



PROJECT ANALYSIS PRESENTATION



CONTENT

01

Overview

02

Details

03

Research
questions

04

Recommendations

05

Conclusion

06

Strategy

BUSINESS OVERVIEW



With the high rate of customer turnover, Telecom industry decided to investigate how to improve their customer retention mechanism by finding the main root cause even with all the available resources.

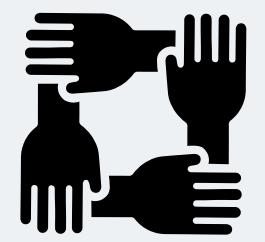


Task.

I was tasked with analysis of the available data to help the company reduce money lost because of customers who don't stick around very long.



DETAILS



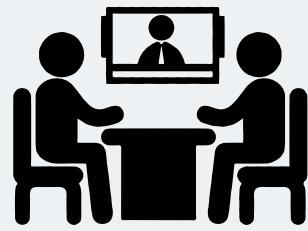
Dataset used

Churn in
Telecom's
dataset



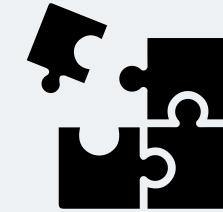
Libraries for analysis

Pandas
seaborn
Matplotlib
numpy



Collaboration

Libraries from
scikit learn



Innovation

Machine
learning and
Modelling

CRISP-DATA MINING

Whole process of the project

Business
understanding

Data collection

Preprocessing

Data cleaning

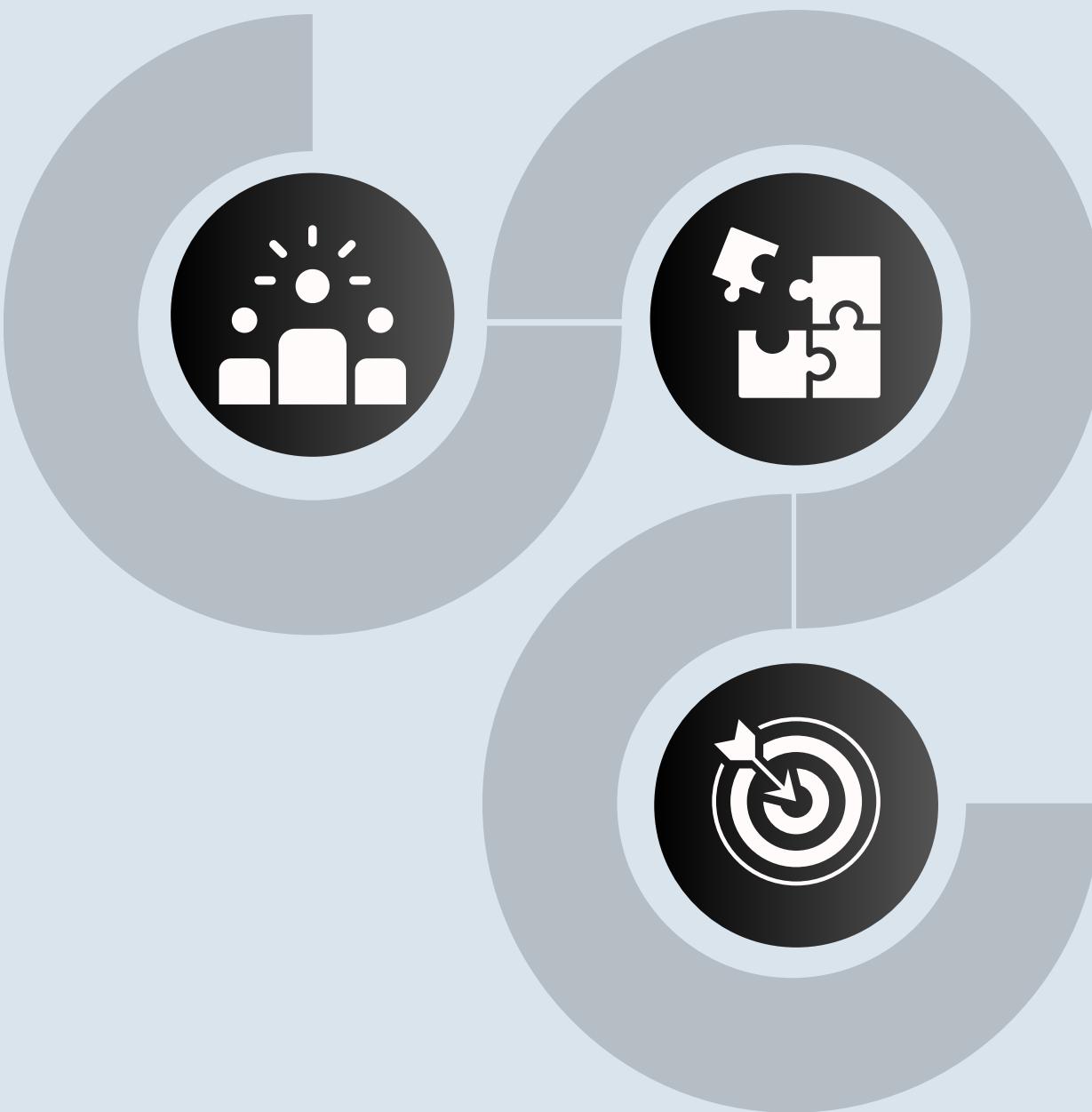
Data exploratory
Visualizations

Modelling

Machine learning

GOALS AND OBJECTIVES

- 01** How to retain the customers by looking at the loopholes in the current system
- 02** Conducting a root cause analysis to find the solution and reduce the money lost through customers who don't stick around very long
- 03** Improve customer service to be able to deliver high quality services.





RESEARCH QUESTION 1.

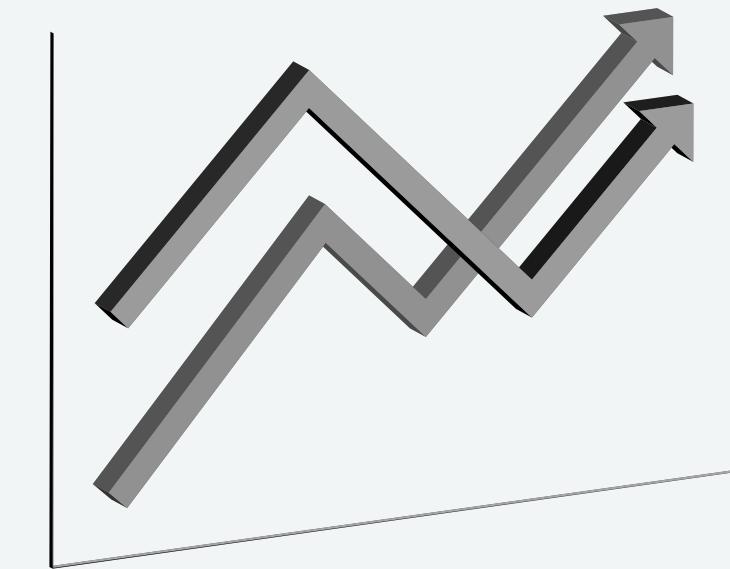
Does added bonuses help in customer retention?
Bonuses like;international plan,evening calls etc

