

CUSTOMER SEGMENTATION ANALYSIS

contract

▼

All ▼

internet_type

▼

All ▼

Age_Group

▼

All ▼

city

▼

All ▼

gender

▼

All ▼

4225

Total_Customer

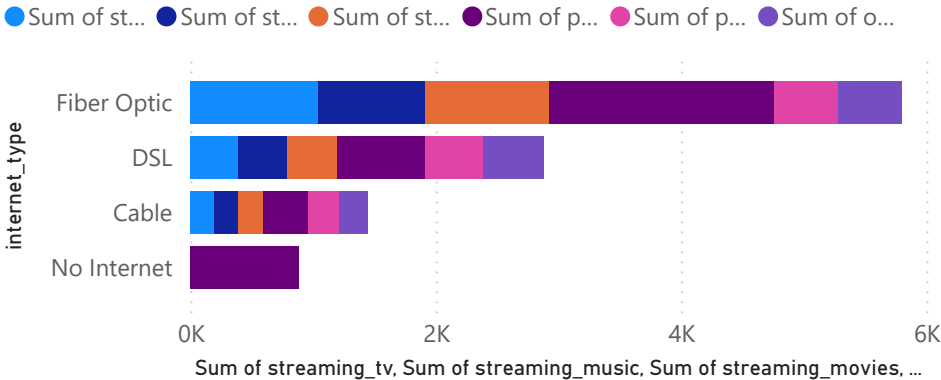
32.68

Avg_tenure

3.24

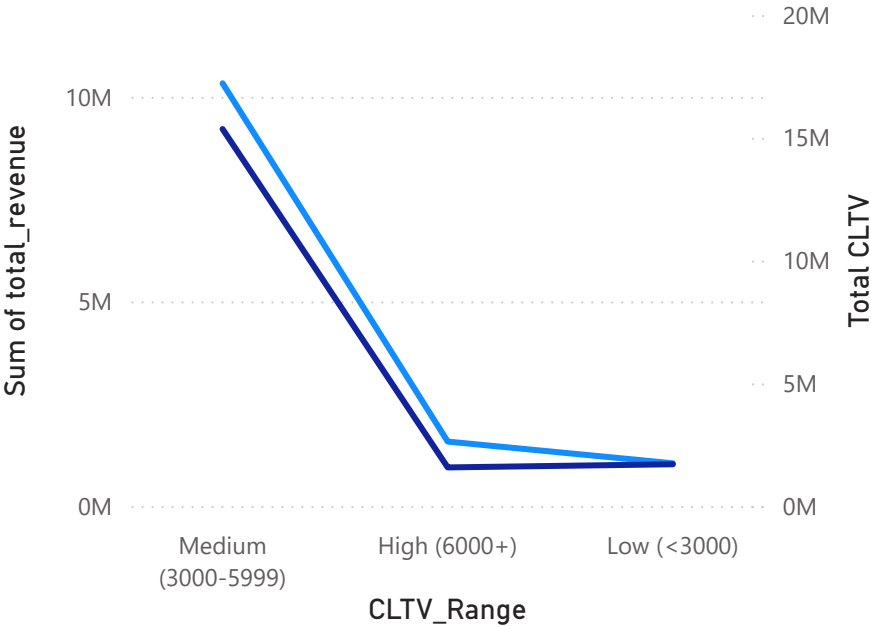
Avg_Satisfaction_Score

Sum of streaming_tv, Sum of streaming_music, Sum of streaming_movies, Sum of phone_service, Sum of premium_tech_support and Sum of online_security by intern...



Sum of total_revenue and Total CLTV by CLTV_Range

Sum of total_revenue Total CLTV



Avg CLTV	Median_CLTV	CustomerCount	Avg_tenure	Avg_Satisfaction_Score	Median_SAT	internet_type	Satisfaction_Group
4,276.95	4,296.00	195	34.43	4.34	4.00	Cable	High
4,249.63	4,403.00	67	13.37	1.00	1.00	Cable	Low
4,419.11	4,595.50	240	34.96	2.85	3.00	Cable	Medium
4,468.28	4,504.00	407	34.61	4.31	4.00	DSL	High
4,283.23	4,514.50	106	16.47	1.00	1.00	DSL	Low
4,467.85	4,620.00	495	35.92	2.88	3.00	DSL	Medium
4,581.86	4,751.00	585	40.62	4.39	4.00	Fiber Optic	High
4,162.88	4,263.00	355	21.26	1.00	1.00	Fiber Optic	Low
4,426.76	4,544.00	889	33.52	2.77	3.00	Fiber Optic	Medium
4,385.44	4,462.00	553	32.95	4.49	4.00	No Internet	High
4,131.00	4,115.00	21	4.52	1.00	1.00	No Internet	Low
4,365.96	4,494.50	312	28.97	2.95	3.00	No Internet	Medium
4,409.75	4,531.00	4225	32.68	3.24	3.00		

