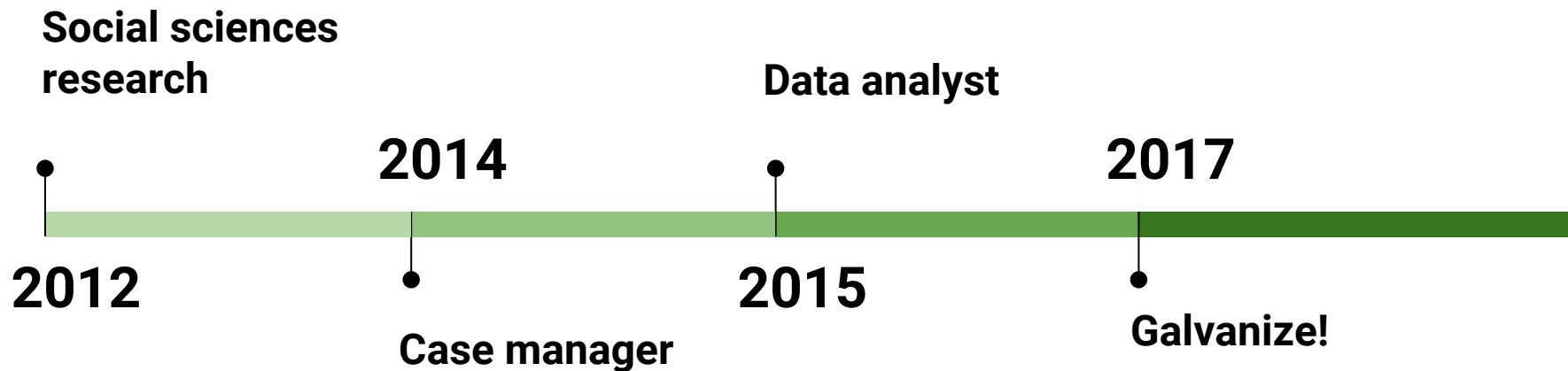


A Little About Me...



