

CUSTOMER RETENTION



OBSERVED:

- 1.Higher Churn Rates Among Senior Citizens
- 2.Churned Customers Use Tech Support and Online Security Less
- 3.Churned Customers Have Higher Monthly Charges
- 4.Customers Who Churned Use Manual Payment Methods More
- 5.Senior Citizens Are Less Engaged with Value-Added Services.
- 6.Most Churned Customers Had a Month-to-Month Contract

MAKE IMPROVEMENTS:

- 1.Tailored Retention Strategies and Offers for Senior Citizens
2. Increased Promotion and Discounted Offers for Tech Support and Online Security Services
3. Reevaluation of Pricing Structure and Special Offers for High-Charge Customers
4. Encouragement of Automated Payment Methods with Incentives
5. Enhanced Customer Education and Engagement with Exclusive Offers for Value-Added Services
- 6.Introduce Incentives for Long-Term Contracts

DASHBOARD:

- 1.Demographic Information of customers
 - Age
 - Partners
 - Senior Citizens
 - Dependents
- 2.Services
- 3.Account Information
 - Payment Methods
 - Monthly and total charges
 - Contract
 - Administrative and technical Tickets

DEMOGRAPHIC INFORMATION

1869
Total_Customers

GENDER

gender ● Female ● Male

17%
Depedants_%

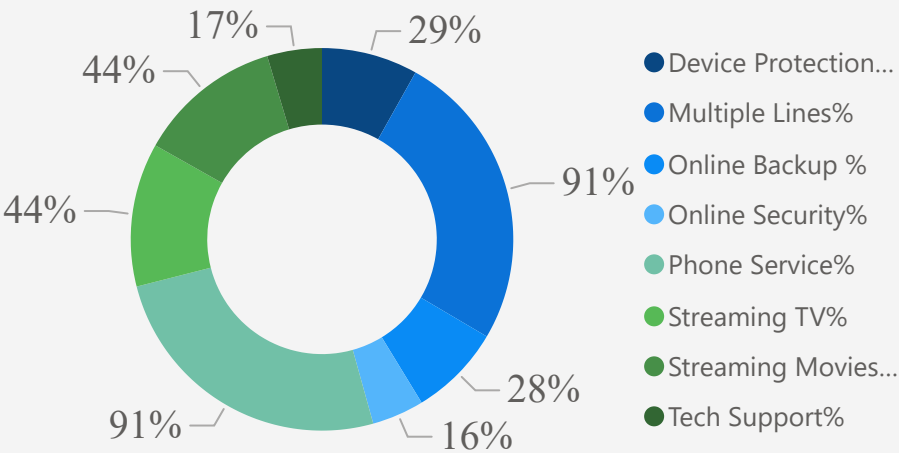
36%
Partners_%

25%
Senior_Citizens%

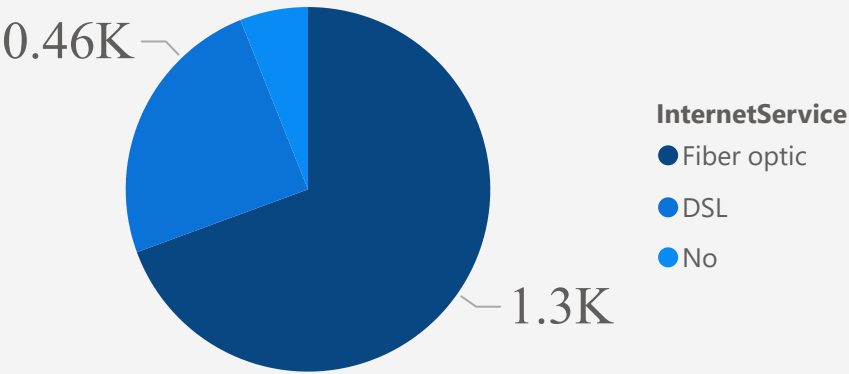


Churn
□ No
■ Yes

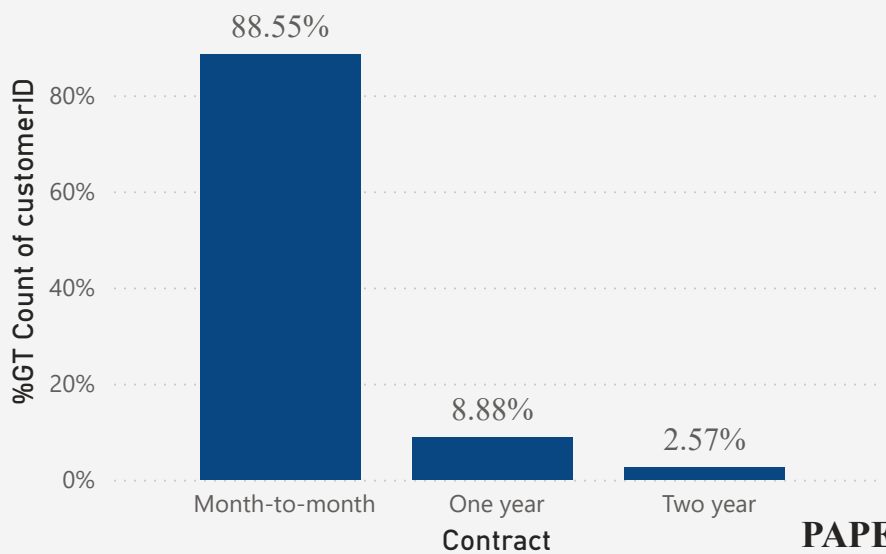
SERVICES



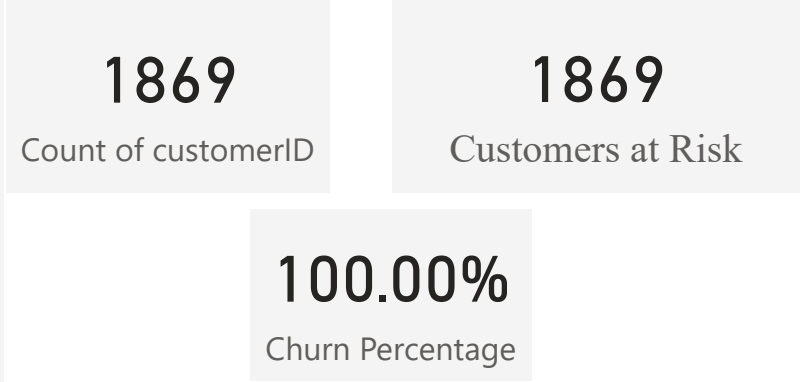
USAGE OF INTERNET SERVICE



TYPE OF CONTRACT



ACCOUNT INFORMATION



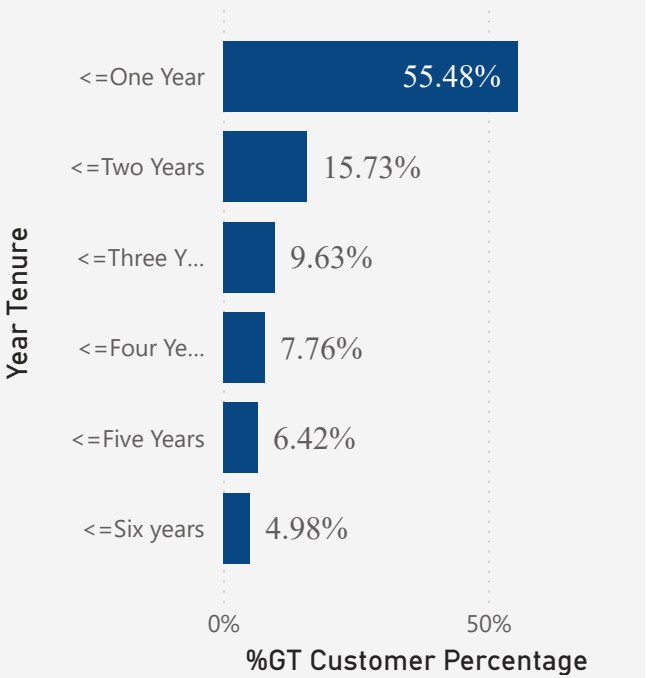
Churn

☐ No

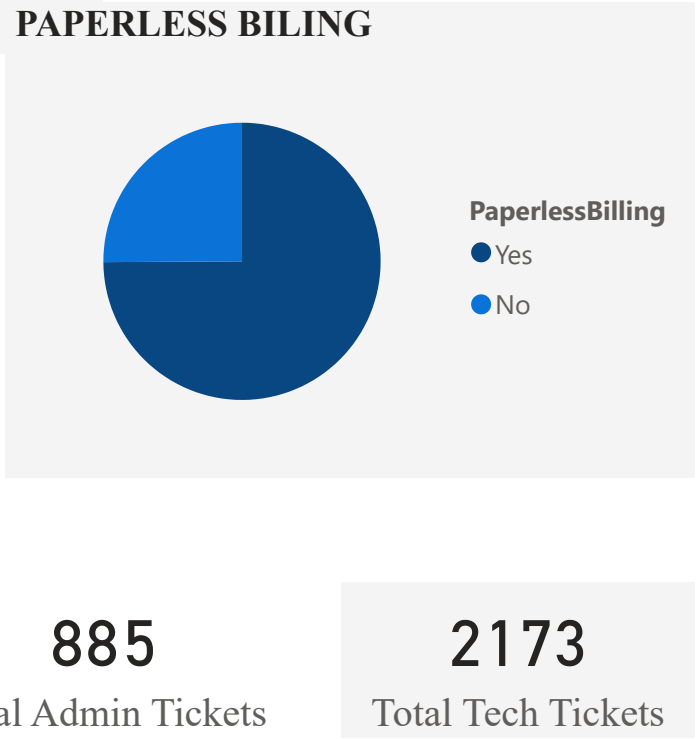
☒ Yes



% OF SUBSCRIBED CUSTOMERS



PAPERLESS BILING



PAYMENT METHOD

