

Action - Oriented Customer Segmentation

Contract

All

Internet Type

All

Age Group

All

City

All

Gender

All

Total Customer

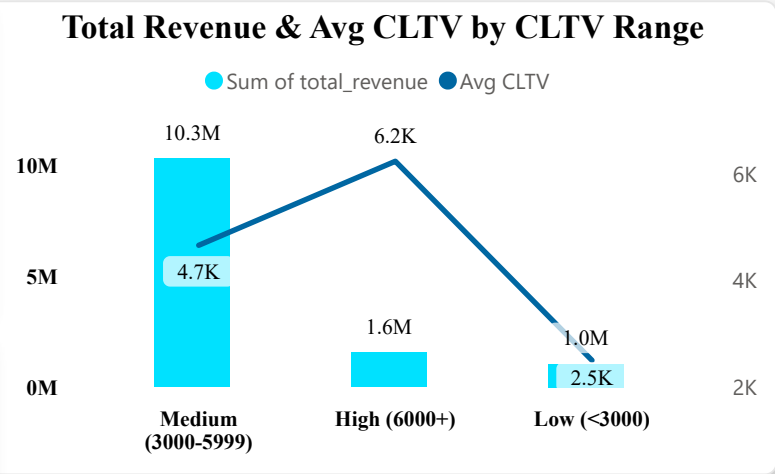
4K

Average Tenure

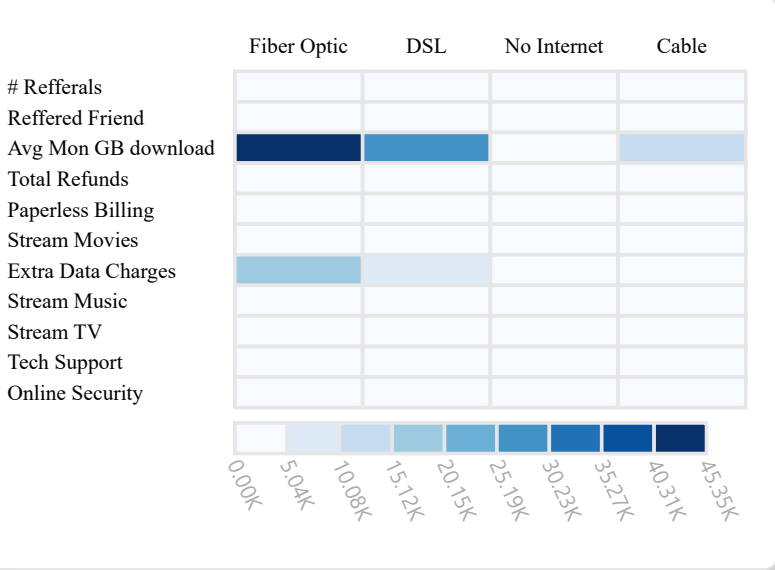
32.68

Average Satisfaction Score

3.24



Internet Type	Sat Grp	Avg CLTV	Med CLTV	# Customer	Avg Tenure	Avg Sat Score	Med_SAT	Churn Rate	Total Revenue	
No Internet	Low	4,131.00	4,115.00	21	4.52	✗	1.00	1.00	1.00	4,297.12
Cable	Low	4,249.63	4,403.00	67	13.37	✗	1.00	1.00	1.00	78,380.10
DSL	Low	4,283.23	4,514.50	106	16.47	✗	1.00	1.00	1.00	1,33,621.74
Fiber Optic	Low	4,162.88	4,263.00	355	21.26	✗	1.00	1.00	1.00	9,14,678.72
No Internet	Medium	4,365.96	4,494.50	312	28.97	▲	2.95	3.00	0.14	4,19,397.10
No Internet	High	4,385.44	4,462.00	553	32.95	✓	4.49	4.00		8,49,314.17
Fiber Optic	Medium	4,426.76	4,544.00	889	33.52	▲	2.77	3.00	0.43	36,82,643.76
Cable	High	4,276.95	4,296.00	195	34.43	✓	4.34	4.00		5,34,793.33
DSL	High	4,468.28	4,504.00	407	34.61	✓	4.31	4.00		11,78,901.15
Cable	Medium	4,419.11	4,595.50	240	34.96	▲	2.85	3.00	0.24	7,05,721.41
DSL	Medium	4,467.85	4,620.00	495	35.92	▲	2.88	3.00	0.19	14,90,910.34
Fiber Optic	High	4,581.86	4,751.00	585	40.62	✓	4.39	4.00		29,60,384.43
Total		4,409.75	4,531.00	4225	32.68		3.24	3.00	0.27	1,29,53,043.37



# Behavioural Customer Segmentation Analysis

Contract 

▼

All ▼

Internet T... 

