



2.Do customers with multiple service complaints have a higher likelihood of churning?

3.How do charges and pricing plans affect customer churn?

## METRICS OF SUCCESS

Churn Rate

Average Account Length

Service Call Frequency

DATA UNDERSTANDING

## OVERVIEW

This dataset contains customer's information such as the account length,service usage,charges and customer service calls and churn status.These features will be used in analysis to help the company implement targeted incentives, improve service quality, and enhance customer satisfaction which will result in maximizing retention and profitability

## METRICS OF SUCCESS

Churn Rate

Average Account Length

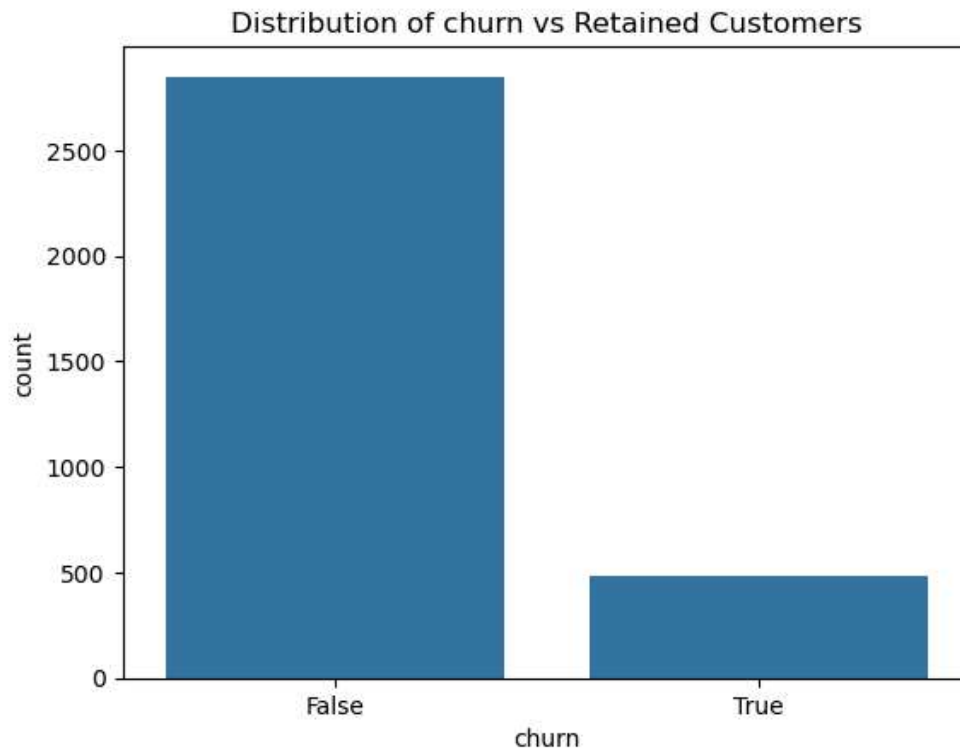
Service Call Frequency

## DISTRIBUTION OF CHURN VERSUS ACCOUNT LENGTH

There is a slight difference between the Average Account Length of the churned and the Retained customers, Although the number of churned customers is still higher

## DISTRIBUTION OF CHURN VERSUS RETAINED CUSTOMERS

There is a higher number of Retained customers compared to the churn customers.

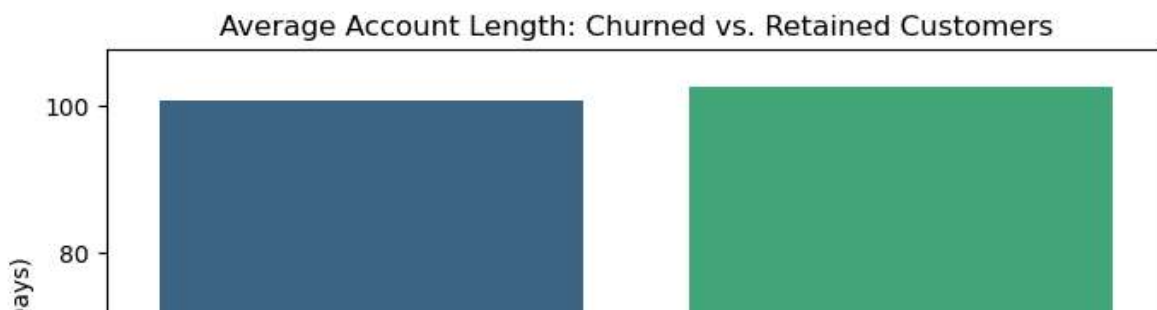


#### DISTRIBUTION OF CHURN VERSUS CUSTOMER SERVICE CALLS

The number of customers who Churn tend to have more complaints .This could mean there is poor customer service

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● Jupyter Notebook 100.0%