# DESCRIPTIVE ANALYTICS PRESENTATION

VISUAL WALKTHROUGH

IS OUR PRODUCT TOO COMPLICATED?

The customer group that has churned shows signs of high number of technical support tickets, indicating that our products maybe too technical for certain users. We can provide a better solution to help overcome the technical challenge

Once we implemented better onboading tutorials or product documentation, we can expect the number of technical support tickets to drop dramatically.


Ticket and Churn
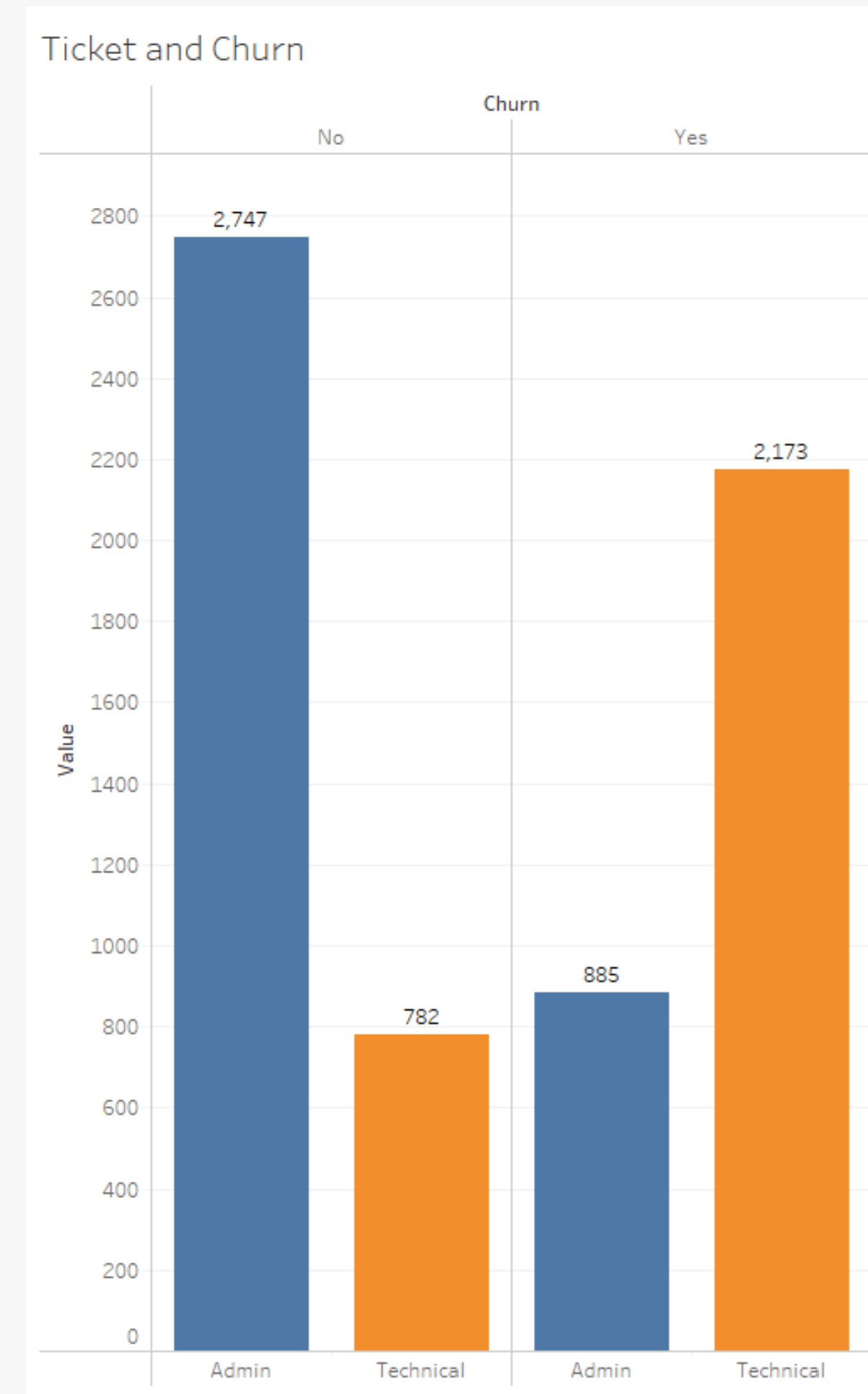
Number of services enrolled indicate level of technical comfort

