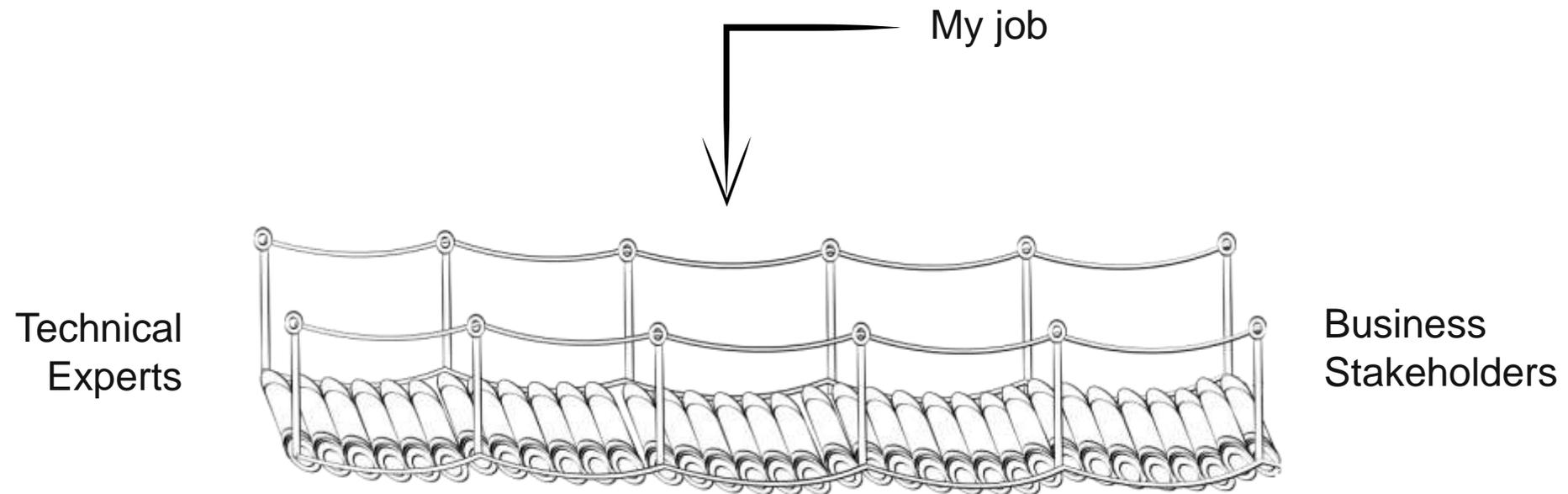


BRINGING INSIGHTS TO LIFE



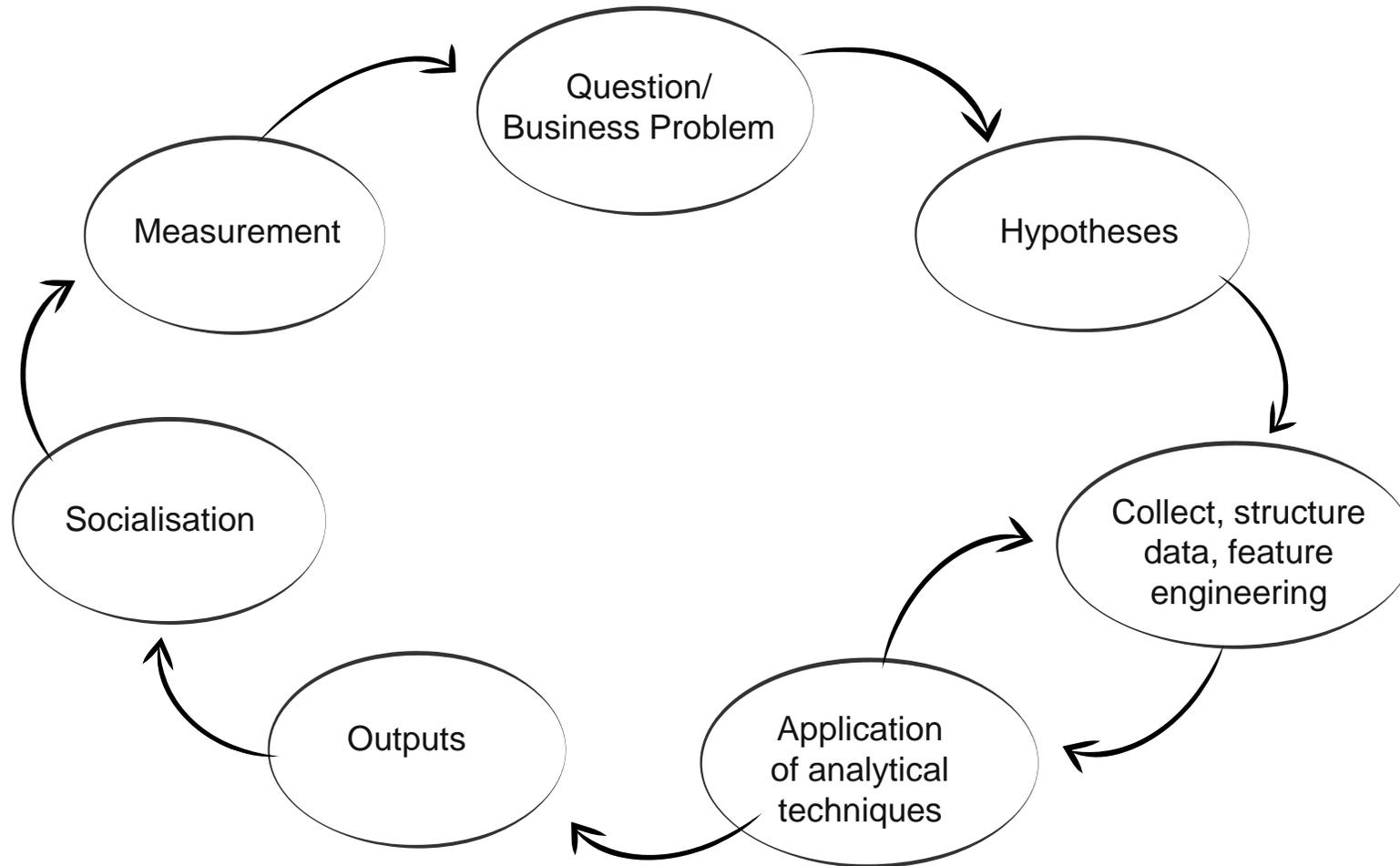