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All ▼

Age Group 

▼

All ▼

City 

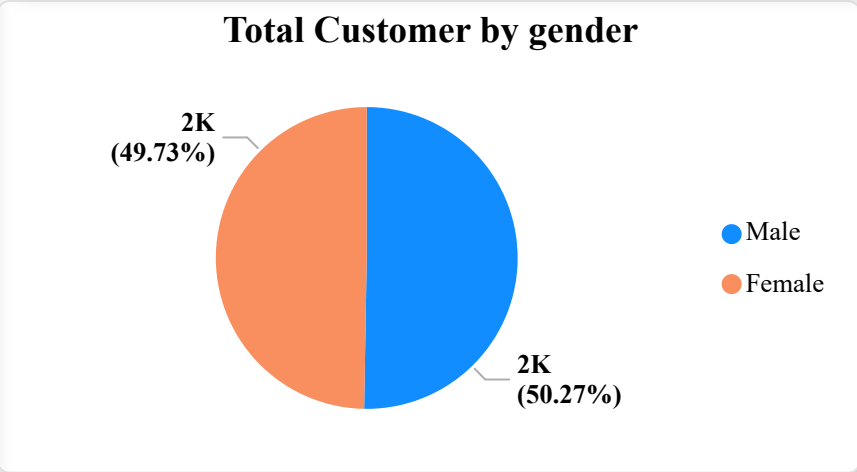
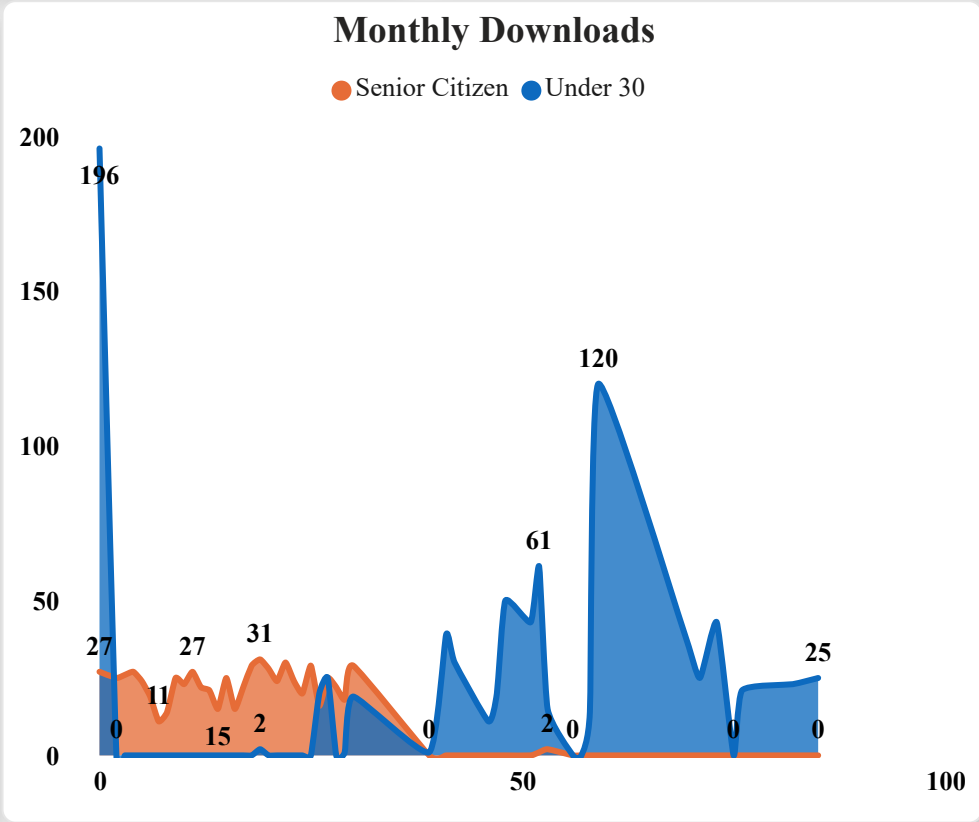