- Entry-Level Users (1-2 services): These customers prefer a manageable setup, with minimal technical needs due to fewer services.
- Developing Users (3-6 services): This group often faces technical challenges coordinating multiple services, highlighting a greater reliance on support, prompting more churn likelihood.
- Tech-Savvy Power Users (7-9 services): Our advanced users comfortably navigate numerous services, thanks to their higher technical acumen.
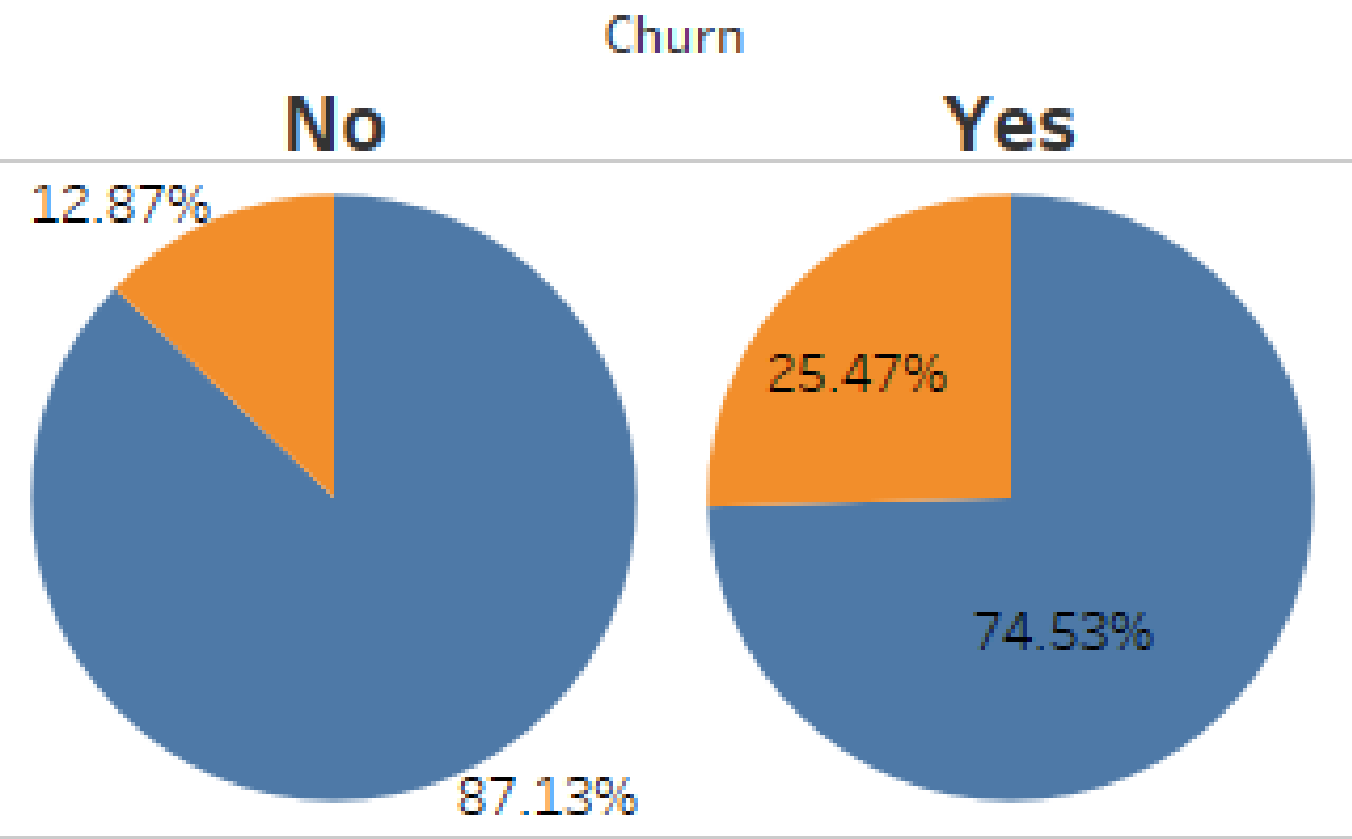
We recommend focusing our efforts to developing users for technical support.

By focusing our efforts to support those mid-range users, we can expected to see the churn output for that range decrease significantly.

