PRESENTION MATERIAL REPORT

. PROJECT TITLE: REPORT OF DASHBOARD OF CALL CENTER DATA BASE

. ORGANIZATION: pwc swithzland ltd

. SUBMITED BY : Manikonda Sai Rathna

. GOALS OF THE PROJECT: Work as a part of the analytics team working on the call data base model and its cost benefit analytics  
   
in these we create an visualization of data from the excel sheet easily formation

.PROBLEM STATEMENT

Customers in the telecom industry are hard-earned: we don’t want to lose them

The retention department is here to get customers back in case of termination

Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk

We have done customer analysis with Excel: it has always ended in a dead-end