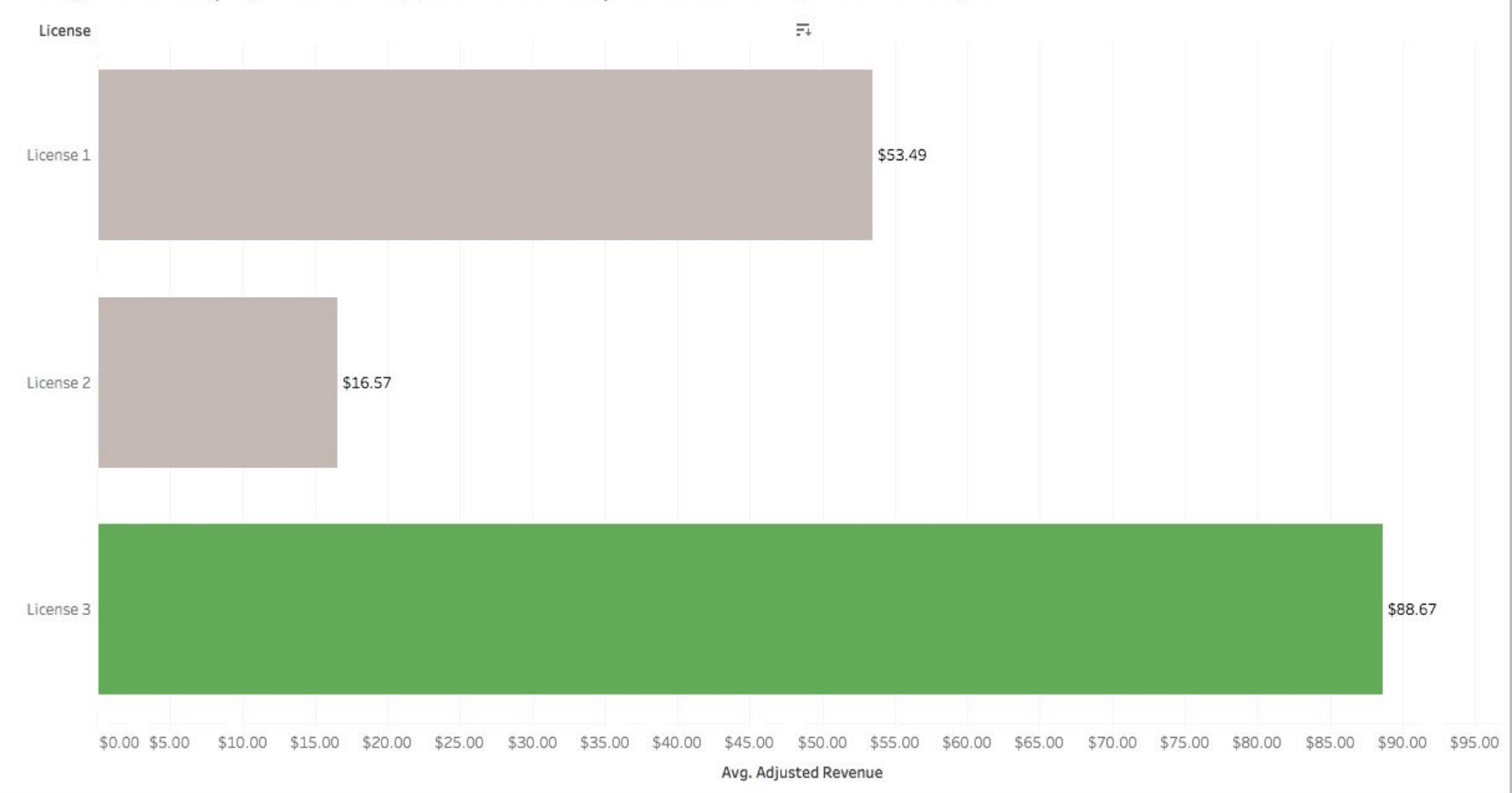
Not All Customers Are Created Equal

Kristie Wirth

Which customers are
the most valuable?

Name	Job Role	Skills	Age	Zip code
Kristie	Best data scientist ever	Good at everything	Full of wisdom	Conveniently located right next to your company!
Sam		Just okay at their job	33	
Bob	Doesn't match any openings you have		52	80201
Joe		Sort of knows SQL..	70	Way too far away to be practical
Sandy	Playing solitary on company time		48	80203

Average Revenue (Adjusted for Support Ticket Data) Per Customer by License Bought



757 features

Way too many)

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112 features

(Still way too many)

20 features

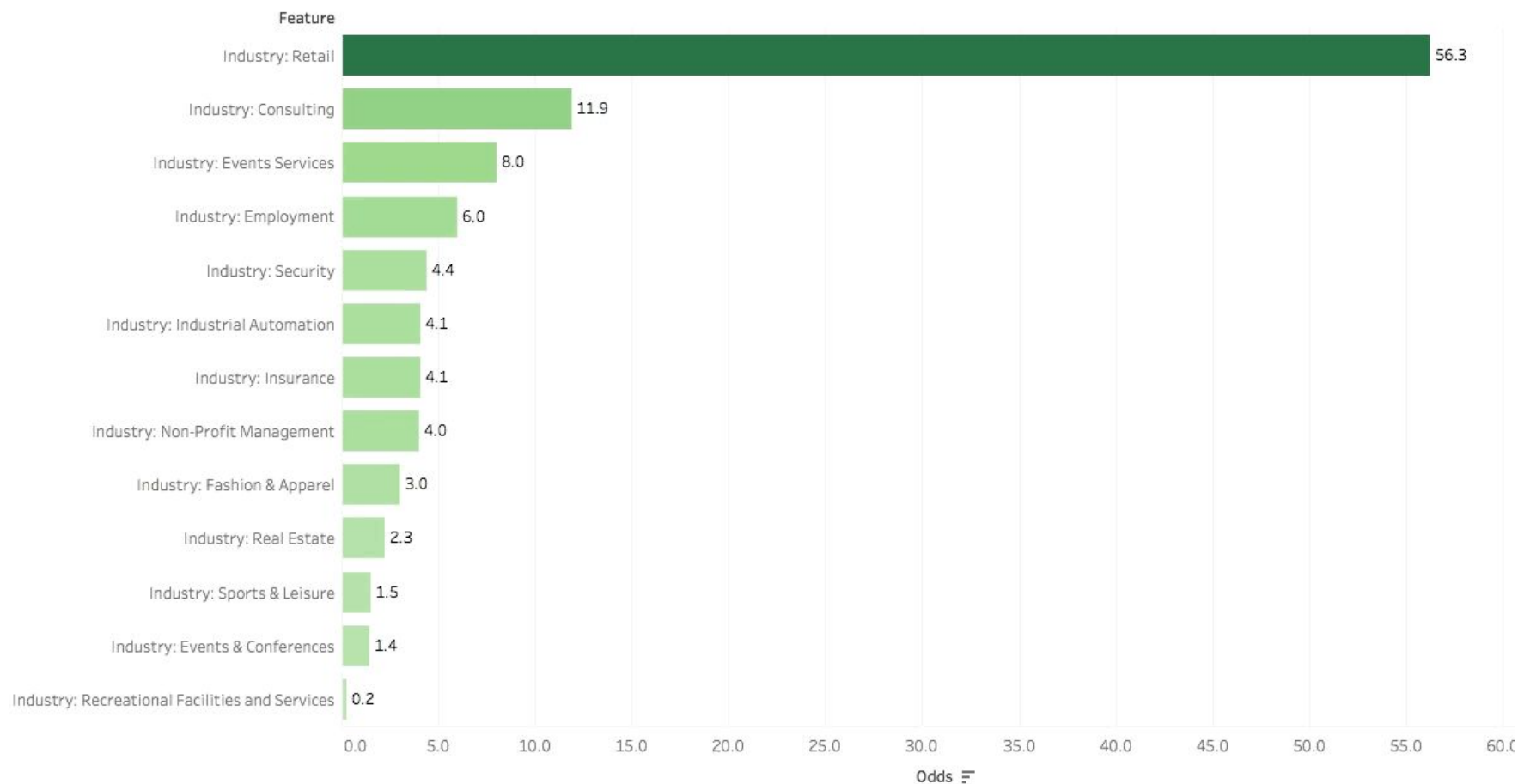
(Just right!)

