

Kündigerprävention mit Open Source Business Analytics

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A high-speed photograph capturing a moment of water splashing from a glass. The water is frozen in time, showing intricate patterns and droplets. The glass is tilted, and the water is captured mid-air, creating a dynamic and visually striking scene. The background is a plain, light-colored surface, which emphasizes the clarity and movement of the water. In the bottom left corner, the text '473 ms' is displayed in a bold, orange, sans-serif font, indicating the time interval of the capture.

473 ms



Hilft dies wirklich?

Wenn Sie wüssten



Traditionelle BI

Was ist passiert?

Wie oft?

Wie viele?

Traditionelle BI

Business Analytics

Warum? Was ist passiert?

**Was passiert als
nächstes?** Wie oft?
Wie viele?

**Was ist das Beste, das
passieren kann?**

A large crowd of people is shown from behind, with their arms raised in the air. The background is a bright, warm yellow-orange color, suggesting a stage or concert setting with spotlights. The overall mood is energetic and celebratory.

17 Millionen
Kunden (E.ON)

Wirklich loyal

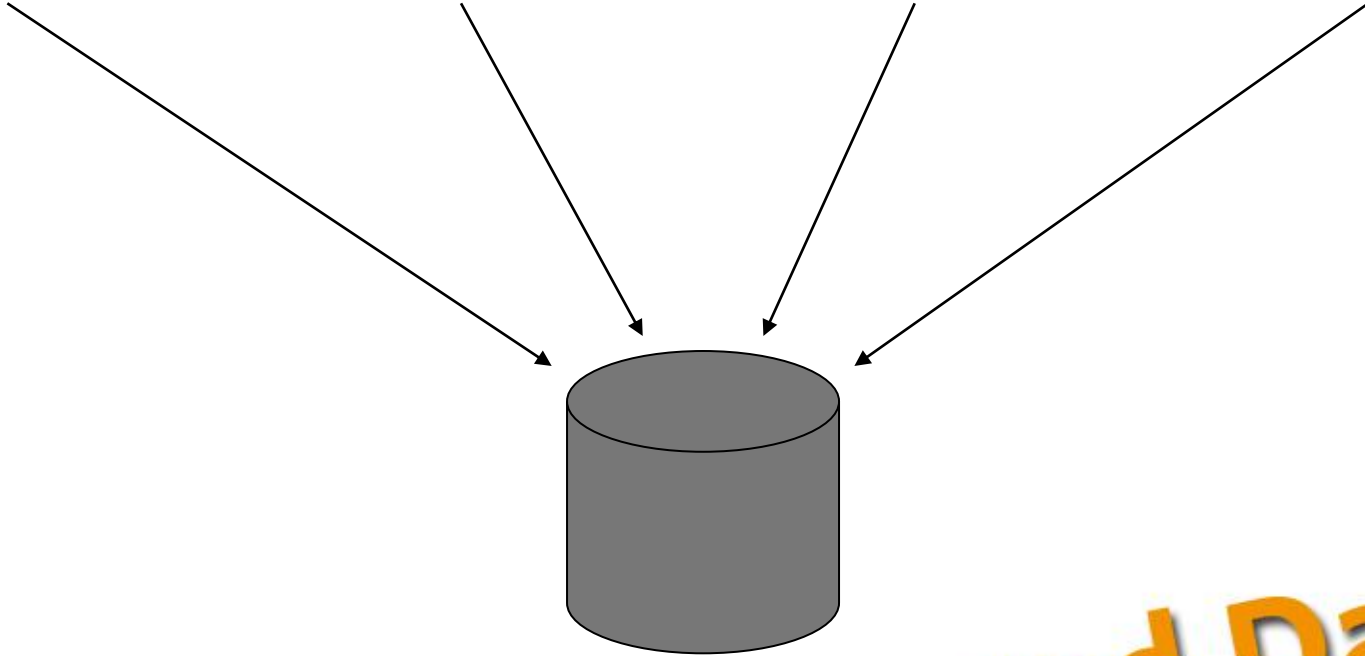
Kurz vor Kündigung

Customer Characteristics
<ul style="list-style-type: none">▪ Address▪ Age▪ Gender▪ ...

Sales Data
<ul style="list-style-type: none">▪ Contact history▪ Frequency▪ Sales Representative▪ ...

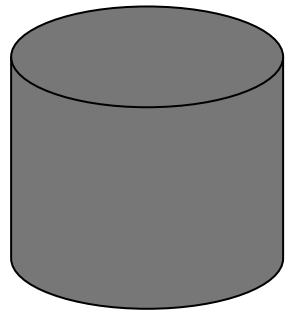
External Data
<ul style="list-style-type: none">▪ Purchasing power▪ Social structures▪ ...

