

# Storytelling Project Specs.

Scenario: D.S. @ Telecommunications

- VP. of Sales tasks w/ reducing customer attrition

Business goal: Reduce churn. Keeping customers is cheaper than new

Project goal: ☐ 3 min presentation

- what I found

- How I expect the recommendation actions to decrease the attrition

- what I recommend

☐ A chart

- Demonstrates the source of attrition that I focused on.

☐ Single recommendation

- Backed by data,

- Reduces the attrition.

☐ A chart that visualizes what you would expect to see

presentation: ☐ 3 mins / Zoom

Deliverables: ☐ Live Presentation

☐ Link to presentation slides

☐ Screenshots of your Tableau charts before going through the refine steps.

☐ Video file of early run-through of presentation

Audience:

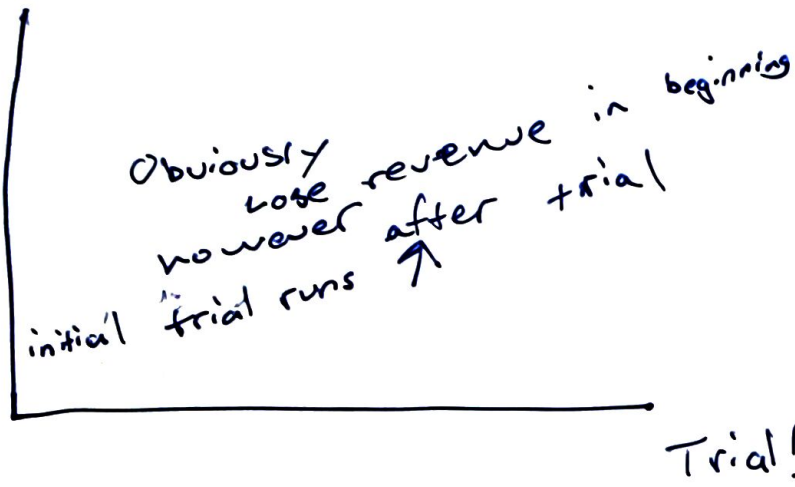
☐ VP of Operations + their team

☐ VP of Sales will receive the presentation

- Include appendix slides going into the methodology

Churn

After having service  
for certain amount  
chances of churn  
decrease



Audience:  
Vp of Operations  
Vp of sales (appendix)  
Setting: Zoom

Identify the Story Framework:

- Churn of customers is high amongst month-to-month

→ Define the issue

Problem to solve: Reduce churn of month to month

Goal: To introduce incentive aimed at reducing churn  
Declarative

Visualizations:

To Use

→

Demonstrate the issue

## Data modelling

Goal:

Create generalizable model  
mapping between features  
and target outcome

☐ Identify features

☐ Identify target outcome

☐ Identify:

☐ Create the model object

☐ Fit the model

## Model testing

## Marketing Presentation

- Show patterns, differences

- Chart Clarity: "Let the Idea Come through"

Chart Structure - Keep chart components consistent

- 1) Pre-attentive Attributes
- 2) Visual Encoding
- 3) Color matches meaning
- 4) Guide with your titles

## Simplicity

- 1) Is it necessary?
  - 2) Is it unique?
  - 3) Is it simple?
- \* "Belt and suspenders

## Design "

- 1) Remove unnecessary decimals.
- 2) Limit colors
- 3) Do you need gridlines?
- 4) Mimic tick marks labels

## Slide Deck Structure

- ☐ Title Slide
- ☐ Agenda Slide
- ☐ Executive Summary Slide
- ☐ Findings Visualization Slide
- ☐ Recommendation Slide
- ☐ "What if" Visualization Slide
- ☐ Conclusion + Next Steps Slide
- ☐ Appendix
  - At least a data dictionary
  - what data
  - where it came from
  - More context of the data used

## Practice

- 1) Plan for your audience
- 2) Script it out... - Don't Read
- 3) Time in
- 4) Listen for filler words.

Filler words