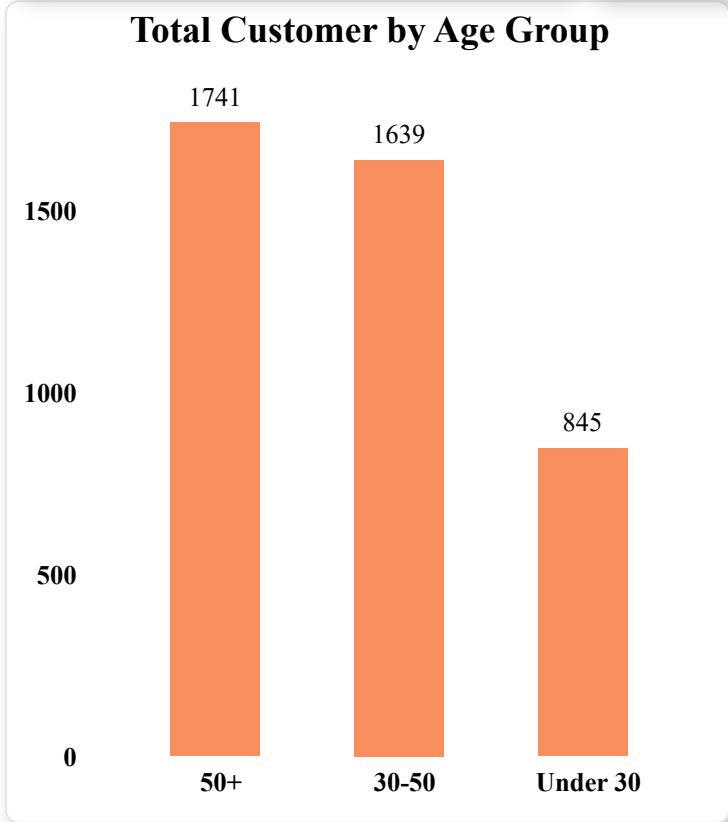
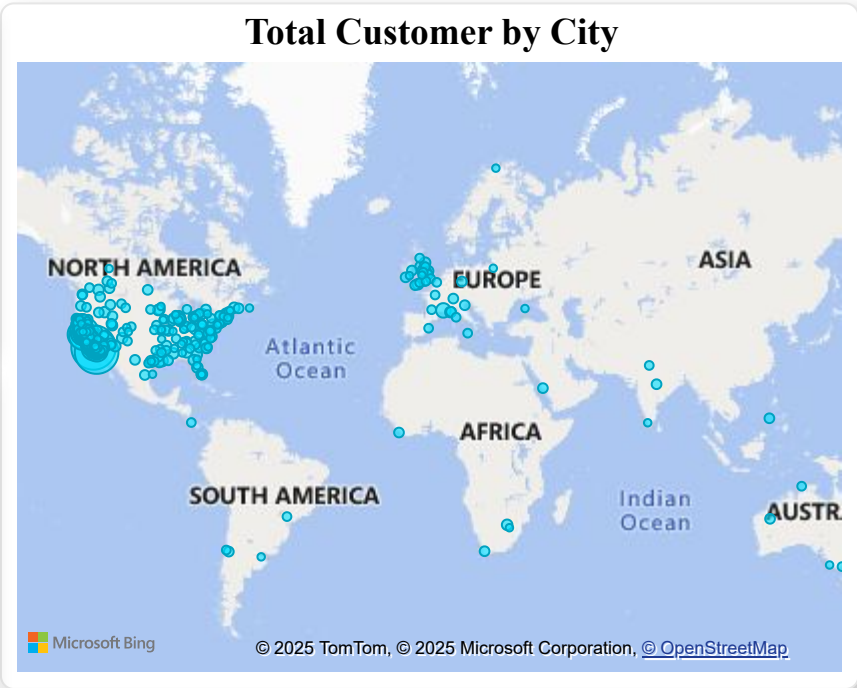
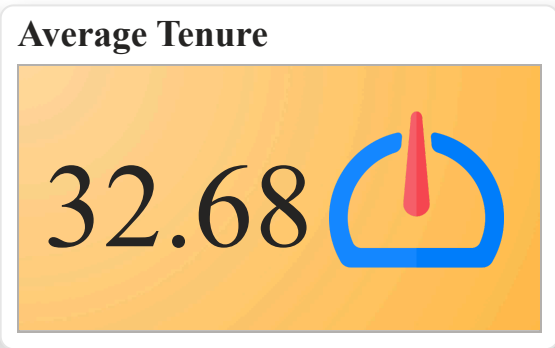
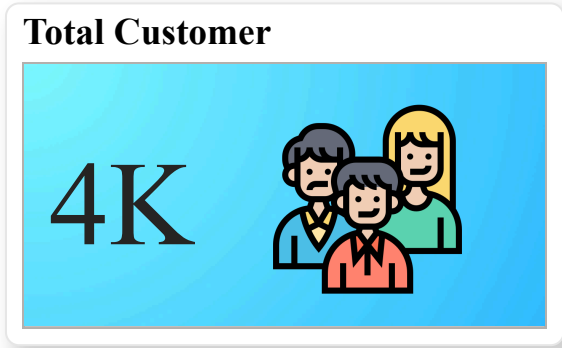
