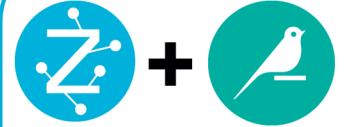


# Industry Solutions – Telecommunications Customer Churn Prediction



## THE PROBLEM

With a 22% industry customer churn rate, are your current models for predicting which customers will leave really working?



Built using Zetaris & Dataiku

## THE CHALLENGES

### THE ZETARIS CUSTOMER CHURN DETECTION SOLUTION



Data is in a multitude of formats



Data has variable quality



Data lives in different environments



Traditionally takes 6-9 months to implement

## THE ZETARIS/DATAIKU IOT PERFORMANCE OPTIMIZATION SOLUTION IMPLEMENTED IN FOUR WEEKS



- ✓ Instant access to all of your siloed data in one pane of glass
- ✓ Zetaris Unified Semantic Layer for Telecommunications transforms raw data into a single source of truth for analytics
- ✓ Real-Time fine grained security control and data governance
- ✓ Re-use your Zetaris prepared data for any use case

## THE IMPACT

THE ZETARIS UNIFIED DATA  
PREPARATION STUDIO MAKES  
YOUR DATA ANALYTICS READY

60%

reduction in  
engineering labor  
costs

6x

increased speed  
to market of  
projects

100%

data governance  
and access  
control