80% 20%

**INTERNATIONAL CALLS
REDUCES CHURNS**

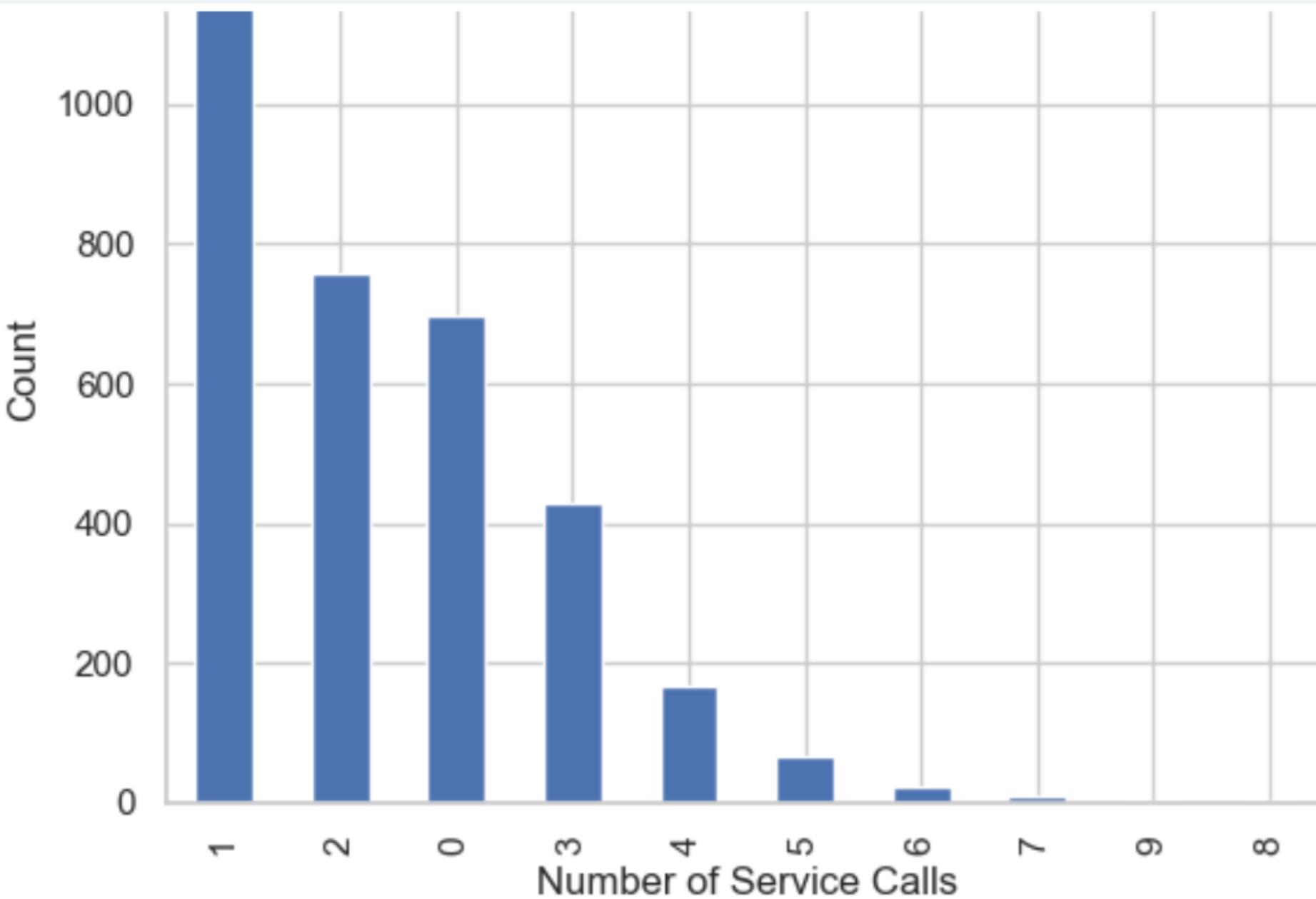


**EVENING CALLS
REDUCE CHURNS**



Research Question 2.