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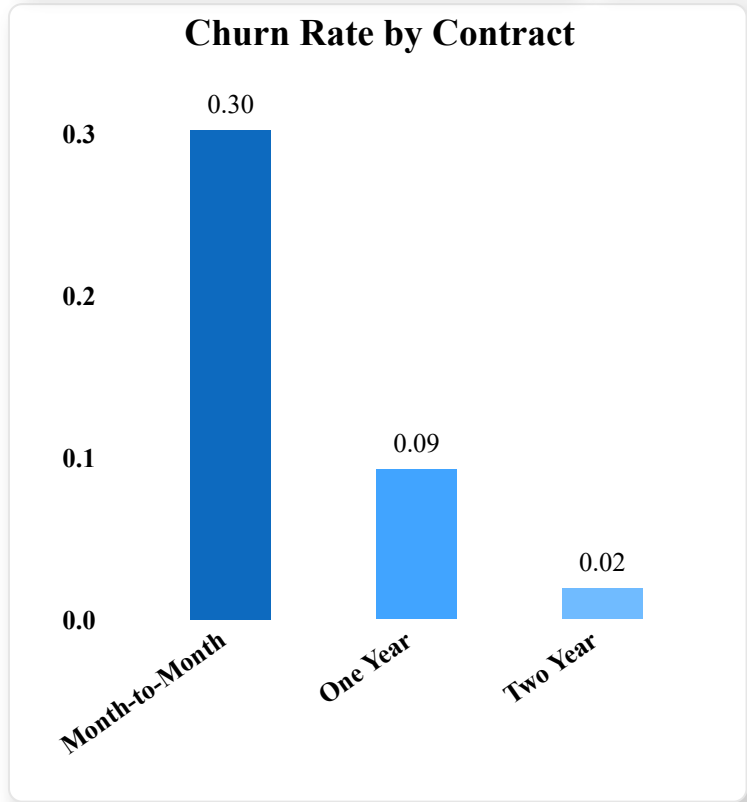
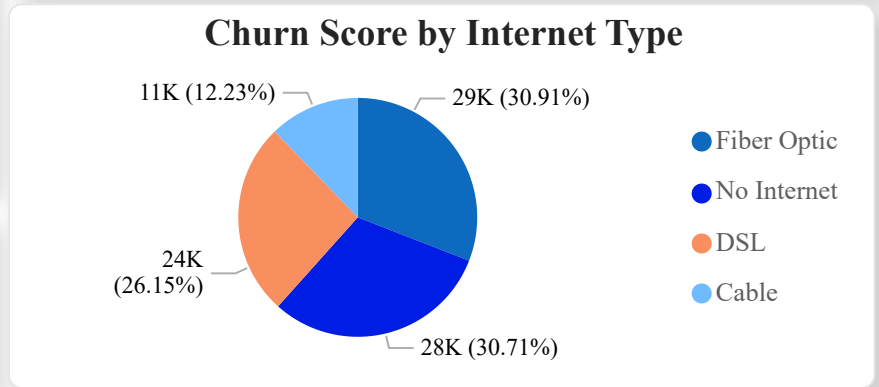
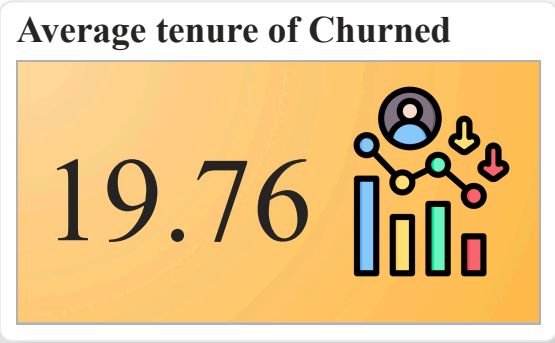
All ▼

