How to retain more customers?

BIG BUG CONSULTING

Problem Statement

Big Bug consulting has acceded to your data base in order to identify why our customers are leaving us.

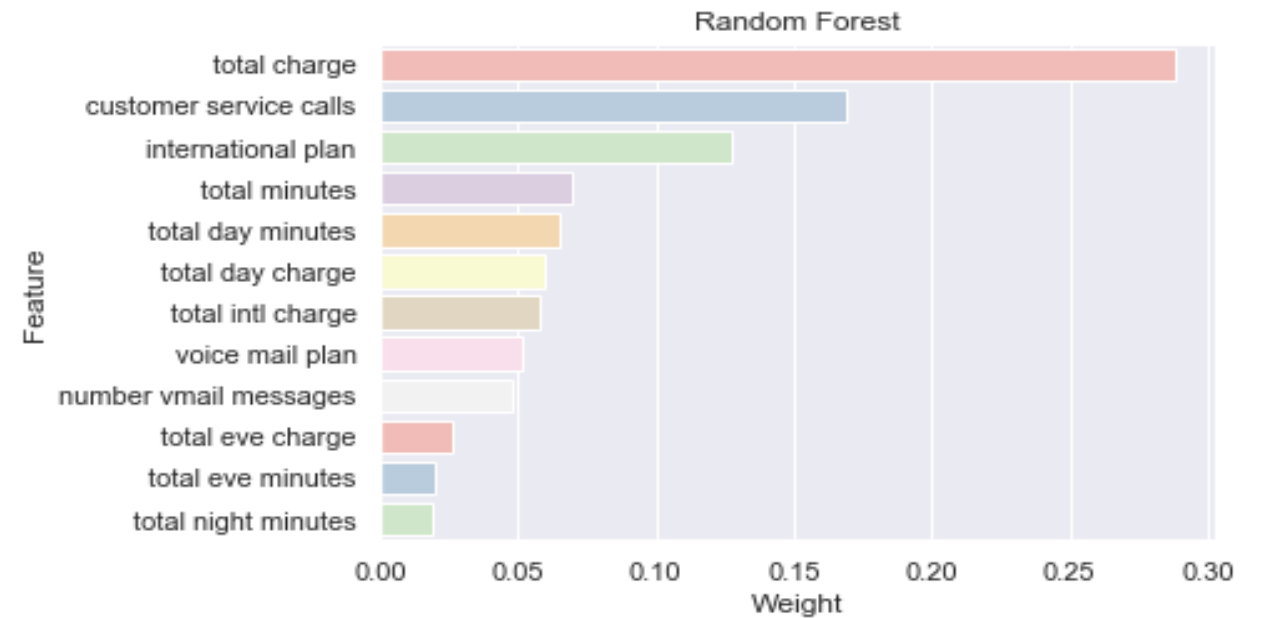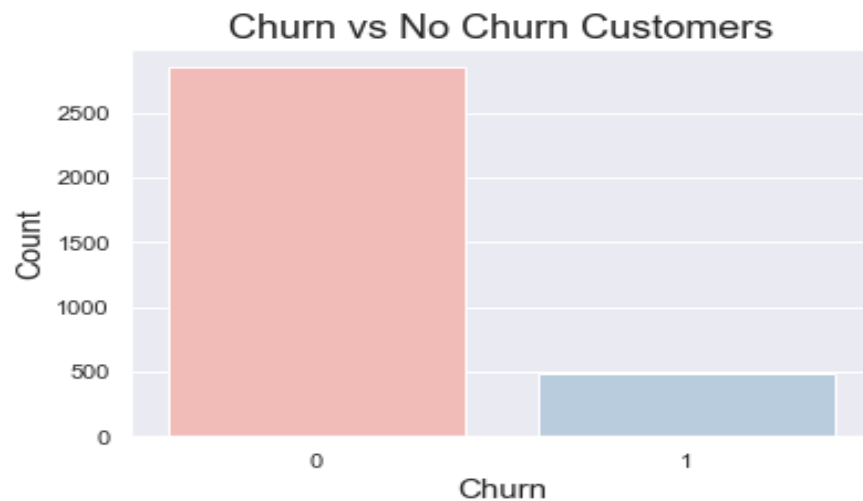We used different algorithms to create a model who predicts churn potential of risk.

We followed the **OSEMN** process.