# My perspective

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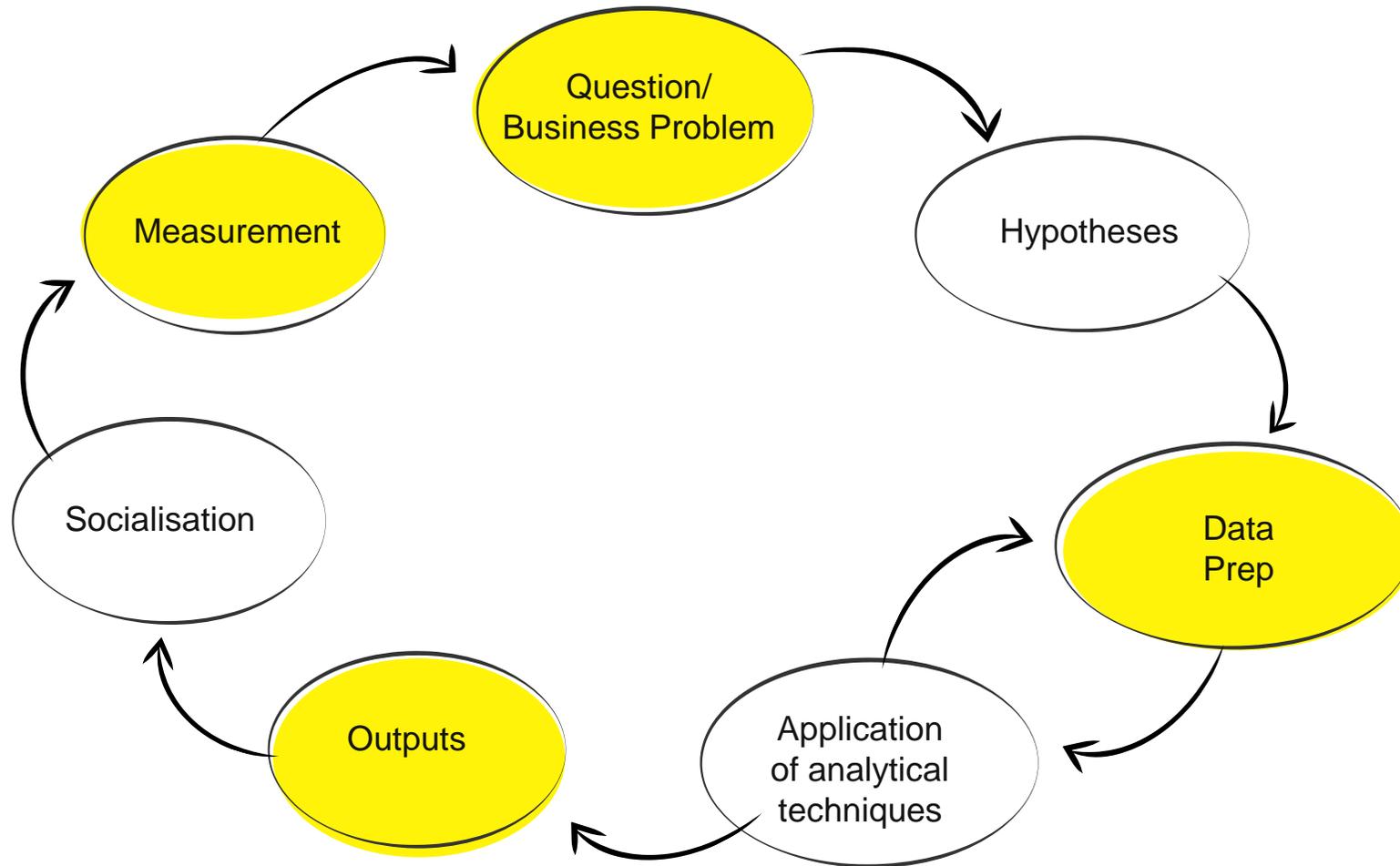
# Applying analytics to customer churn

