

AI infused business decisions

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The Situation...

- You are the product manager for Mobile in a Telco company
- The competition has launched a very aggressive offering
 - Always the latest model of a top line smartphone (iPhone, Samsung Galaxy)
 - Rental model
 - Unlimited data
 - Flat rate: 50€ per month
- You see that you are losing customers
- The questions
 - Is this due to the competitive campaign?
 - Should we launch a counter offer?

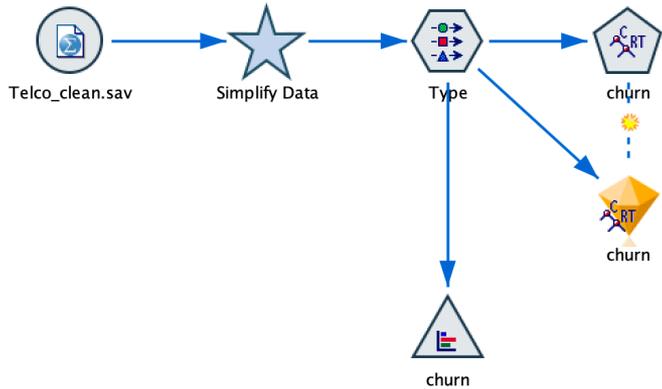
How do you proceed...

Things you need to know:

- Am I losing customers to this campaign and how many
- Is it a good idea to launch a counter offer

You want your Business Analysts to come up with answers

- Analyze the profile of the churning customers
- Focus on the value proposition
 - Rental phone
 - High data consumption



Streams

Outputs Models



Classes

CRISP-DM

- (unsaved project)
- Business
- Data Understanding
- Data Preparation
- Modeling
- Evaluation
- Deployment

Favorites Sources Record Ops Field Ops **Graphs** Modeling Output Export IBM® SPSS® Statistics Python Spark

- Graphboard
- Plot
- Multiplot
- Time Plot
- Distribution
- Histogram
- Collection
- Web
- Evaluation
- Map Visualization
- E-Plot(Beta)
- t-SNE

