

Customer Retention Model

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FORBESWOMEN

Don't Spend 5 Times More Attracting New Customers, Nurture The Existing Ones

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Customer Data includes

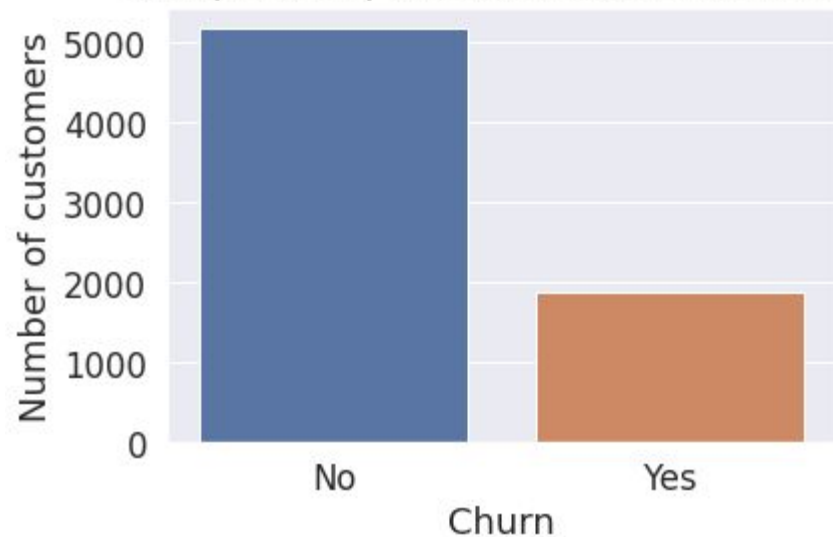
- Demographic information
- Account information
- Services
 - Phone Service
 - Internet Service
- Churn



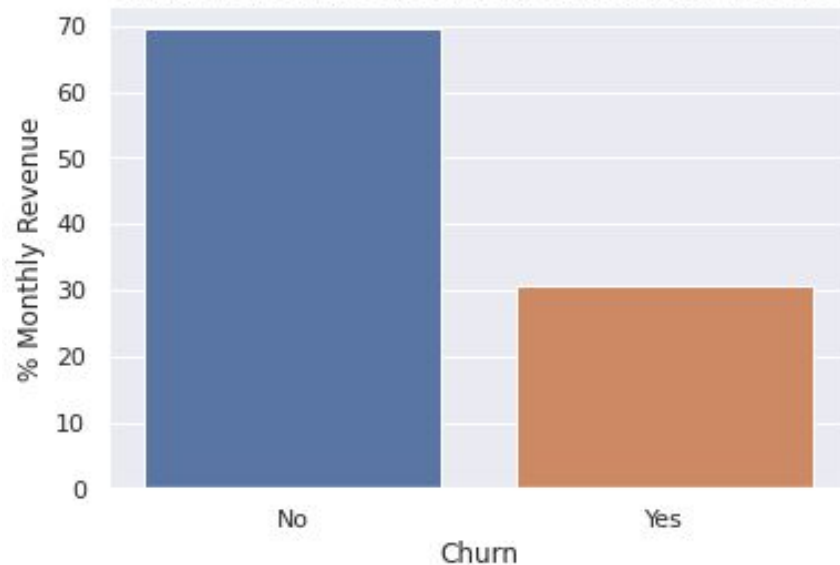
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Current State of Affairs