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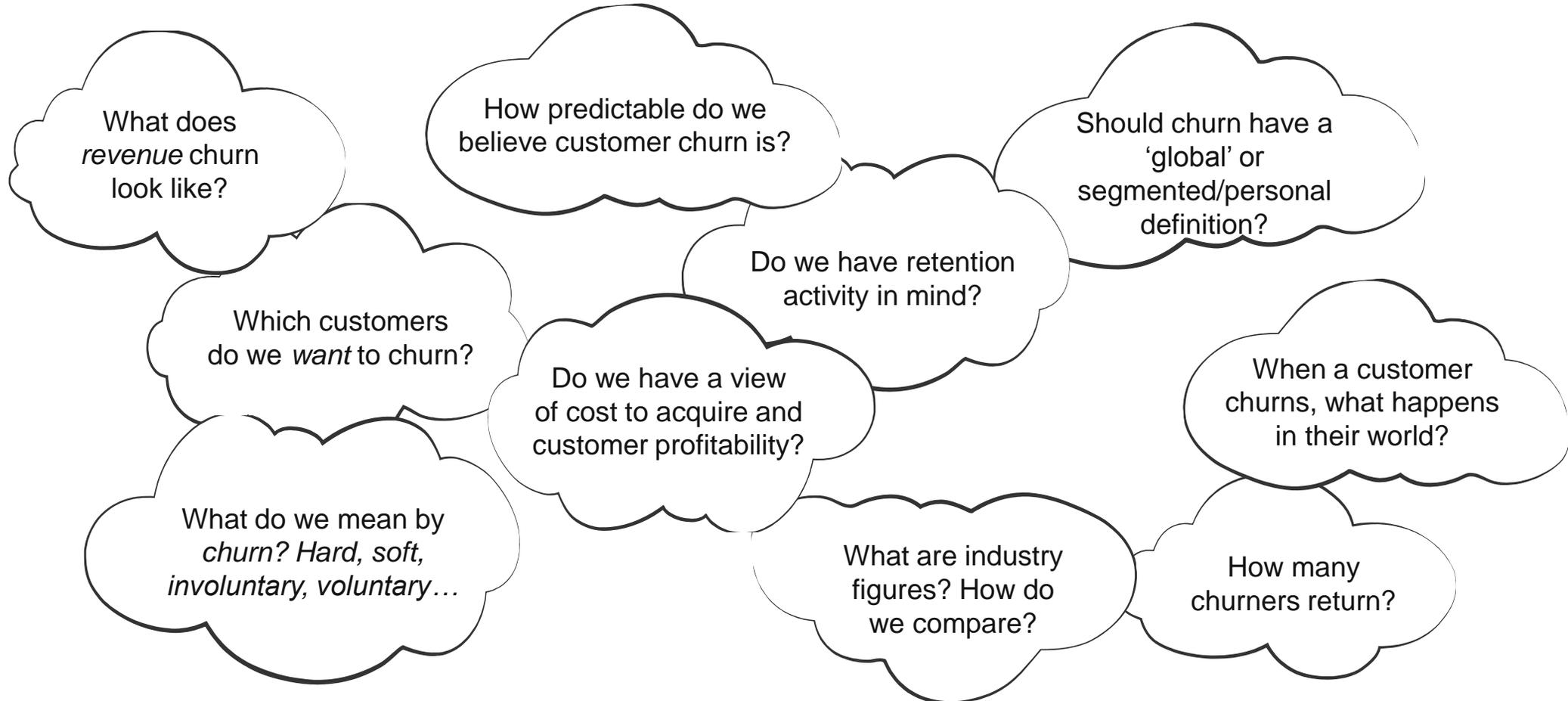
# Applying analytics to customer churn

