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| Company Name: | The Very Group |
| Team / Department: | Data Science |
| Address: | Skyways House Speke Road Speke Liverpool L70 1AB |

Provisional title for project:

Customer Churn Prediction

Short description of the problem that would be addressed by the project:

For an online retailer, it is important to minimise the number of customers who are in danger of discontinuing shopping with us. Currently, Very and Littlewoods spend millions of pounds on discount incentives to bring customers back to the shop once we have detected a decline in customer ordering and website browsing behaviour. There is a significant opportunity to better manage discount cost incentives if we could more accurately identify early signs of customer churn. The aim of this project is to build upon existing approaches to churn identification, investigating different definitions of customer churn and researching and testing different modelling techniques to determine the most appropriate method of predicting churn.

Short description of the data sources that would be used in the project, and how they would be used.

The data will be from the company sourced from our Teradata database.

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

Yes - at the Speke/Liverpool address provided

Any issues of data confidentiality and IPR that would need to be resolved

Yes

Essential skills

Knowledge of one of the following coding languages/systems is essential: R, Python, SAS as is the ability to analyse large data sets & good grasp of mathematical concepts. Familiarity with the Data Science workflow, ability to communicate complex concepts in simple language, good project management skills are also essential.

Desirable skills

Proficiency in SQL and some experience of the following would be advantageous: predictive modelling techniques and/or survival analysis, experience of applying Data Science workflow in a real world environment.

Preferred degree programmes (if any)

Data Science or similar

Preferred selection method

We prefer face to face interviews as it enables more conversation and the candidate also has the opportunity to get a better feel for the business and the team. However, other interview arrangements can be made.

Support and training offered by the company

The student will work with a senior Data Scientist within the Marketing Data Science team and collaborate with members of our Customer Strategy and Decisioning team to feed back results and insight.

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Travel or other expenses will be incurred and will be reimbursed as appropriate

Any other comments

This is an exciting project with a wider business impact. This project will give the student the opportunity to work on a key problem and gain experience of how data science is applied in a large organisation with distinctive exposure to stakeholders