**Turning the Tide on Customer Churn: A Data-Centric Approach**

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**Excerpt:** "Explore how decades of accounting experience and advanced data science techniques converge to tackle telecom churn, enhancing customer loyalty and business sustainability."

![Customer Churn](/assets/images/customer\_churn/download (1).jfif)

**Unveiling Churn Dynamics: A Data-Driven Exploration**

With nearly three decades of accounting experience, I tackled telecom churn using Python to decipher complex customer behaviors. Leveraging my Master's in Data Science, I transformed the intricate data patterns of the Orange Telecom’s Churn Dataset into actionable insights, enhancing strategies for customer retention and growth.

**Harnessing Technology: Advanced Tools for Strategic Analysis**

My expertise with ERP systems like NetSuite, SAP, and Oracle, combined with SQL skills, enabled efficient handling of large datasets. This project capitalized on Python's capabilities and libraries such as Pandas and Scikit-Learn for robust predictive modeling, supported by dynamic visualizations with Matplotlib and Seaborn.

**Optimal Data Synthesis: Balancing and Tuning for Precision**

Implementing advanced statistical techniques such as Stratified K-Fold Cross-Validation and targeted balancing methods, I prepared the data for precise model tuning. Focusing on recall, I ensured significant churn predictors were captured, which directly shaped the development of impactful retention strategies.

**Strategies in Action: Translating Insights into Business Outcomes**

Analysis identified critical churn drivers like high usage patterns and frequent service interactions. These insights informed the development of targeted strategies that significantly improved customer service and optimized pricing plans, boosting satisfaction and retention.

**Reflecting on Growth: Leveraging Data Science in Accounting**

This project not only reinforced my adaptability and strategic thinking but also highlighted the integration of deep accounting insights with advanced data science to craft innovative solutions for industry challenges. The synthesis of data science with decades of accounting experience uniquely positions this initiative at the forefront of addressing complex challenges in telecom churn.

**Explore the Full Analysis**

Dive deeper into the comprehensive study [here](https://chat.openai.com/customer-churn/).

**Technical Deep Dive**

Explore the detailed breakdown, including methodologies and visual insights, on [NBViewer](https://nbviewer.org/github/timothyrobbinscpa/new_customer_churn/blob/master/src/customer_churn.ipynb).

**Join the Conversation**

I invite feedback and discussion on this project and my broader journey into data science. Connect with me on [LinkedIn](https://chat.openai.com/g/g-HMNcP6w7d-data-analyst/c/87f0a4b4-7f57-43f1-87bf-4b8f754a0eef) to share ideas and explore synergies.