Gender 

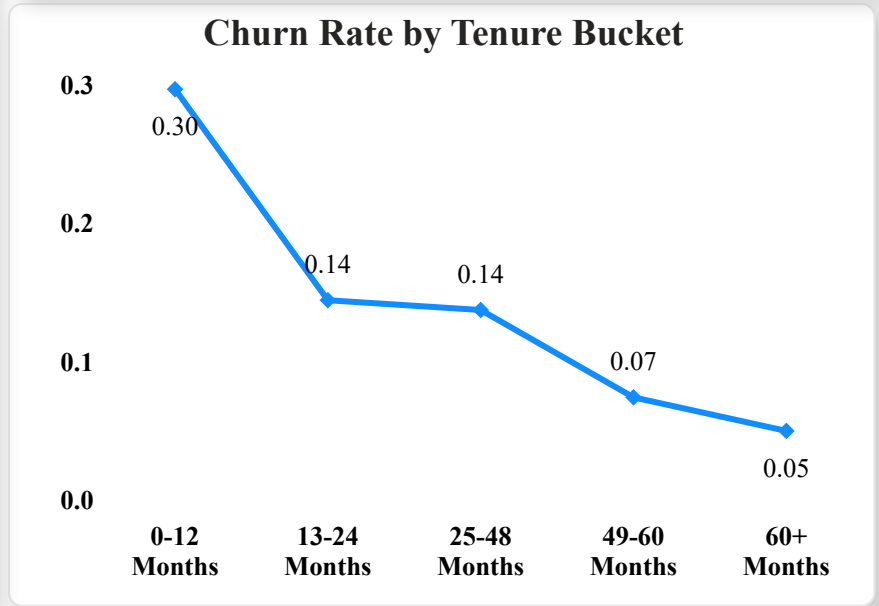
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All ▼