Customer Segmentation Analysis

contract

All

internet_type

All

Age_Group

All

city

All

gender

All

4225

Total_Customer

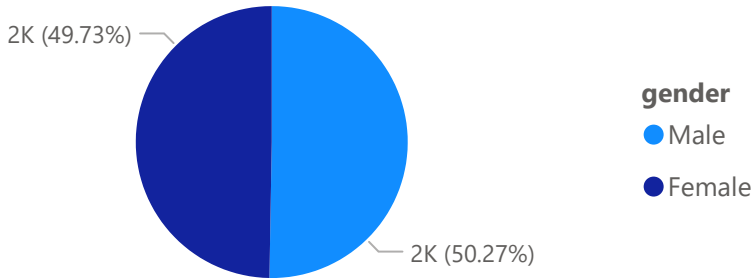
32.68

Avg_tenure

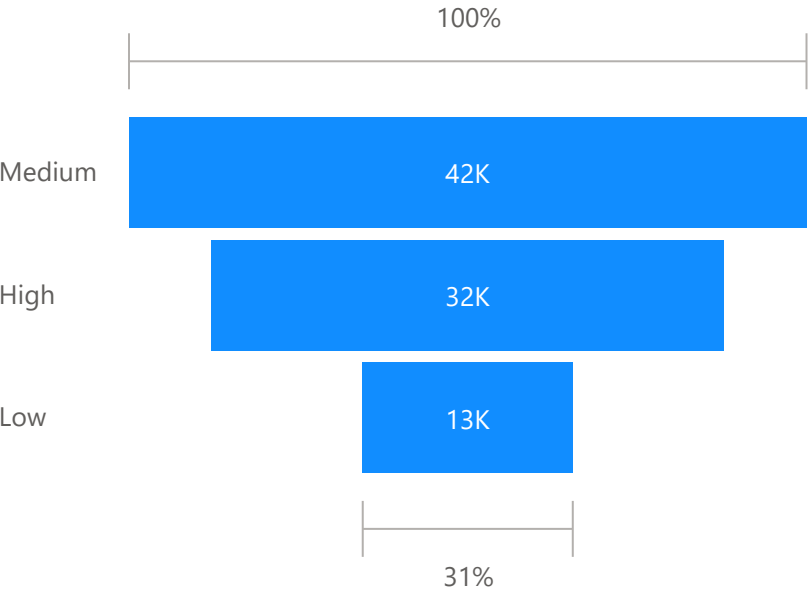
