

Kündigerprävention mit Open Source Business Analytics

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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 glow, suggesting a concert or festival setting with stage lights. The overall mood is energetic and celebratory.

17 Millionen
Kunden (E.ON)

Wirklich loyal

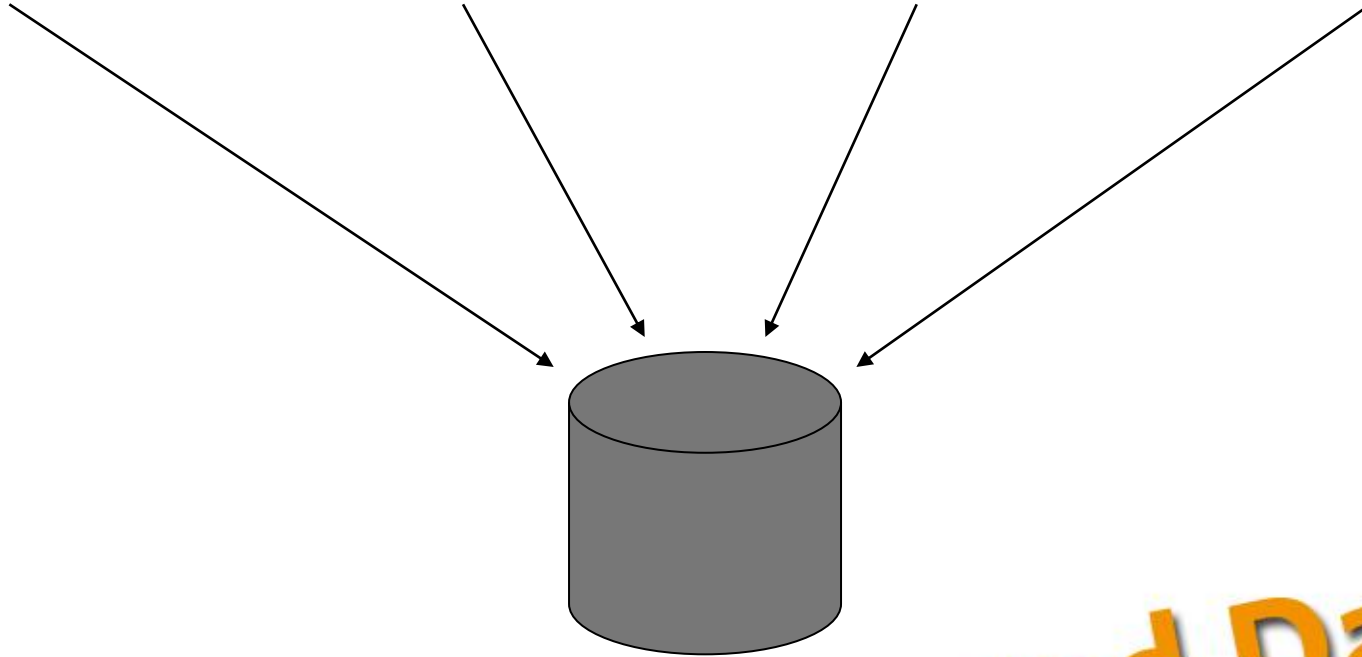
Kurz vor Kündigung

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

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

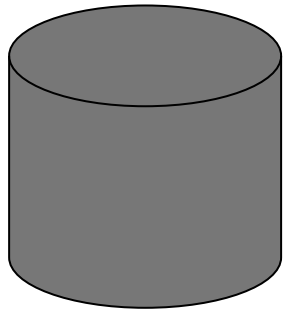
External Data
<ul style="list-style-type: none">▪ Purchasing power▪ Social structures▪ ...