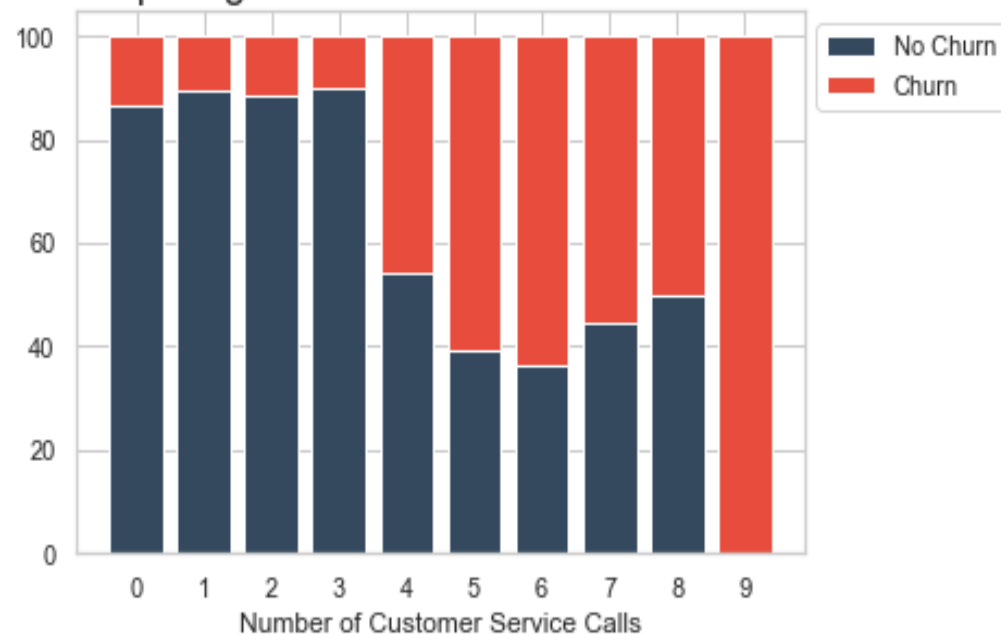Let's double click on this.

Insights

14.5% of your clients have churned.

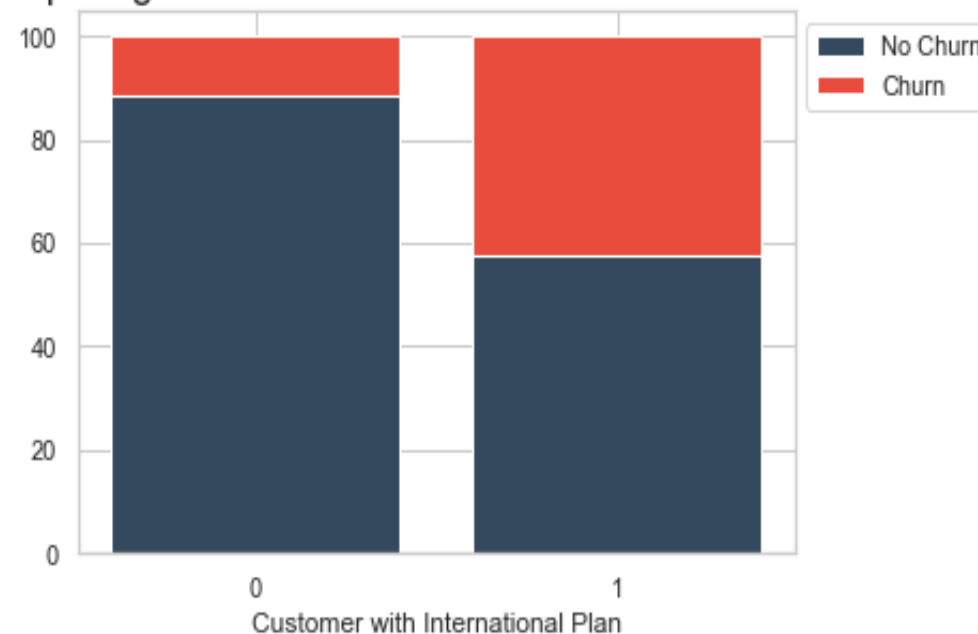International plans, Customer service calls and Total charge are strongly correlated with churn.