3.24

Avg_Satisfaction_Score

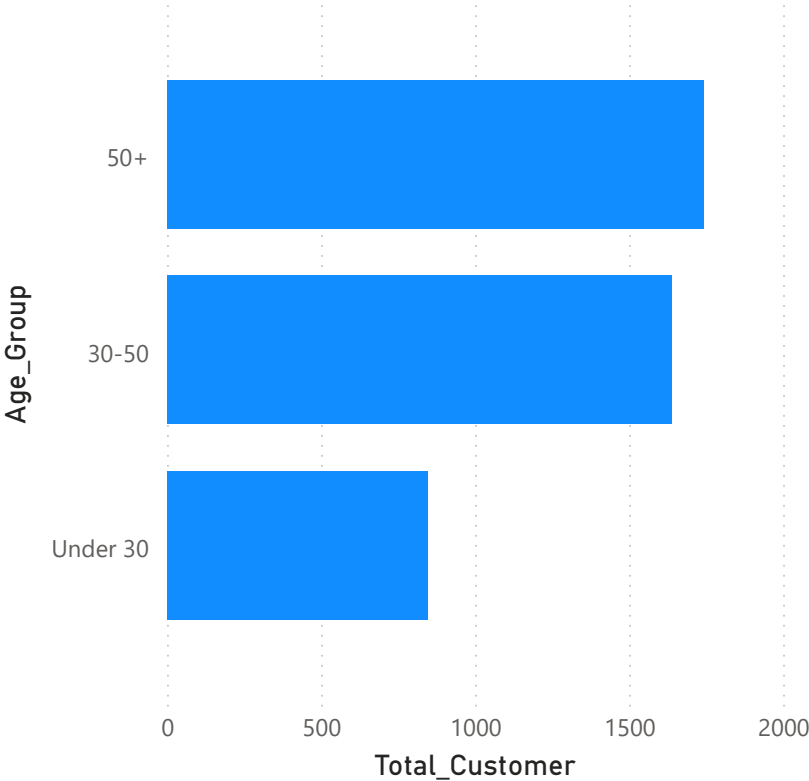
Total_Customer by gender



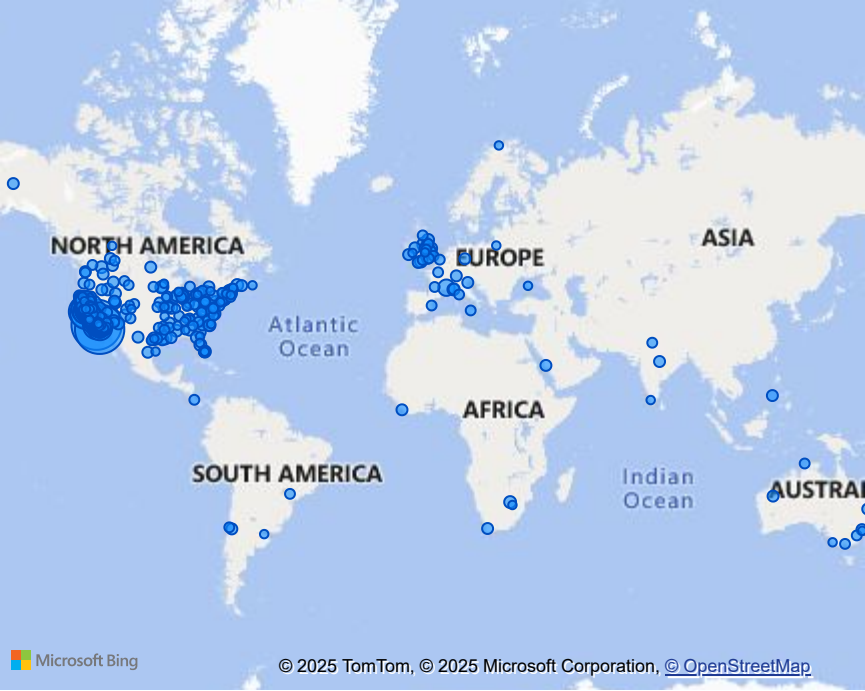
Sum of avg_monthly_gb_download by Satisfaction_Group



