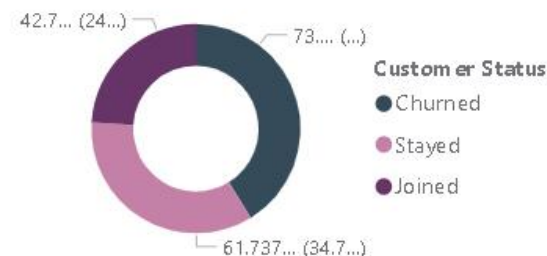
Churn% and #Joined by Age



#Churn and Churn_C by City



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Customer Churn Analysis

Churn

AI Helper

Stayed

About Me

+

Acti
Go to



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MAVEN DATA CHALLENGE

Maven Churn Challenge

Help a telecommunications company improve retention by analyzing their CRM data to identify high-value customers and churn risks.

Jun 23, 2022

Start date

Jul 24, 2022

Deadline

0 days

Days remaining

Free Annual Membership

Grand prize

[View Challenge Submissions](#)

[View Challenge Submissions](#)

Live Finalist Voting Video

MAVEN[®]
ANALYTICS

INTRODUCING THE
MAVEN CHURN
CHALLENGE

The task is to improve retention by identifying high-value customers and churn risks, and present it in the form of a single page report or dashboard

#MAVENCHURNCHALLENGE

39:10

Participants in the video feed:

- Maven Admin
- Chris Dutton
- Emilia Poljanec
- John
- Aaron Perry
- [Participant]

Maven Churn Challenge

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INTRODUCING THE
MAVEN CHURN
CHALLENGE






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About The Data Set

Churn data for a fictional Telecommunications company that provides phone and internet services to 7,043 customers in California, and includes details about customer demographics, location, services, and current status.



Telecom Customer Churn

Customer churn data for a fictional Telecom company in California.

CSV
File type

Multiple tables
Data structure

7043
of records

39
of fields

Download



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[Download](#)**CSV**

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of fields

creating and managing the DWH, ETL, data modeling, reporting, MD Cube.

Power BI Data Analyst

Skills: Strong in data visualization, Power BI, DAX, data modeling, and business intelligence.

Data Engineer

Skills: Proficient in SQL, Python, ETL processes, data warehousing, cloud platforms (AWS, Azure, GCP), and big data technologies (Hadoop, Spark).






Data Scientist

Skills: Strong in Python/R, machine learning, statistics, data modeling, and data visualization. Knowledge of data engineering principles is often beneficial.



Ahmed Abdel Moneim

Great! How interested are you in learning the following tools?

	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
 Excel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Power BI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Tableau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 MySQL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Python	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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