



Tele-Giants

Innovating retention and engagement through science

Brett Zimmerman

Nate Walter

Jax Garnett

Agenda

- Introduction
- Problem and Objectives
- Recommendations





Introductions

To Our Firm

Independently Operated

Data Security and
Anonymity

Focused on Satisfaction
through Service

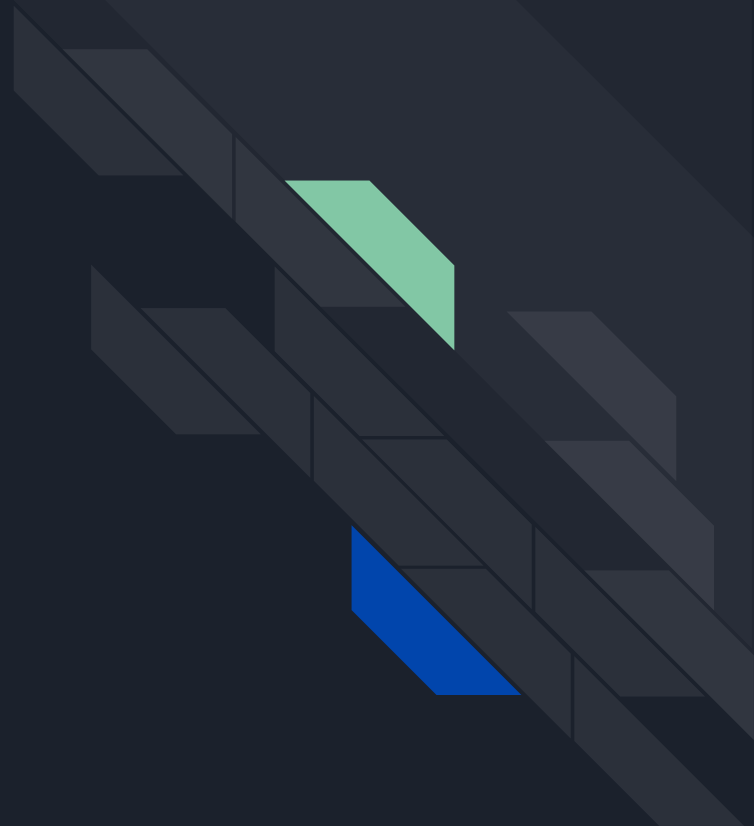
To the Data

3333 data points

50 different states

17%

Past Data Churn Rate

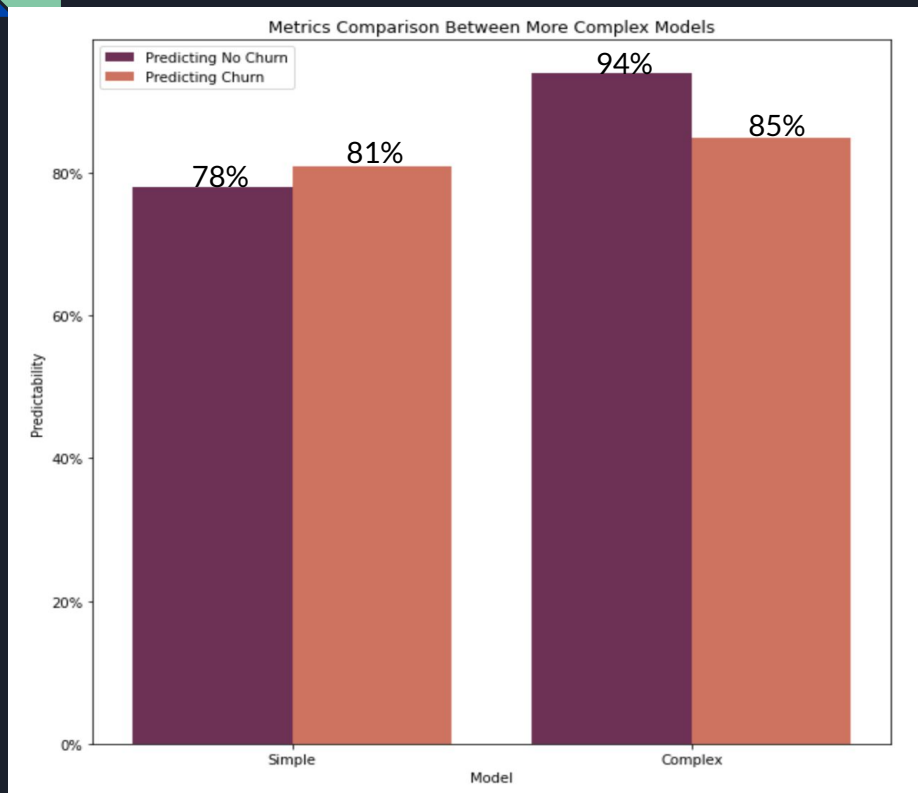


Objectives

- Determine probability of a customer churning
- Examine possible factors influencing satisfaction
- Identify actions to reduce churn
- Predict and Improve Customer Retention



