



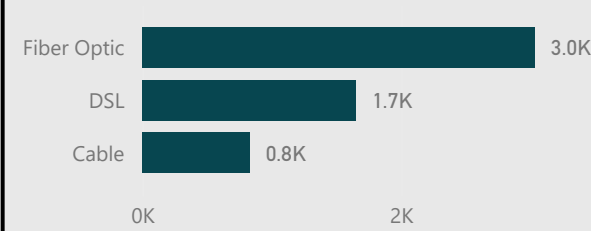
Customers at Risk of Churning

112

Rate	Time	Distance
30	1	30
40	1	40
Joined Rate	2	70

6.45%

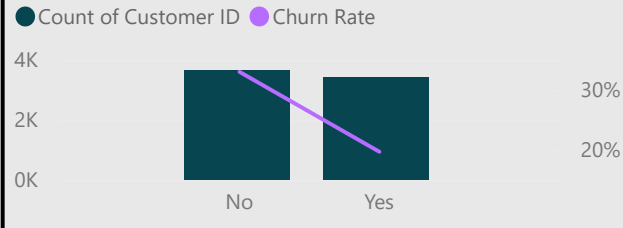
Internet Type opted to by customers



Churn Rate in Offer



Churn Rate in Married customer

Churn Category ×Churn Reason ×

Competitor had better...

313

Competitor made bett...
311

Competitor offered m...
117

Competitor offered hi...
100

- Customers who took advantage of offer B are more likely to stay, whereas customers who took advantage of offer E are more likely to leave.
- Customers prefer fiber optic because it is a faster internet type provider.
- Customers are more likely to opt for an unlimited data plan.
- Customers who are not married are more prone to churn, and 81.50% of newly recruited customers are not married.
- With a 0.5 correlation coefficient between month-to-month contracts and churned consumers, it is clear that churned customers are more likely to choose them. 89.87% of the recently enrolled clients choose the month-to-month payment option.

- Given that consumers have departed due to increased rates and additional data fees, it is desirable to raise the amount of data offered and to match pricing while also enhancing internet speed. This is because competitors are likely offering better and lower prices based on the reasons customers left.
- Customers have left businesses as a result of staff mistreatment, thus staff members need to be trained in providing excellent customer service.
- With the aim of improving services and products, offer B's promotion should be repeated since it has historically been a successful venture. Offer B has attracted the most clients.
- There is room for improvement in areas like customer services offered, network dependability, and online self-service.