Distribution of Service Count
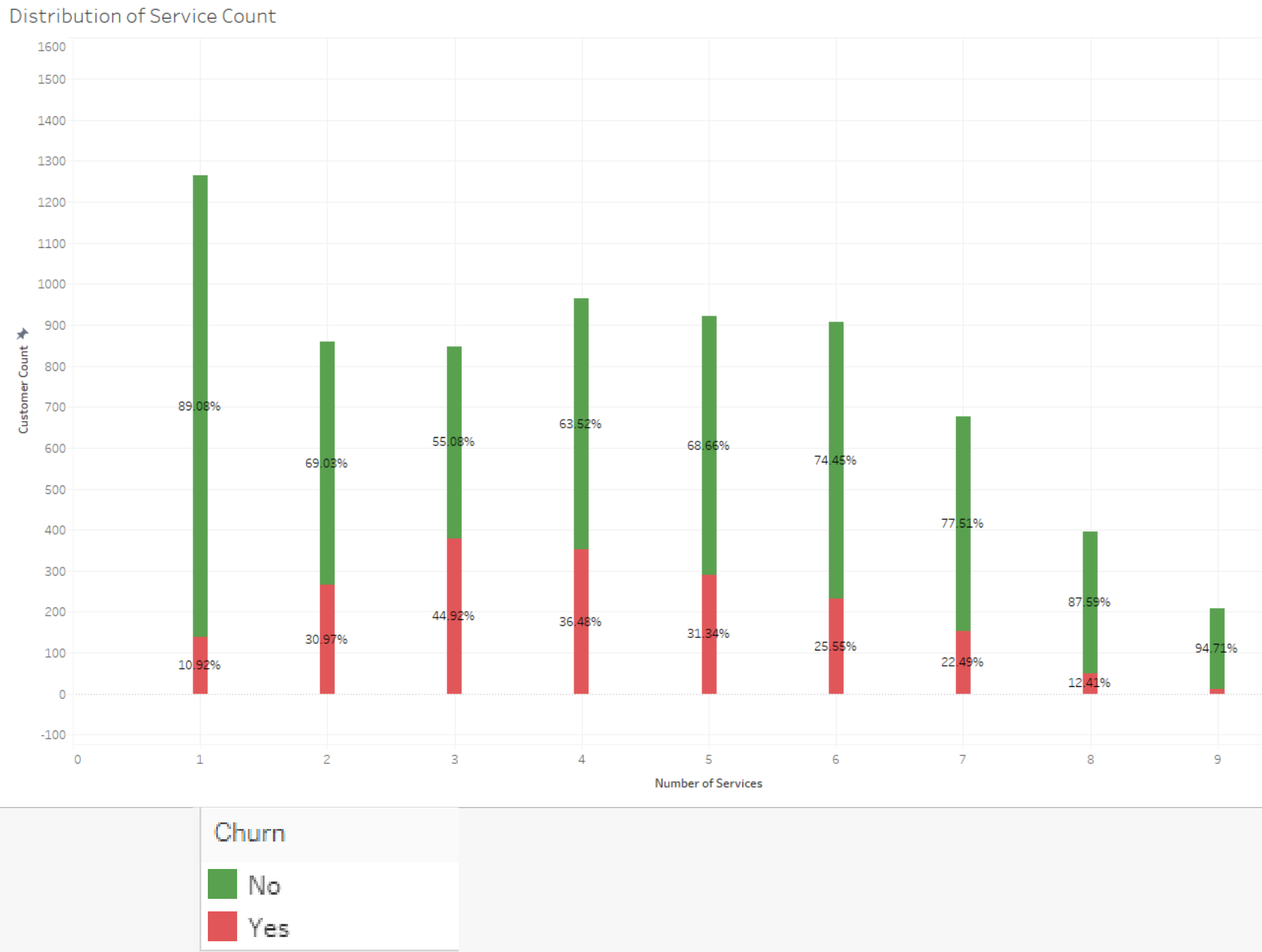
Best Company

Senior Citizen

Churn

No	Yes

12.87%

87.13%

25.47%

74.53%

SENIOR CLIENTS ALSO FACE SIGNIFICANT DIFFICULTIES

Senior customers are the most vulnerable in terms of technical difficulties, show casing that 25% of the customers that churned, a significantly higher amount are senior citizens.

This highlights another reason that technical difficulties are one of the more prevalent reasons of customer leaving our firm.

CUSTOMERS NEED MOST HELP DURING ONBOARDING

The graph shows that the likelihood of customer churning decrease as the customer tenure with us increase. And most users are most likely to leave in the first 10 months of signing up

Therefore this gives us a chance to focus our effort on onboarding support, particularly with documentation or other methods.

This behavior is expected from customer just wanting to try out our product, but we hope to decrease the percentage of customer leaving within the first 10 months.