**Holding the Line: TelConnect's Battle Against Churn**

*Asarco Advanced Analytics Group Take Home Assessment*

Thank you for your interest in the data scientist position. This take-home assessment is designed to evaluate your ability to analyze data, build predictive models, and connect technical insights to practical business decisions.

You will work on a case inspired by the challenges faced by TelConnect, a fictional leading telecommunications company. The case focuses on how to improve customer retention.

**Deliverables**

* Presentation: A slide deck summarizing your key insights and recommendations, designed for a mixed audience of technical and business stakeholders.
* Code: The code you have written for the analysis either in script or notebook format.

**Additional Notes**

* The dataset provided contains historical customer data. You can assume this is refreshed monthly and reflects TelConnect’s operational context.
* You may use Python or R for the analysis and either notebooks or scripts.
* The use of GenAI tools (e.g., ChatGPT, Copilot) is permitted for writing code, such as generating code. However, you should not submit the case details or dataset to any GenAI tool to "solve" the case or obtain direct answers. This assessment is based on honor and good faith, and we trust that you will demonstrate your individual abilities and critical thinking throughout the process.
* Clearly document any assumptions you make and, if applicable, mention additional data you would request to strengthen your analysis.
* No questions will be taken, if you have any questions make what you would consider a reasonable assumption and list it.

**Submission guidelines**

* Please submit the assessment by Friday, January 31st, 2025, at 6:00 PM EST
* Email your submission to [mauricio.mathey@asarco.com](mailto:mauricio.mathey@asarco.com) with the subject line: “Data Scientist Assessment – [Your Name].”

We look forward to reviewing your work!