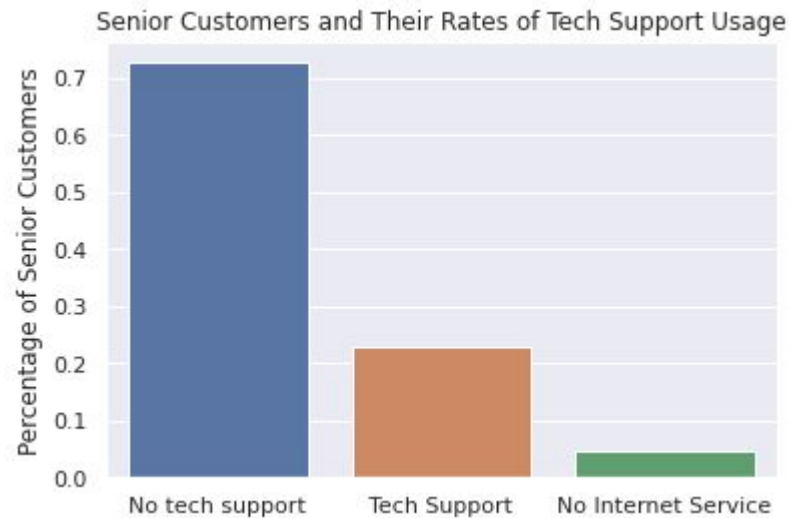
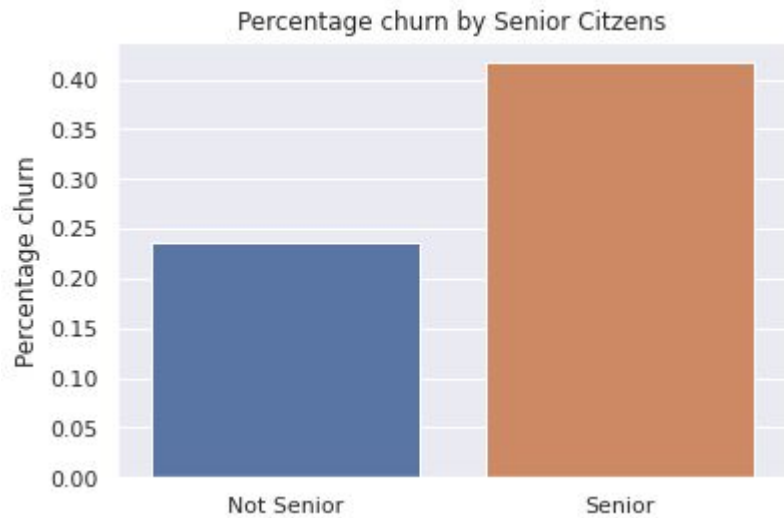
5174, or 27%, of customers have churned



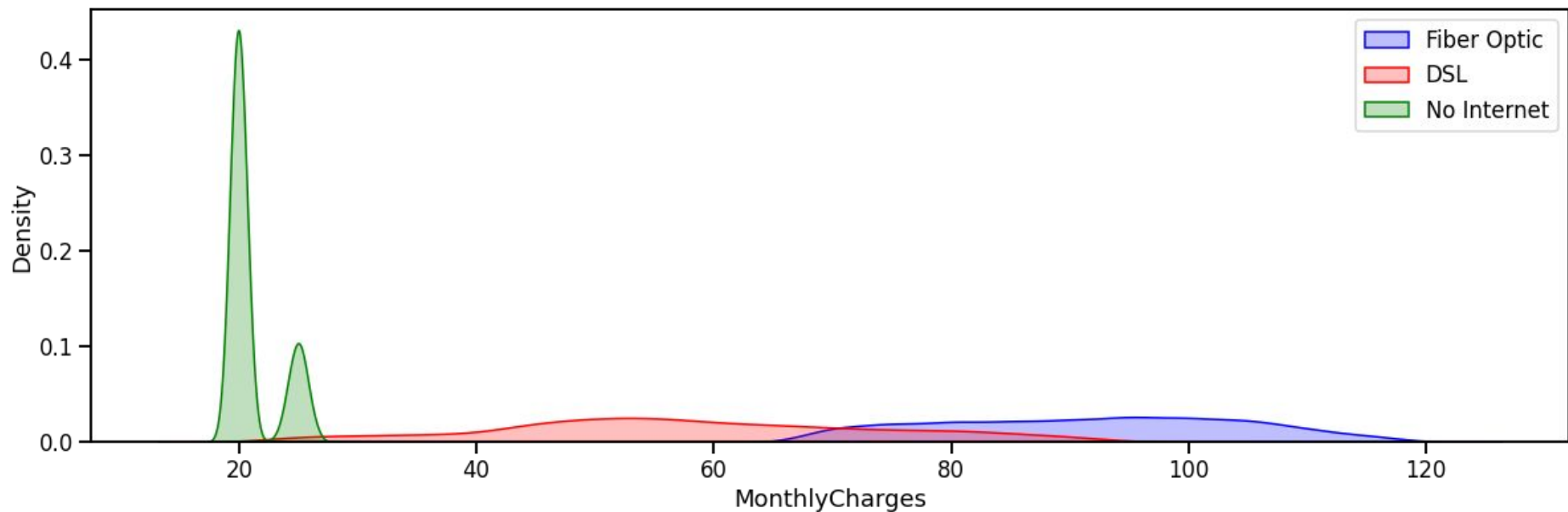
Churned customers account for 31% monthly revenue.



We are failing our senior citizens



Internet Type by Monthly Charges



Prediction Model

- To be completed by Tuesday's class...

Recommendations

- To be completed by Tuesday's class...