Model Performance



Customer Service Calls

Average: 2

Max: 9

Phone Charge of Day Calls

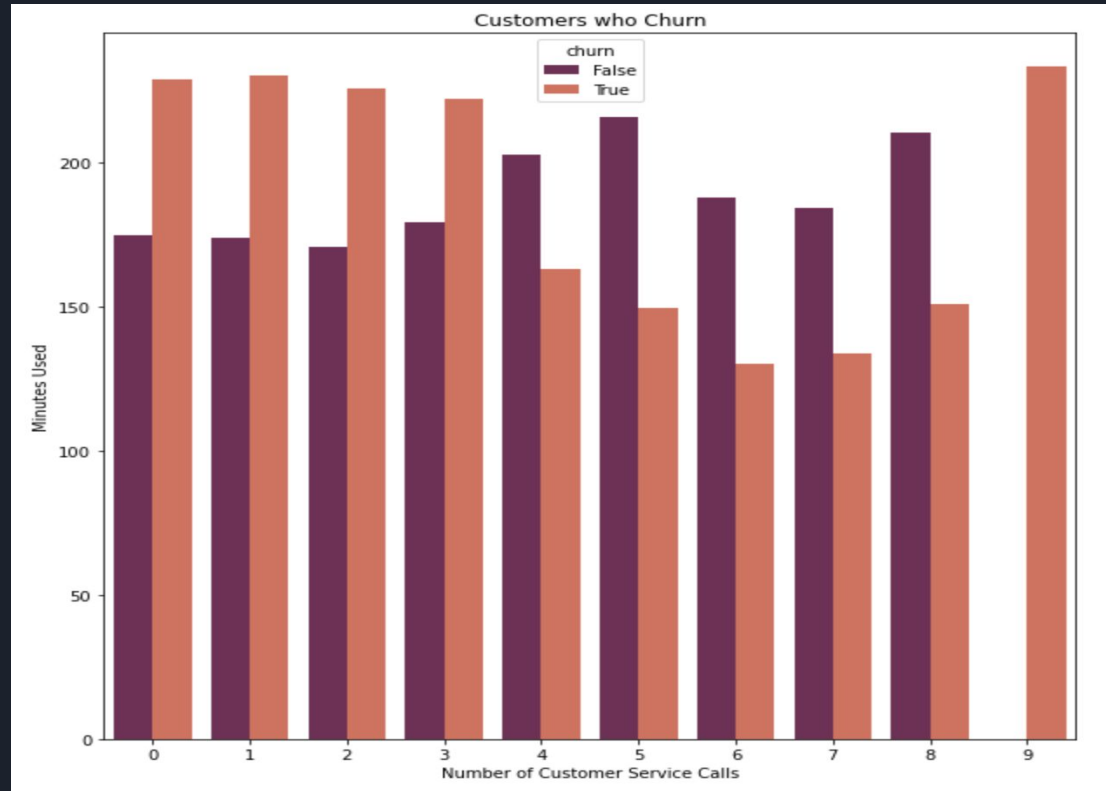
Average: \$30.5

Max: \$59.6

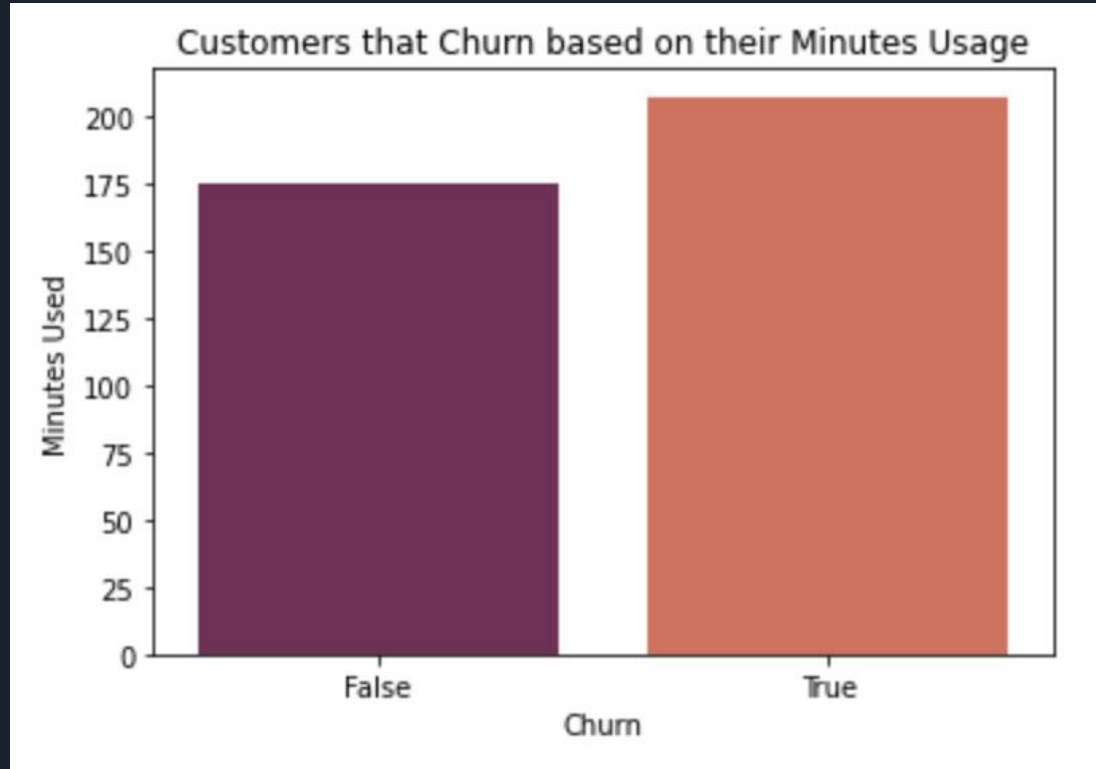
922 customers had a
voicemail plan

323 customers had a
international plan

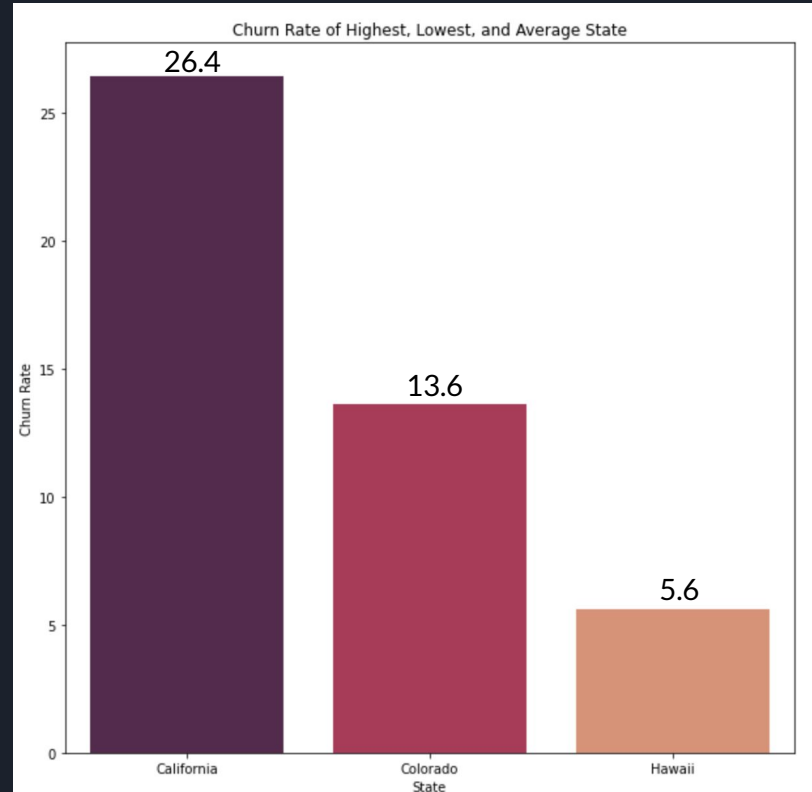
Recommendation 1: Offer Discounts for when Customer Service Calls Reach a Certain Amount



Recommendation 2: Offer Rewards Points for Customers who use a lot of Minutes



Recommendation 3: Expand in Areas with Higher Churn or Invest Where There is Low Churn



Thank You, Questions?



Jax Garnett

Email: jax.chaise@gmail.com

Github: [pleasecallmejax](#)

Linkedin: [pleasecallmejax](#)



Brett Zimmerman

Email: brettzim@gmail.com

Github: [Brettzim](#)

Linkedin: [brettzim](#)



Nate Walter

Email: theeasyswing@gmail.com

Github: [nate-walter](#)

Linkedin: [nate. walter](#)