Statistics for Business Analytics II

Project 1

The project aims to exploit the problem of churn of customers from a telecommunications company. The data set contains observations from the portfolio of customers of a telecommunications company, with some detail on the usage during the previous period. There is also some demographic information.

The aim of the project is to check which variables are related to churn. Important: we do not care at this project for prediction. Things that you need to consider are the following (but clearly not restricted to them)

Which variables are important?

Do we need to transform them?

How good is the model?

Are there any assumptions that need to be check carefully?

You have to write a detailed enough report to explain to your boss about that, explaining the model you used together with sufficient technical details on what you have done. Use tables and plots that really contribute to your story. Explain what other information you may need.

You need to upload

The word or pdf file with your report. Avoid just copy and paste from R console.

The R-code used as a separate txt file

A powerpoint presentation of up to 5 slides with your findings, this is the presentation that you are going to use to your busy boss that gives you only 5 minutes to explain to him your work

Deadline: Thursday 22th of February. After that you can upload your project but with penalty -2 points (out of 10) for every day of delay.