Total_Customer by Age_Group



Total_Customer by city



offer

▼

All▼

Payment Meth...▼

Credit Card▼

Age_Group▼

All▼

Tenure▼

All▼

Contract▼

All▼

Internet T...▼

All▼

0.16

Overall_Churn_Rate

19.76

Avg_Tenure_Churned

0.29

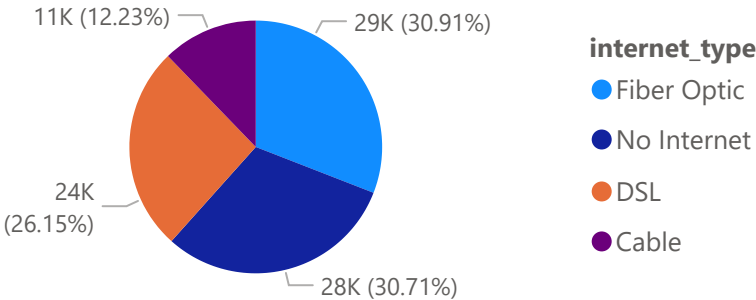
High Risk %

Churn_Status

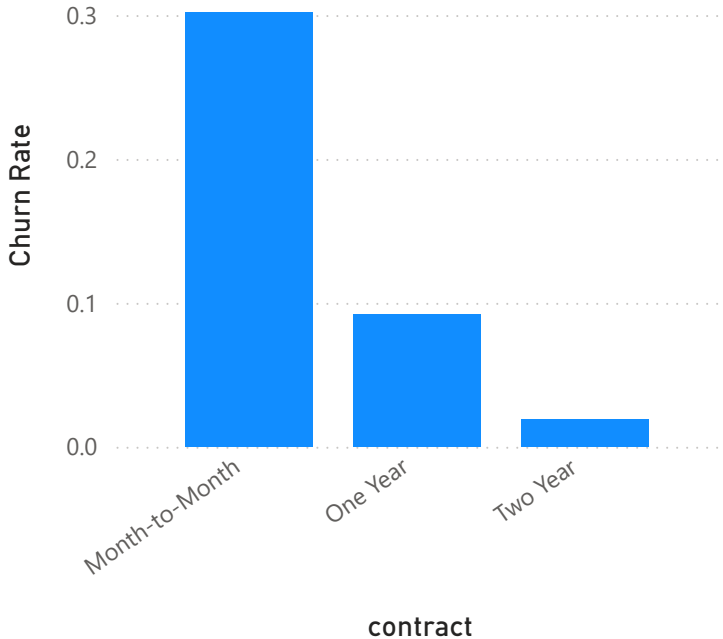
Active

Churned

Sum of churn_score by internet_type

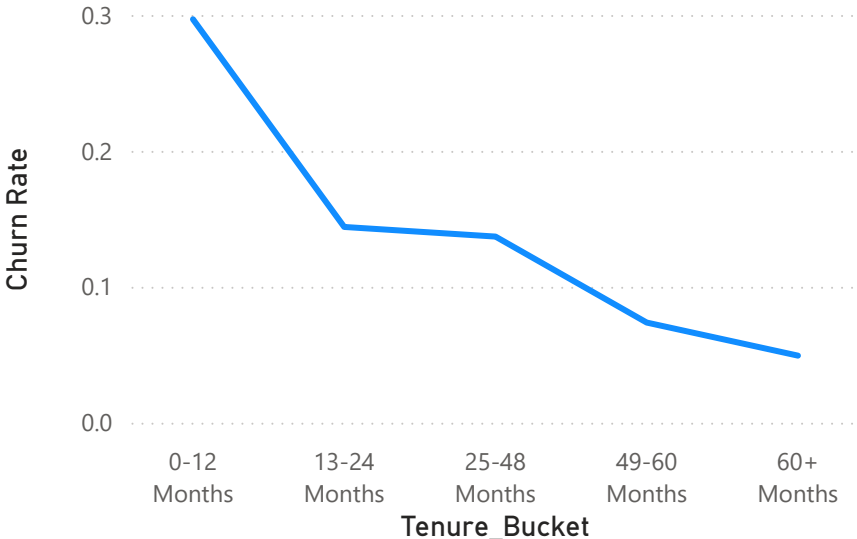


Churn Rate by contract



churn_category	churn_reason	Churn
Attitude	Attitude of service provider	14
Attitude	Attitude of support person	38
Competitor	Competitor had better devices	42
Competitor	Competitor made better offer	38
Competitor	Competitor offered higher download speeds	11
Competitor	Competitor offered more data	8
Other	Don't know	24
Price	Extra data charges	8
Price	Lack of affordable download/upload speed	7
Dissatisfaction	Lack of self-service on Website	3
Dissatisfaction	Limited range of services	4
Price	Long distance charges	15
Other	Moved	5
Dissatisfaction	Network reliability	9
Not Churned	Not Churned	0
Dissatisfaction	Poor expertise of online support	1
Total		262