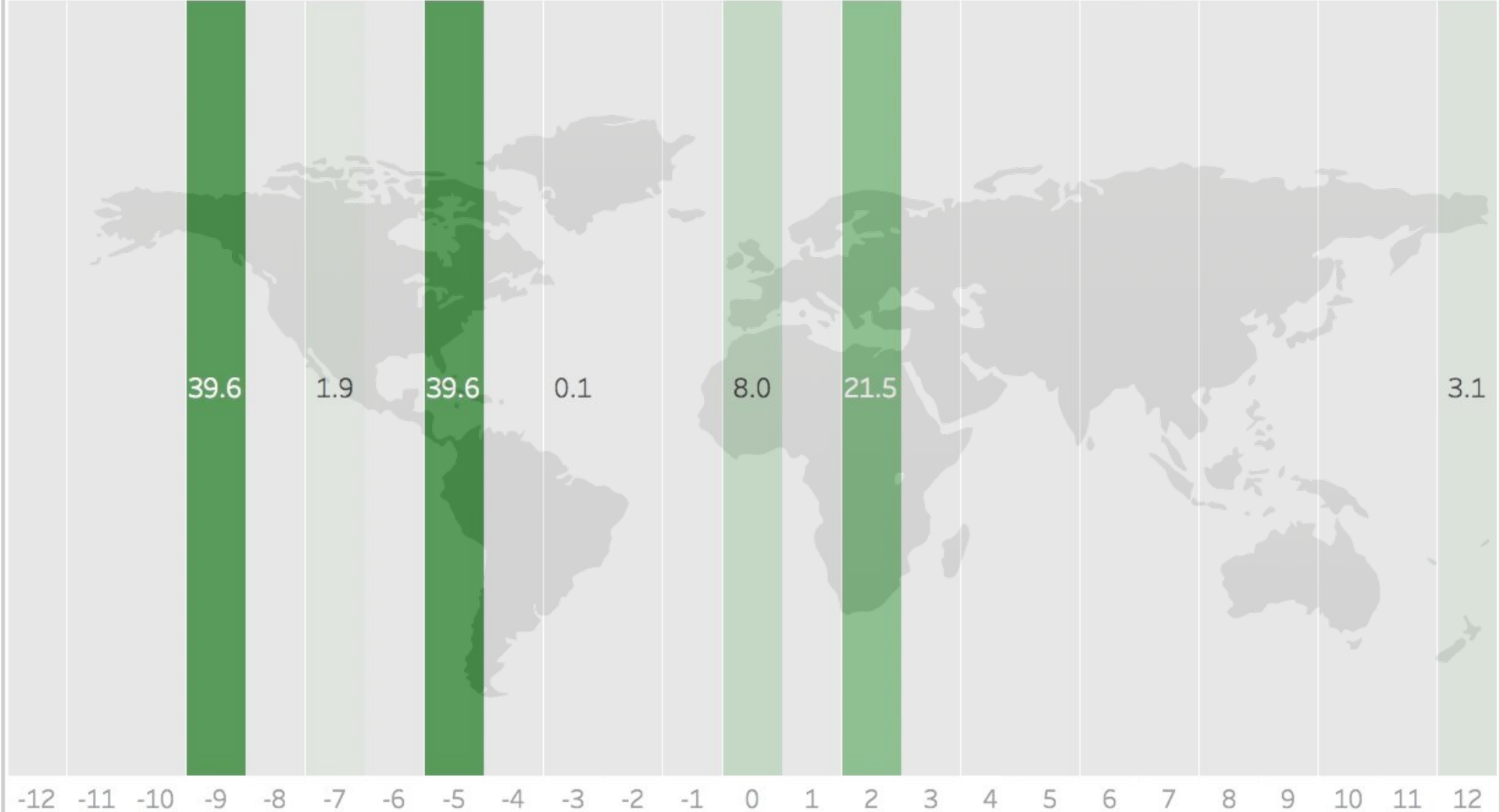
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2. Time Zone: America/Anchorage
3. Time Zone: America/Nassau
4. Time Zone: Asia/Beirut
5. Industry: Consulting
6. Time Zone: UTC
7. Industry: Events Services
8. Industry: Employment
9. Industry: Security
10. Industry: Industrial Automation
11. Industry: Insurance
12. Industry: Non-Profit Management
13. Time Zone: Pacific/Auckland
14. Industry: Fashion & Apparel
15. Industry: Real Estate
16. Time Zone: America/Phoenix
17. Industry: Sports & Leisure
18. Industry: Events & Conferences
19. Industry: Recreational Facilities and Services
20. Time Zone: America/Buenos Aires



(81% accuracy / 73% precision / 81% recall)

The Effect of Customer Category





-12 -11 -10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10 11 12

Potential Future Directions

- Text analysis
- Making a purchase
- Customer churn

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