

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.

In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management

The Retentions Manager has provided some information in the resources.

Hi Digital Accelerator,

I'm Janet, Retention Manager here at PhoneNow. Before you start working on our dashboard, let me provide you with some inputs

- Customers who left within the last month
- Services each customer has signed up for: phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies
- Customer account information: how long as a customer, contract, payment method, paperless billing, monthly charges, total charges and number of tickets opened in the categories administrative and technical
- Demographic info about customers – gender, age range, and if they have partners and dependents

Looking forward to hearing from you.

Best regards,
Janet