

Project Name: Telco Churn Storytelling Project

Project Type: Required solo project

Project Goals:

Find drivers for customer churn.

Create a 3 min presentation of findings

Stage	Tools	Brief Description of Process	Challenge Resolution
Plan	<ul style="list-style-type: none">•	<ul style="list-style-type: none">• Detailed walk through of storytelling process• Create prototype on index cards	<ul style="list-style-type: none">• Callout that this was first time using storytelling guidelines
Acquire	<ul style="list-style-type: none">• Google Sheets	<ul style="list-style-type: none">• Use provided Google sheets dataset	<ul style="list-style-type: none">• No unusual challenges in
Prepare	<ul style="list-style-type: none">• Google Sheets	<ul style="list-style-type: none">• Use knowledge of spreadsheets to complete assigned exercises• Add and format columns as required	<ul style="list-style-type: none">• More in depth use of nested IF statements than I previously had
Explore	<ul style="list-style-type: none">• Google Sheets	<ul style="list-style-type: none">• Explore data to determine which customer subgroups are most likely to churn• Targeted customers with phone and internet plan that are in 0-3 months tenure group• Noticed that customers who have higher than average monthly charges are more likely to churn• Verified that other factors like gender, senior citizen, partners, dependents did not show as significant impact to churn as the cost	<ul style="list-style-type: none">• Hardest challenge was finding starting point for investigation• Challenging to create pivot tables for exploration• Challenging create summary visualizations in Google sheets
Model	<ul style="list-style-type: none">•	<ul style="list-style-type: none">• Not applicable for this project	

Evaluate		<ul style="list-style-type: none"> • Not applicable for this project 	
Model Explanation		<ul style="list-style-type: none"> • Not applicable for this project 	
Delivery	<ul style="list-style-type: none"> • Tableau Public 	<ul style="list-style-type: none"> • Created visualizations for charts • Added agenda, Executive Summary, and Conclusions for walk through • Ended up creating Google slides and transferring content to Tableau • 3 min presentation using Tableau 	<ul style="list-style-type: none"> • First time using Tableau • Challenging to figure out how to get software to produce the charts I wanted • Unfamiliar tool for presenting