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

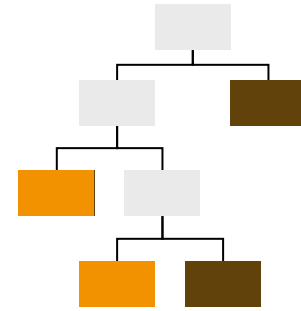
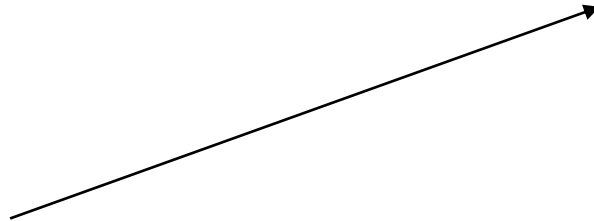


1. The Prepared Data

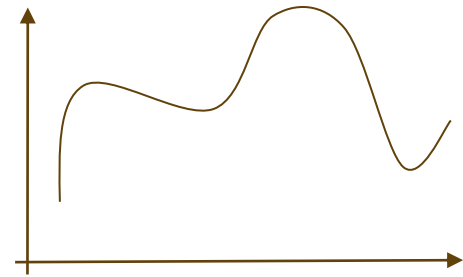
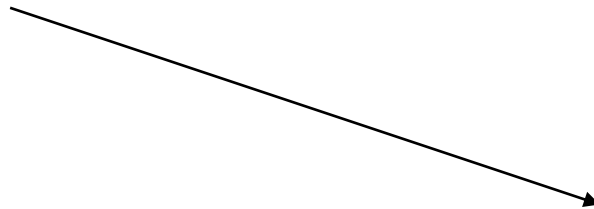
2. The Statistical Model



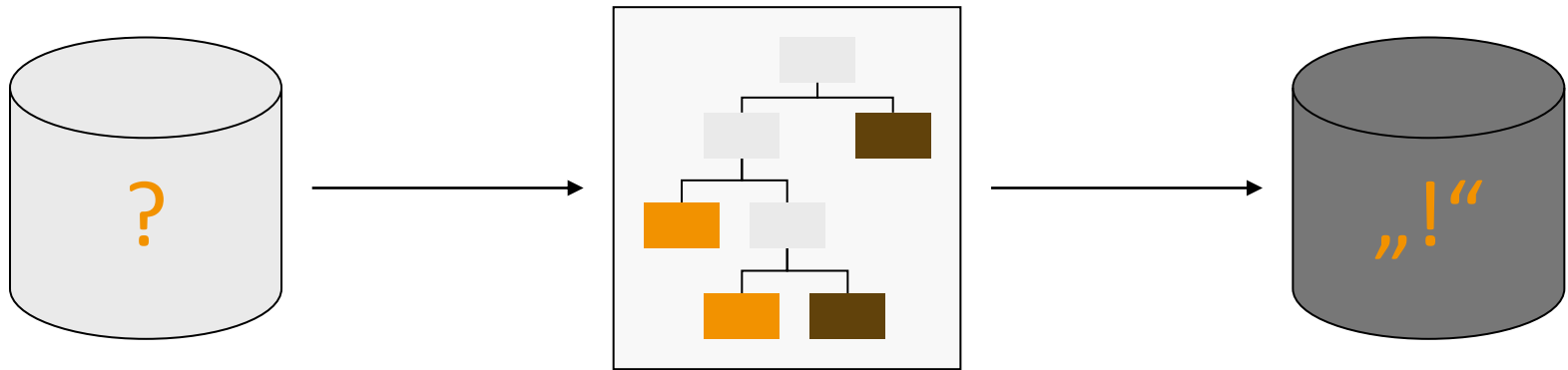
Classification

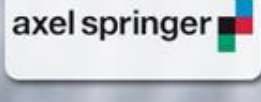
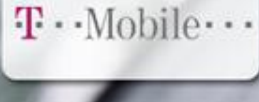
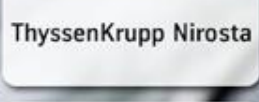


Regression



3. The Scoring Engine





Mehr Informationen unter
www.rapid-i.com

