Presentation Structure

(5 to 15 slides)

Title

Agenda

* The problem / problem statement
  + What is the problem
  + Why do we need to retain customers?
    - *It costs less to retain existing customers than it does to attract new ones.*
    - *Long customer relationships foster brand advocacy that reduces the cost of new customer acquisition.*
    - *Loyal, happy customers are more receptive to cross-selling and up-selling opportunities.*
  + What questions will we attempt to answer
    - Can we successfully predict if a customer is likely to leave?
    - What factors are most influential to a customer deciding to exit?
    - What keeps people staying?
  + If we can predict the likelihood of a customer looking to leave we can adopt retention strategies targeted to the individual’s circumstances
* Approach
  + The data
    - Sourced own data to illustrate methods and approach
    - Explain dataset – Kaggle weblink (original)
    - Complaints – 100% correlation – removed to identify other factors
  + Data Prep
    - Key points
      * No nulls
      * Duplicates checked
      * Removed unnecessary columns
      * Renamed
      * Created new column joining age
  + EDA
    - Correlations/heatmap
    - Check chat (percentage CG code)

A screen shot of a computer code

Description automatically generated

* + Regression
  + Random Forest
* Findings
* Strengths
* Limitations
* Initial Recommendations
  + Incl. how GCP can be utilized?
* Suggestions for further analysis/investigation