Insights

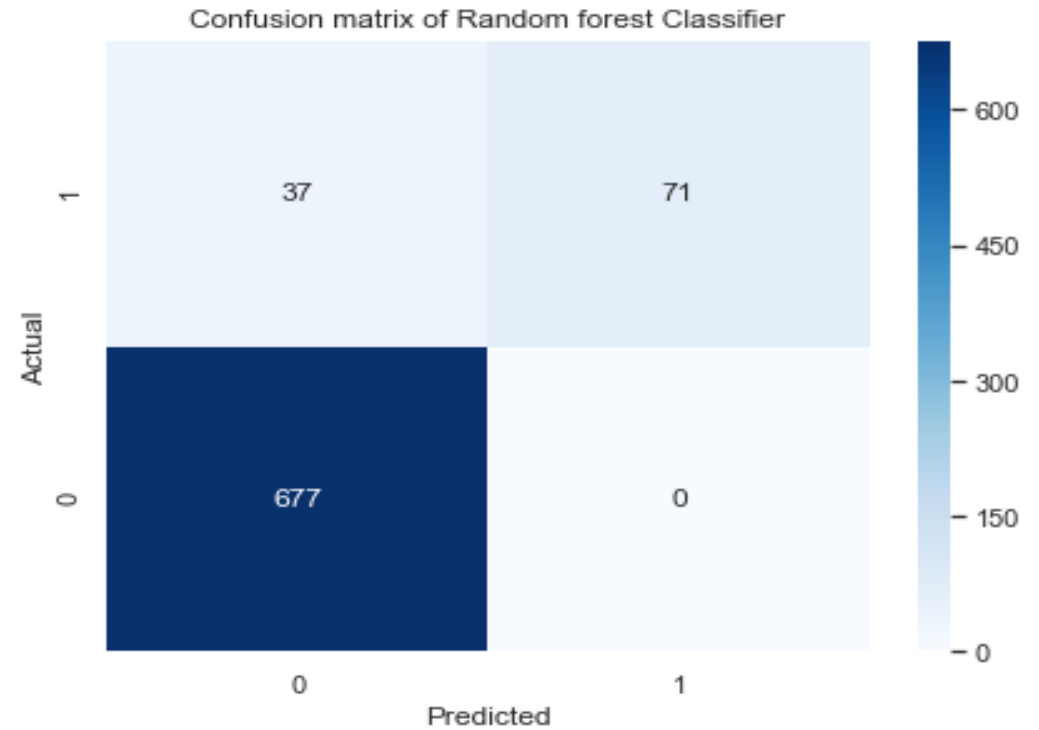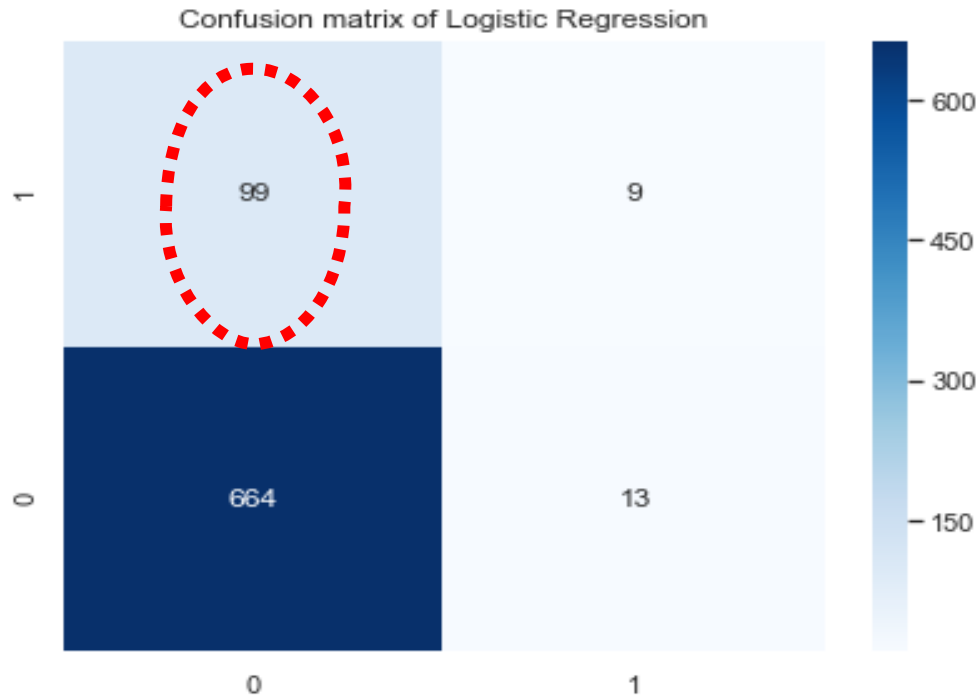# Algorithms Accuracy

RANDOM FOREST
SCORE : 96%

DECISION TREES
SCORE : 95%

ADABOOST SCORE :
92%

LOGISTIC REGRESSION
SCORE : 85%

So, which one is better?

Questions

Do we need to offer international service calls plans?

Are your customers paying more than they should?

Our competitors have better plans?

Are you able to solve customer problems quickly?

Is our customer service enough good?

Do you have issues with International plans?

Recommendations

WE NEED A BETTER SYSTEM TO TRACK CUSTOMER SERVICE CALLS

WE NEED TO LOOK AT OUR COMPETITORS INTERNATIONAL PLANS

WE CAN OFFER DIFFERENT PRICES DEPENDING ON THE NECESSITIES OF CUSTOMERS

Future Work

We got some insights, but it would be a great idea to get some more information about:

1. Surveys with information about why the customer churned.

2. We need to improve our logistic regression algorithm in order to improve accuracy.

3. Churn rate of our competitors.

Thank you for your time!