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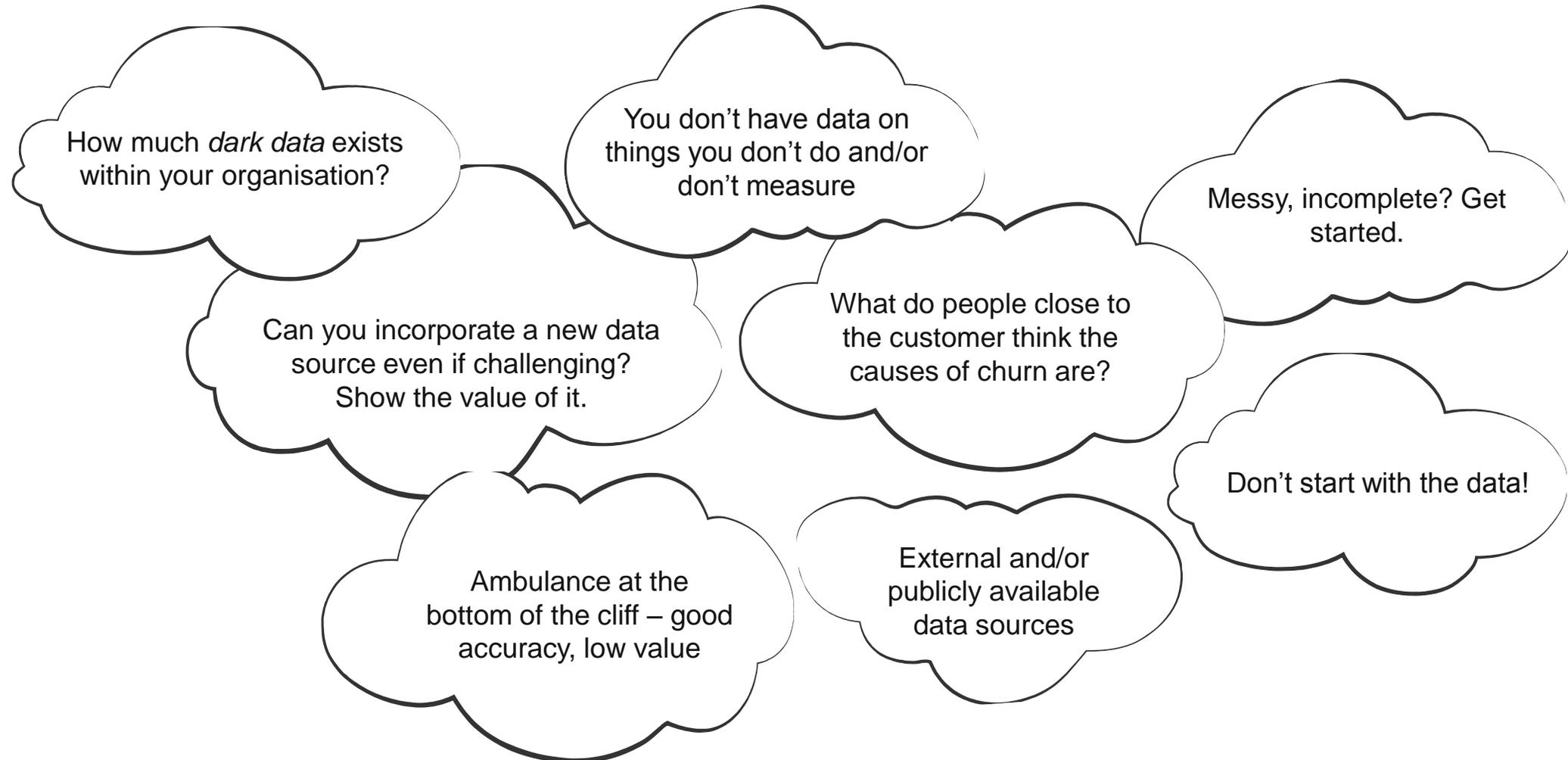
# What are you trying to solve?

