SLIDE 1 : TITLE

HI, MY NAME IS ALLANTE STATEN AND I AM A MEMBER OF THE DATA SCIENCE TEAM.

I AM HERE TO PRESENT MY FINDINGS ON CUSTOMER CHURN

SLIDE 2: AGENDA

DURING THIS PRESENTATION I WILL PROVIDE AN EXECUTIVE SUMMARY, REPORT FINDINGS, RECOMMENDATIONS FOR STAKEHOLDERS AND THE CONCLUSIONS FROM MY REPORT.

SLIDE 3: EXECUTIVE SUMMARY

WHILE COMPLETING MY PROJECT BASED ON THE DATA PROVIDED, I CONCLUDED THAT WE HAVE A 26% CHURN RATE.

THE DRIVERS OF CHURN CONSISTED OF INTERNET TYPE, WHETHER OR NOT A CUSTOMER HAS TECH SUPPORT AND THE LENGTH OF THEIR CONTRACT.

DURING THIS PROJECT I CREATED 5 MODELS AND EVALUATED THEIR PERFORMANCE.

THE BEST PERFORMING MODEL HAD AN ACCURACY OF 77%.

THIS WAS 4% BETTER THAN THE BASELINE MODEL.

BASED ON THE FINDINGS OF THIS PROJECT I RECOMMEND THAT WE COLLECT DATA ON THE PERFORMANCE OF OUR FIBER OPTIC INTERNET TO DETERMINE IF IT IS MEETING OUR CUSTOMER’S EXPECTATIONS

WE ALSO SHOULD REVIEW OUR CONTRACTS TO SEE IF THERE ARE MAJOR DIFFERENCES IN THE INCENTIVES AND DISCOUNTS OFFERED ACROSS THE DIFFERENT TYPES OF CONTRACTS.

SLIDE 4: COMPANY CHURN

DURING THIS PROJECT 26% OF CUSTOMERS WERE IDENTIFIED AS CHURNING.

ALTHOUGH THIS NUMBER IS NOT EXTREMELY ALARMING IT DOES SUGGEST THAT IF WE DO NOT IMPROVE WE MAY POTENTIALLY BEGIN LOSING OUR SIGNIFICANT HOLD ON MARKET SHARE.

SLIDE 5: PHONE SERVICE IS GOOD

HERE YOU CAN SEE THAT WE DO NOT HAVE A HIGH NUMBER OF CUSTOMERS WITH PHONE SERVICE CHURNING.

OUR FINDINGS DO NOT SUPPORT AN ASSOCIATION BETWEEN CHURN AND PHONE SERVICE

SLIDE 6: FIBER OPTIC CUSTOMERS CHURN

THE FINDINGS OF THE REPORT SHOW INTERNET SERVICE TYPE AND FIBER OPTIC INTERNET ARE ASSOCIATED WITH CHURN

HERE IN THE GRAPH WE CAN SEE CUSTOMERS WHO HAVE FIBER OPTIC INTERNET CHURN AT A SIGNIFICANTLY HIGHER RATE THAN OUR CUSTOMERS WHO DO NOT

SLIDE 7: TECH SUPPORT VALUE

TECH SUPPORT APPEARS TO BE VERY BENEFICIAL TO OUR ABILITY TO RETAIN CUSTOMERS.

MORE THAN HALF OF OUR CUSTOMERS WITH NO TECH SUPPORT CHURN.

HERE WE CAN SEE HAVING TECHNICAL SUPPORT MATTERS AND IS A DRIVER OF CHURN

SLIDE: 8: CONTRACT LENGTH MATTERS

THE NEXT FINDING FROM MY REPORT IS THE RELATIONSHIP BETWEEN CHURN AND CONTRACT LENGTH.

HERE WE CAN SEE THAT MOST OF OUR CUSTOMERS WHO CHURN ARE ON MONTH-TO-MONTH CONTRACTS

SLIDE 9: MODEL FINDINGS

DURING THIS PROJECT SEVERAL MODELS WERE MADE TO ACCURATELY PREDICT IF A CUSTOMER WILL CHURN

THE BEST PERFORMING MODEL WAS A LOGISTIC REGRESSION MODEL.

THIS MODEL PERFORMED 4% BETTER THAN THE BASELINE MODEL

SLIDE 10: RECOMMENDATIONS

WITH THE SUPPORT OF THE FINDINGS IN MY PROJECT IT WOULD BE BENEFICIAL FOR US TO COLLECT DATA FROM THE CUSTOMER ABOUT HOW WELL OUR FIBER OPTIC INTERNET IS MEETING THEIR EXPECTATIONS.

THIS MAY LEAD TO IDENTIFYING AN ISSUE WITH THE PERFORMANCE OF OUR FIBER OPTIC INTERNET SERVICE THAT CAN BE ADDRESSED.

REVIEWING THE CONTRACT DETAILS OF EACH TYPE OF CONTRACT CAN ALSO BE A VALUABLE ACTION. DO WE CURRENTLY HAVE INCENTIVES OR DISCOUNTS INCLUDED IN THE ONE OR TWO YEAR LONG CONTRACT THAT SHOULD BE INCLUDED IN THE MONTH TO MONTH CONTRACT?

SLIDE 11: CONCLUSION

IN THIS PROJECT IT WAS DISCOVERED THAT THE COMPANY HAS A CHURN RATE OF 26%.

THE DRIVERS OF CHURN CONSIST OF INTERNET SERVICE TYPE, FIBER OPTIC INTERNET, TECH SUPPORT AND CONTRACT LENGTH.

THIS PROJECT WAS ALSO ABLE TO RULE OUT AN ASSOCIATION BETWEEN PHONE SERVICE TO HELP US KNOW WHERE WE DON’T NEED TO FOCUS OUR EFFORTS.

IF WE ARE ABLE TO GATHER MORE DATA ON OUR FIBER OPTIC INTERNET SERVICE AND REVIEW OUR CONTRACTS WE MAY BE ABLE TO FIND AREAS OF IMPROVEMENT TO ALLOW US TO CONTINUE TO GROW OUR MARKET SHARE