Churn Rate by Tenure_Bucket



CLTV Analysis

city

▼

All▼

Age_Group

▼

All▼

gender

▼

All▼

offer

▼

All▼

contract

▼

All▼

CLTV_Range

▼

All▼

19M

Total CLTV

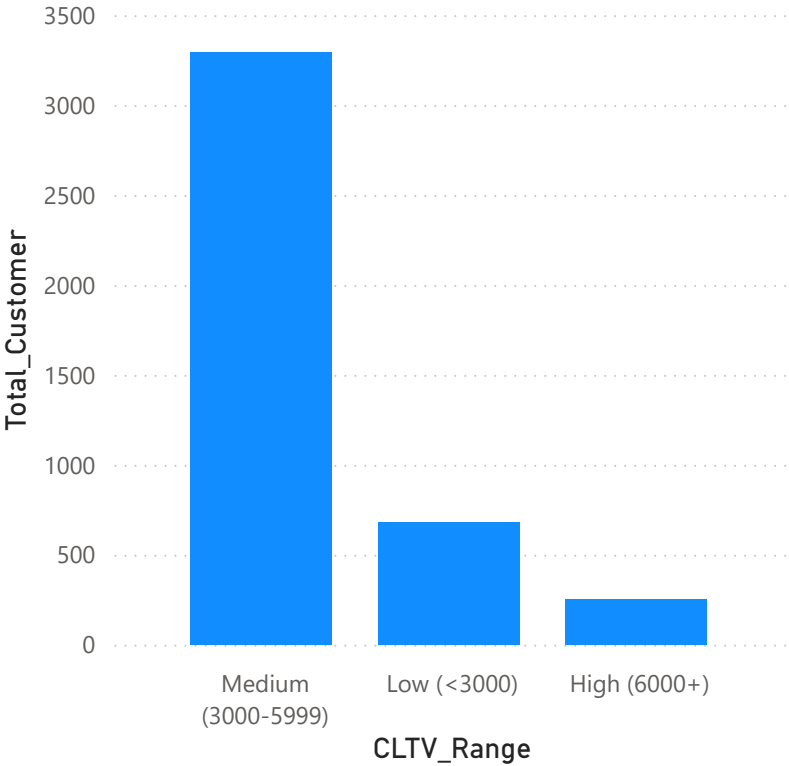
4.41K

Avg CLTV

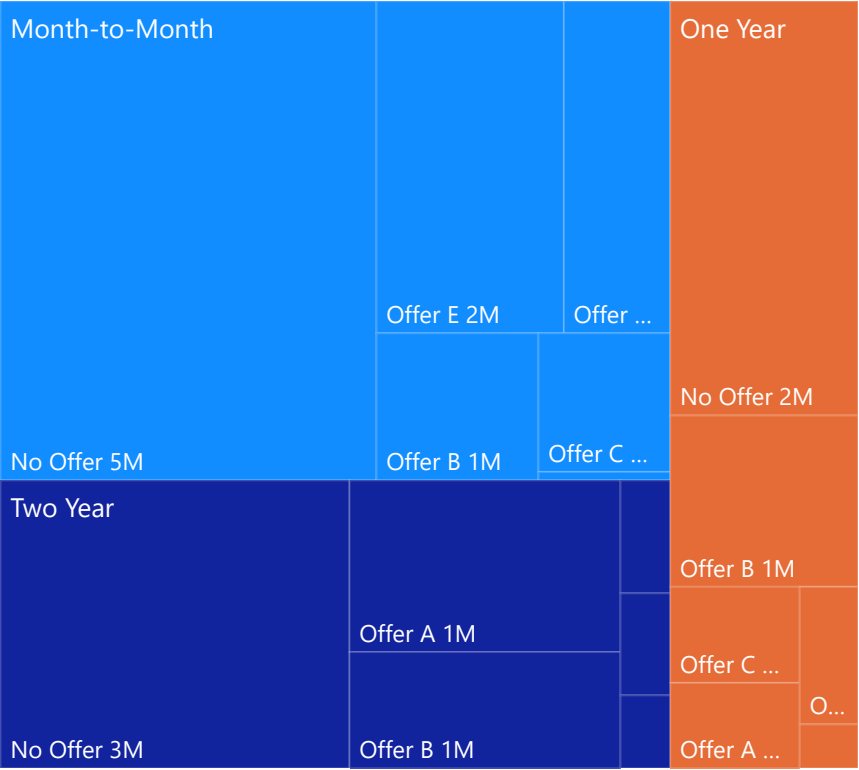
424

Top 10% CLTV Customers

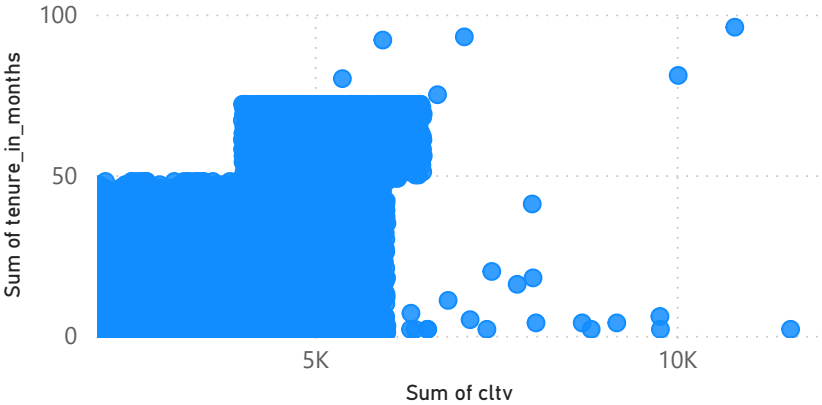
Total_Customer by CLTV_Range



Total CLTV by contract and offer



Sum of cltv and Sum of tenure_in_months by total_revenue



Sum of cltv by customer_id