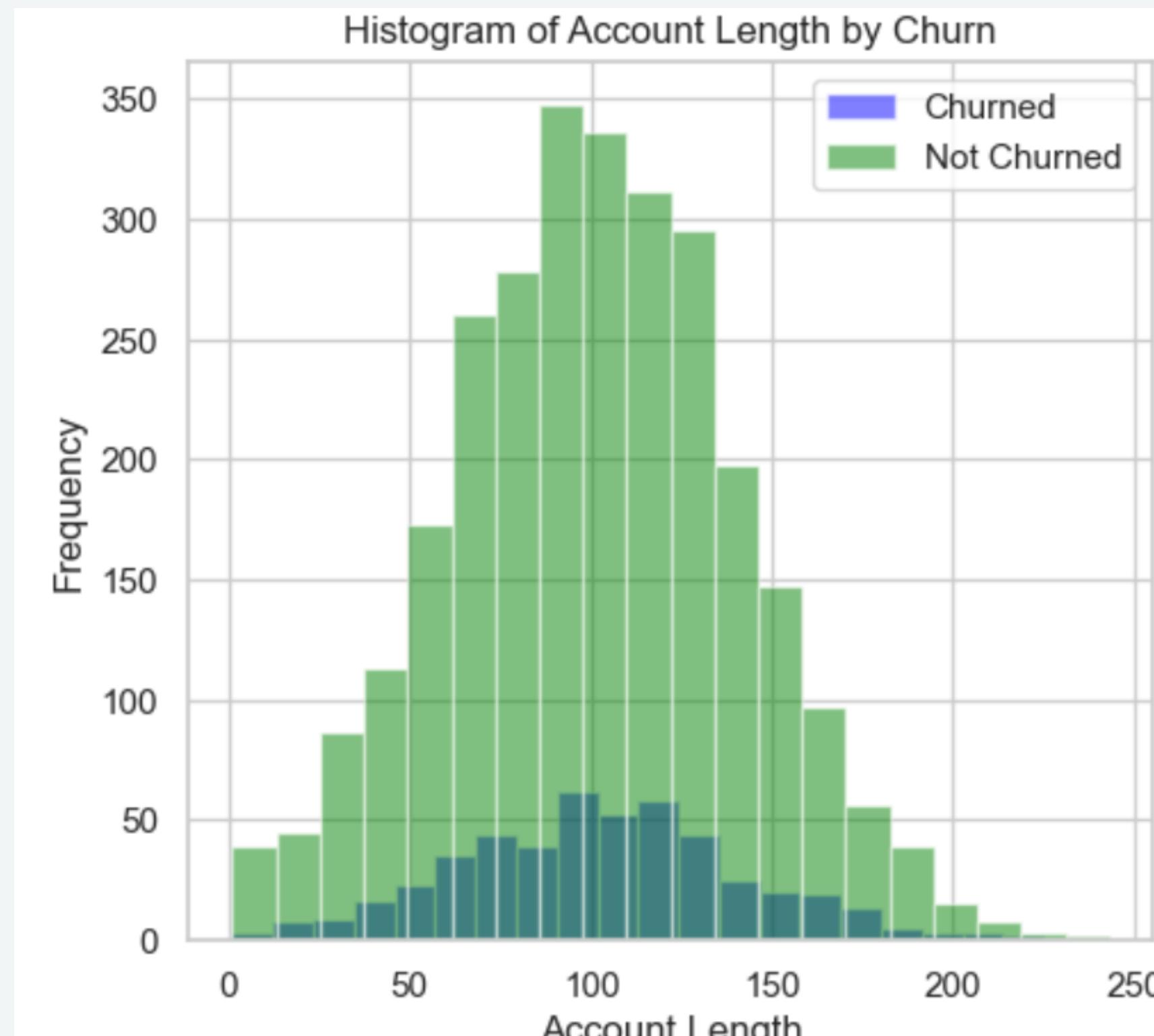
Number of service calls does affect the duration a customer will stay



The number of Customer service has an impact to how long the Customers will stay since the low the calls, the high the likelihood to drop

Research Question 3.

Is the account length of a customer a factor of consideration for churning?



From this histogram, it shows that churn and account length is a factor ,where the customers who have stayed for long their turn over is high

BUSINESS RECOMMENDATION

- 1.The company should increase more of bonuses like international plan calls, evening calls and some others which will make the customers stick around for long especially the customers who have accounts with the company for long,
- 2.Enhance Customer support and improve customer service by ensuring that customers can reach support anytime they are in need. Also acting on real time basis for all feedback shared by the customers.
- 3.Personalize customer experience by understanding customer preferences and tailoring the offers and communications based on them
- 4.Analyze churn data regularly and make informed decisions based on the data and feedback shared by the customers for continuous improvement



CONCLUSION

I believe by implementing these recommendations, Telecom company will manage to reduce cost they are incurring from customers who don't stick for long with them, and from their proactiveness in implementation will help them become more competitive in the market with high customer retention



THANK YOU