Purchase Data
<ul style="list-style-type: none">▪ Date▪ (Type of) Product▪ Price sensibility / Special offers▪ Brand loyalty

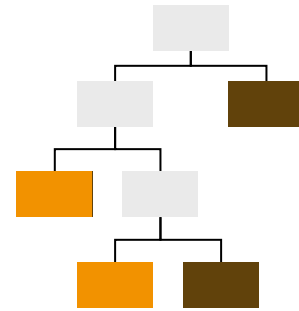
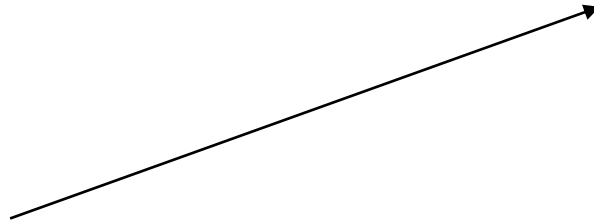


1. The Prepared Data

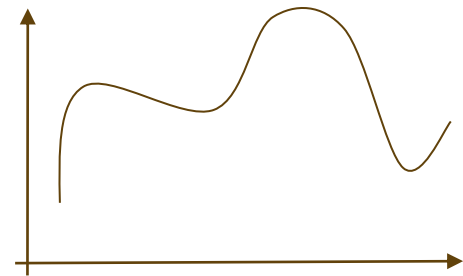
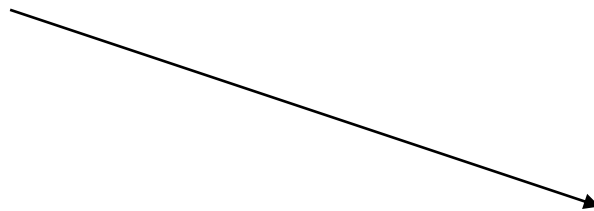
2. The Statistical Model



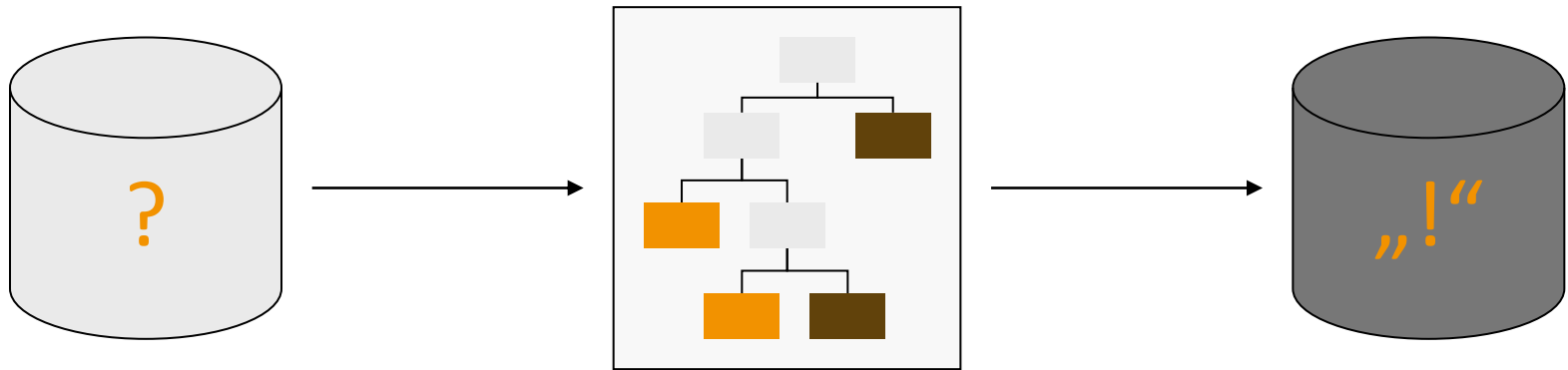
Classification

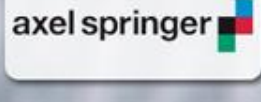
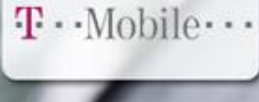
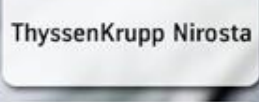
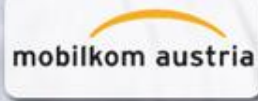


Regression



3. The Scoring Engine





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www.rapid-i.com