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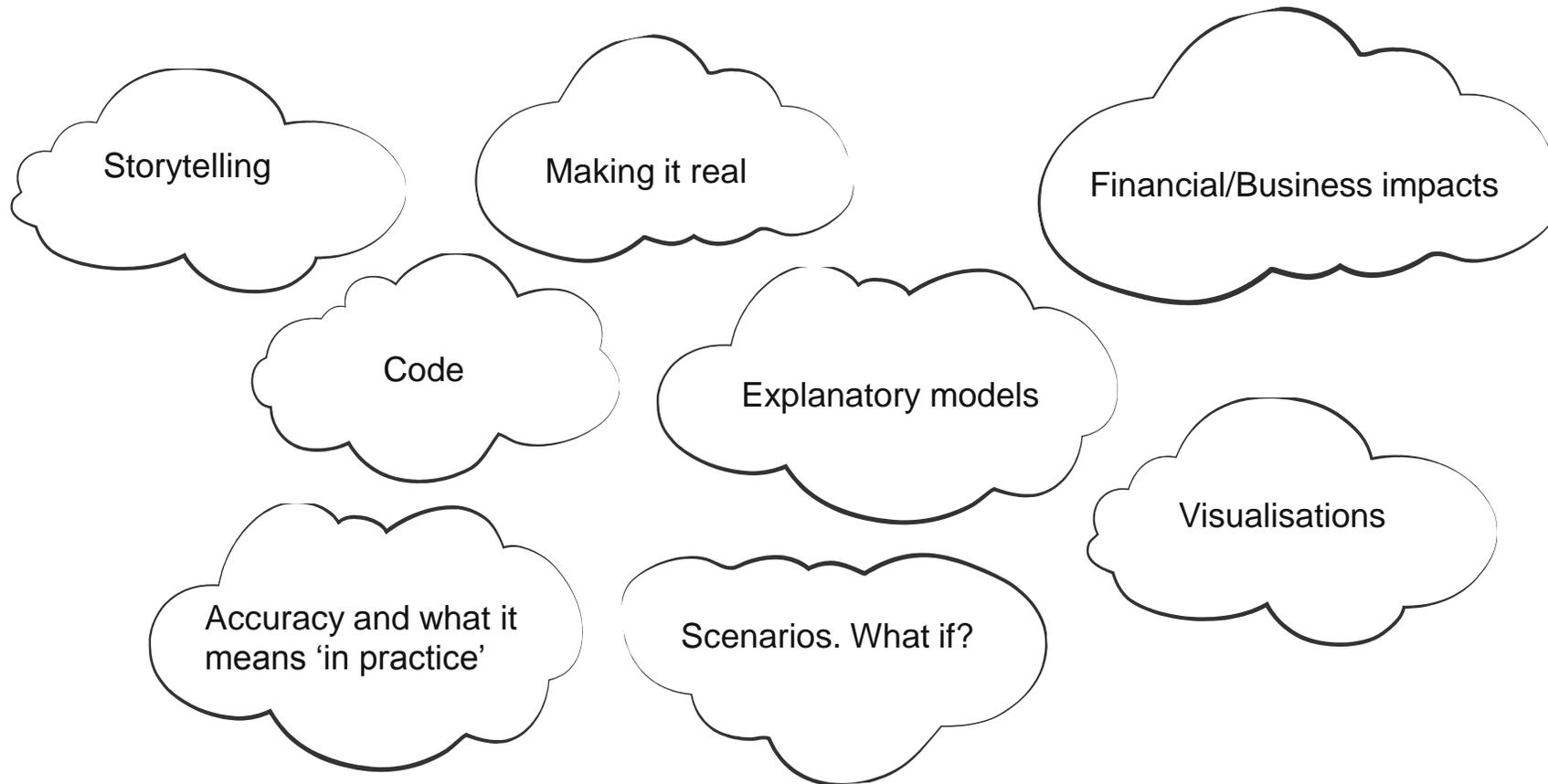
# Collecting, transforming and structuring data

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# Communicating your work

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# What's working? What's not working?

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What did you set out to achieve?

Be transparent.

What didn't work?  
What did you learn?  
How can you share that?

What are alternative metrics?

Obvious? That's not a failure.

Data quality? Software?  
Too ambitious?

How did you manage the engagement throughout?

What are your stakeholders measured on?

Communication?

# Takeaways

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1. Data – solidifies assumptions and biases, narrows the problem. Data blind spots?
2. Tell a compelling story in real business terms
3. What is the problem?



THANKS!



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