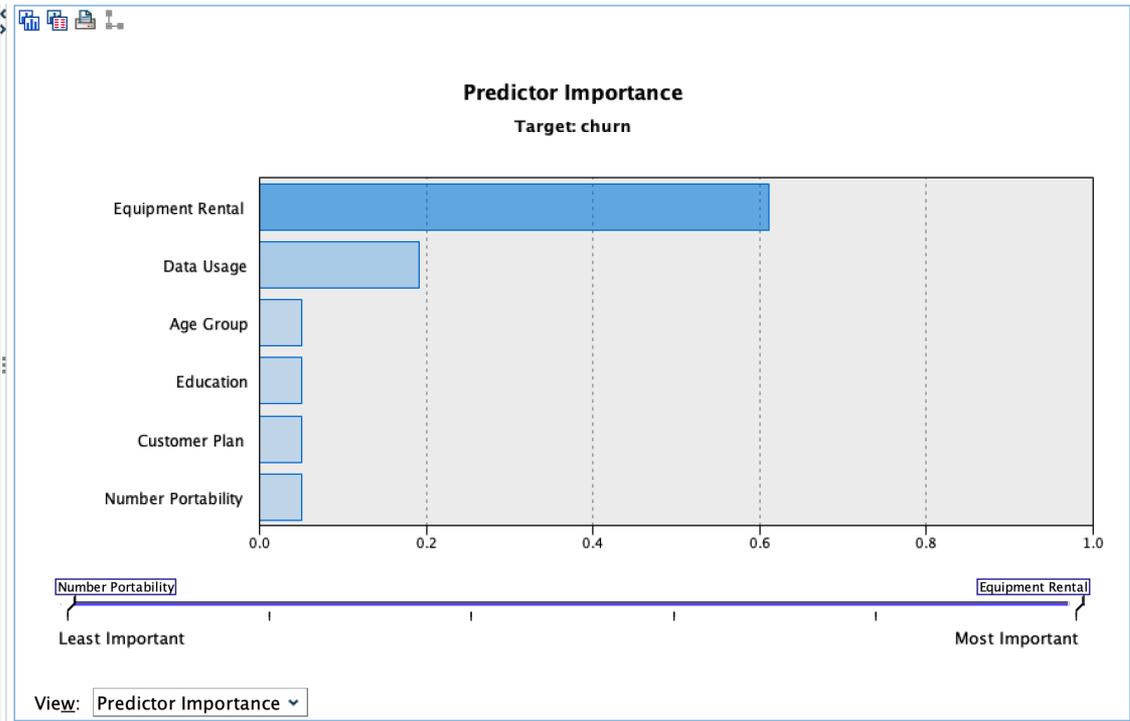
Server: Local Server



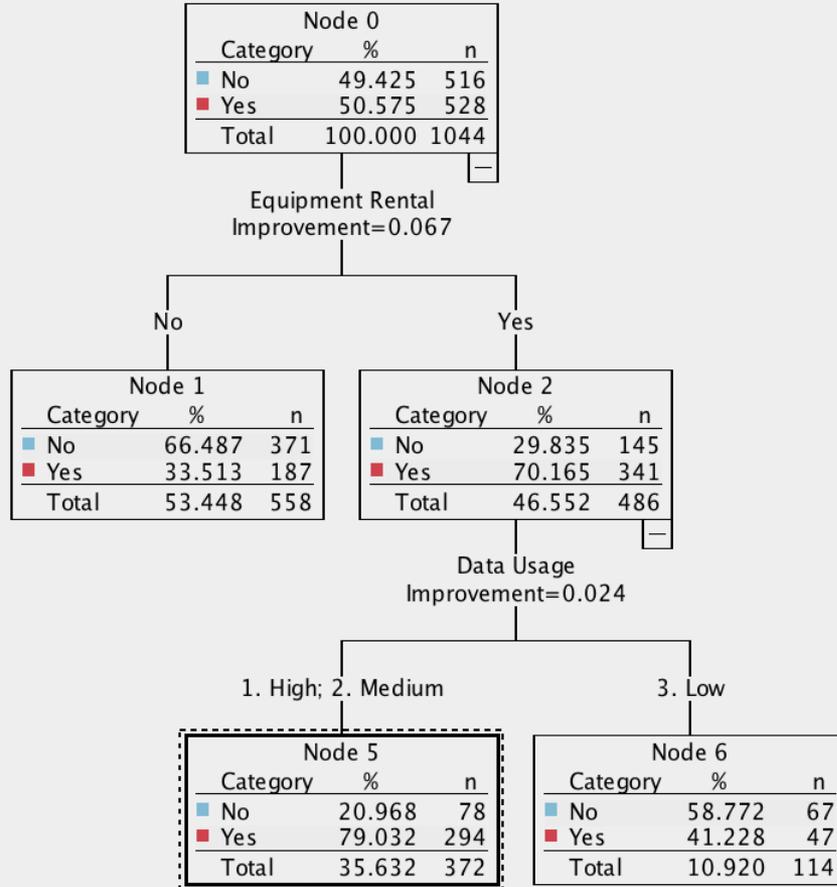
178MB / 344MB

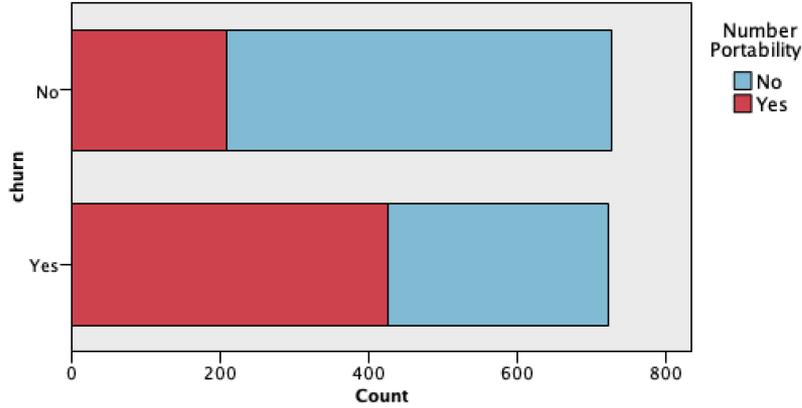


- Equipment Rental in ["No"] [Mode: No] ⇒ No
- Equipment Rental in ["Yes"] [Mode: Yes]
 - Data Usage in ["1. High" "2. Medium"] [Mode: Yes] ⇒ Yes
 - Data Usage in ["3. Low"] [Mode: No] ⇒ No



churn





		Number Portability	
churn		No	Yes
No	Count	517	209
	Column %	62.819	32.965
Yes	Count	306	425
	Column %	37.181	67.035

Conclusion

- AI is a great tool to improve decision making
- Business understanding is crucial
- Combine AI with Business Understanding to get great results!