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	0
Total		262



# CLTV Analysis

City 

▼

All 

▼

Age Group 

▼

All 

▼

Gender 

▼

All 

▼

Offer 

▼

All 

▼

Contract 

▼

All 

▼

CLTV Range 

▼

All 

▼

Total Customer Lifetime Value



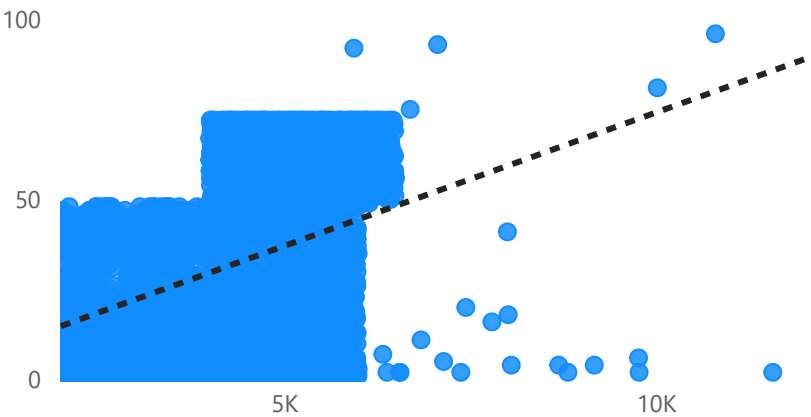
Average CLTV



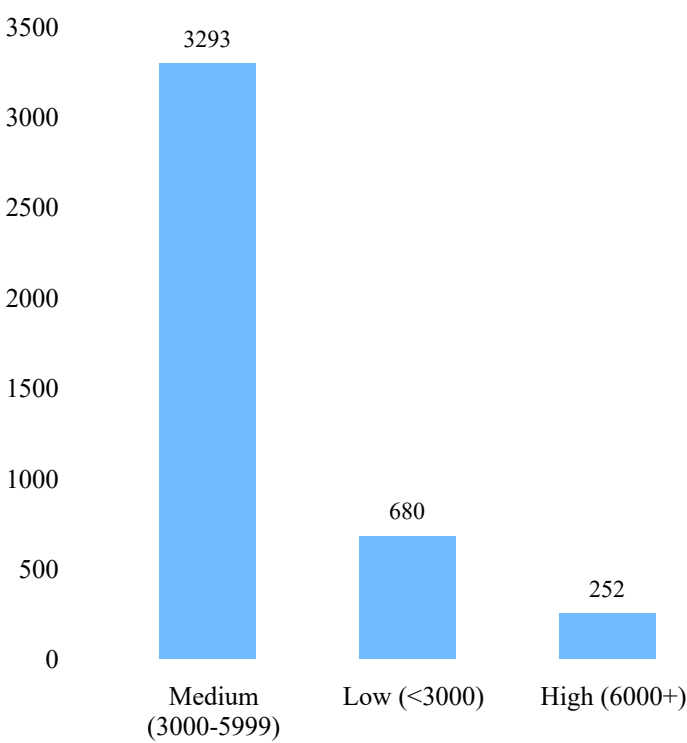
Top 10% CLTV Customers



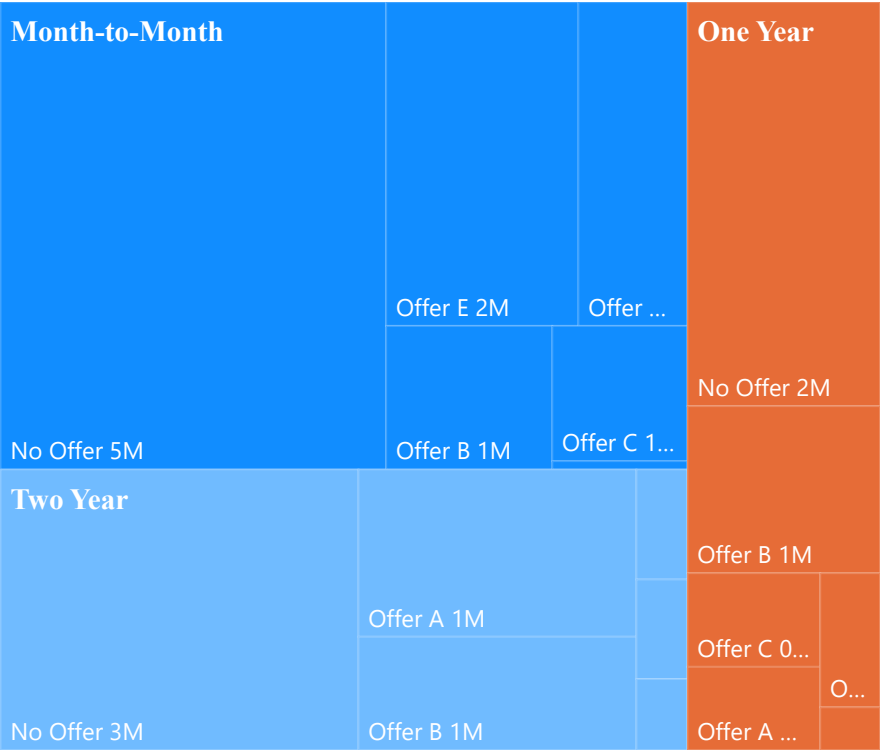
CLTV vs Tenure in Months



Total Customer by CLTV



Total CLTV by contract and offer



Top 10 CLTV Customers

