

Identifying high valued customers Statistics

Year of Analysis: 2022



Insights and recommendations

- Large number of customers switched because they got better offer and most of them got 'Offer E' so review and improve 'Offer E'.
- Married people should be highly valued because they have higher percentage of people that stayed and it will be good to note that all the customers with high referrals and high revenue are all married
- Customers that have been in the company for more than 60 days with 2 years contract are also high valued because they generate more revenue.
- Younger people (20-40) generated more revenue and had higher referrals so could be considered as high valued customers
- In conclusion, 5038-ETMLM, 8690-ZVLCL, 8722-PRFDV, 9031-ZVQPT, 3327-YBAKM, 3148-AOIQT and 3528-HFRIQ are likely the high valued customers because they have referred more people, generated high revenue and have stayed for a long time with the company.

