Project Update #3

Overall the project went very well. We were able to draw conclusions from our analysis to the point where we felt comfortable providing c-suite staff suggestions on how to improve churn. I thought the most interest aspect of the analysis was not only determining which learning algorithm to choose, but what probability threshold we wanted to use to classify customers based on our prioritization of type II error.

We did have some difficulties with our linear modeling. The primary difficulty was due to our lack of continuous variables in the dataset. There were only three continuous variables overall, and one (total charges) was a derivation of the dependent variable (tenure) multiplied by the independent variable (average monthly charges). On top of this, we could only analyze churned customers for the analysis because we would not know the full tenure of a non-churned customer (which makes our dataset even smaller)

One final issue we had was the lack of geographic data. While we are not sure how much it would have helped, being able to play with geographic data could provide insight to information we would not have otherwise known. I think it also would have been a very good way to learn more about geographic analytics and visualizations.

There were not too many issues with the team, but there was definitely a little bit of a gap in experience in coding and analytical thinking. Some team members would create a visualization just to create a visualization and want to write a section on their analysis, even if their analysis did not have any useful aspects in terms of the main problem.

Some suggestions for the next time you do this project would be to maybe form the teams in week 2, and provide more concrete checkpoints about what should be done in weekly intervals. Not having any guidance probably hindered some team members contributions, because they either did not know what to do, or they didn’t know how to do it correctly, while other team member wanted to get ahead of the curve and start working on the analysis and supporting visualizations.

I did really enjoy this class and learned a lot! Looking forward to diving deeper on the machine learning algorithms in my future classes!