



# Descriptive Analytics

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# Demographics By Churn

Churn

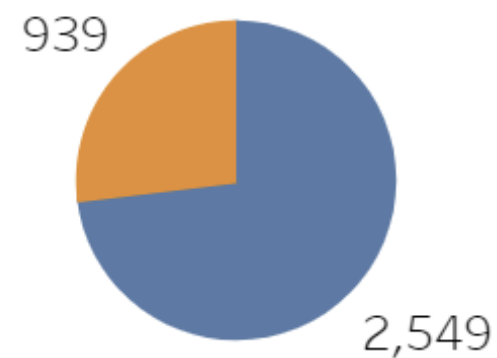
No

Yes

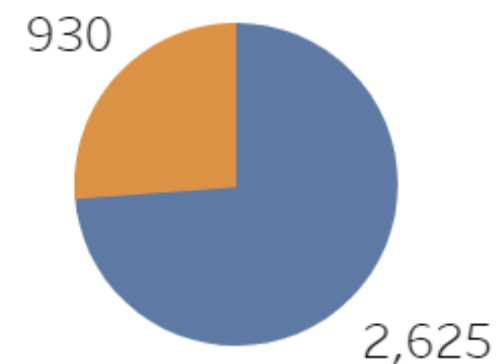
## Demographics By Churn

Gender

Female



Male



## Insight

Men and women = similar Churn rates.

## Recommendation

- Improve factors that affect all customers.
  - customer experience to reduce churn.

## Prediction

- Improved satisfaction might (–) churn equally across genders.

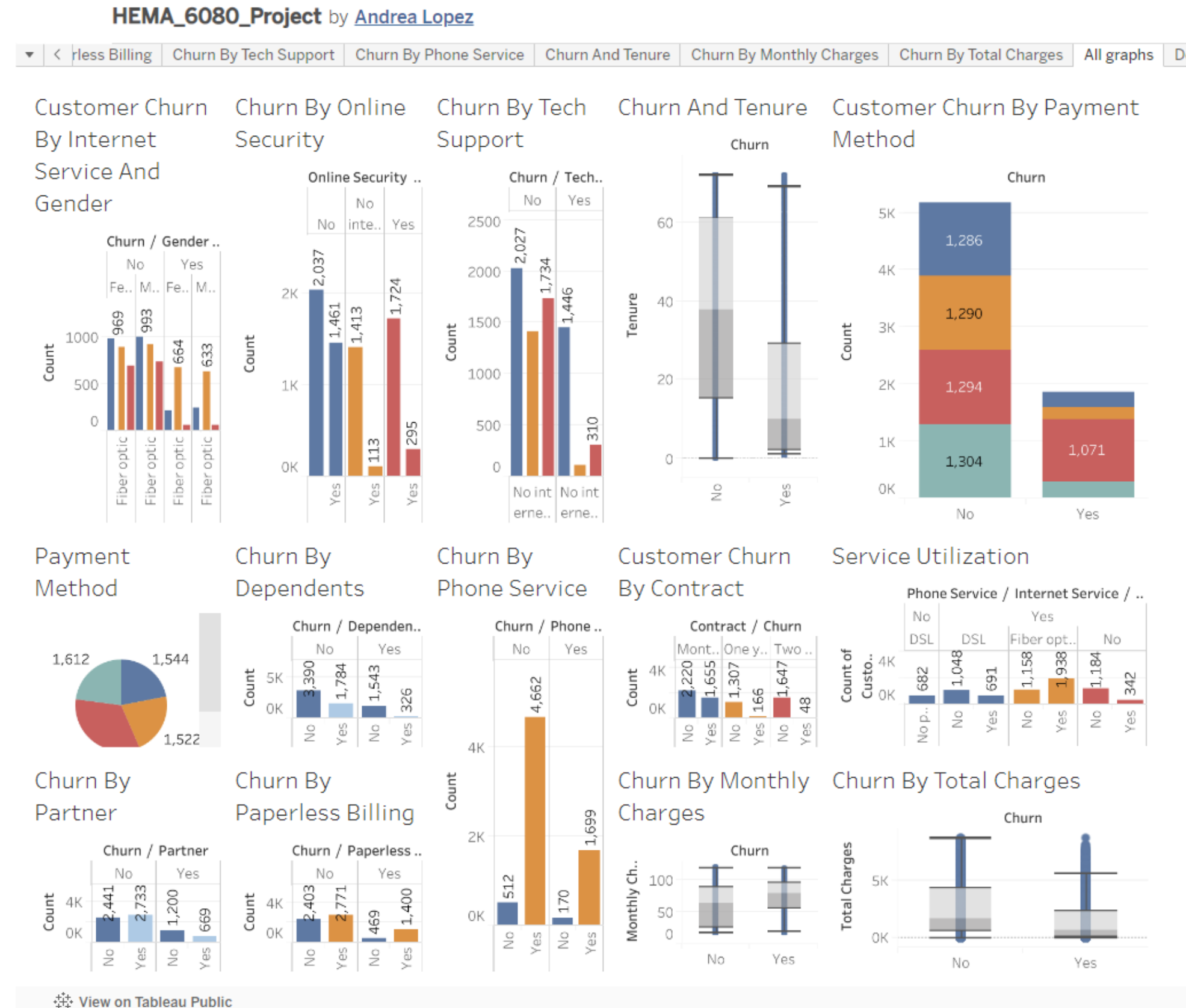
# Optimizing Customer Retention Strategies

## Recommendation

- Focusing on enhancing customer support and security features
- Revise payment options there is notable churn associated with the Electronic check method.

## Prediction

- Implementing targeted support for customers using electronic checks
- bolstering online security + tech support services





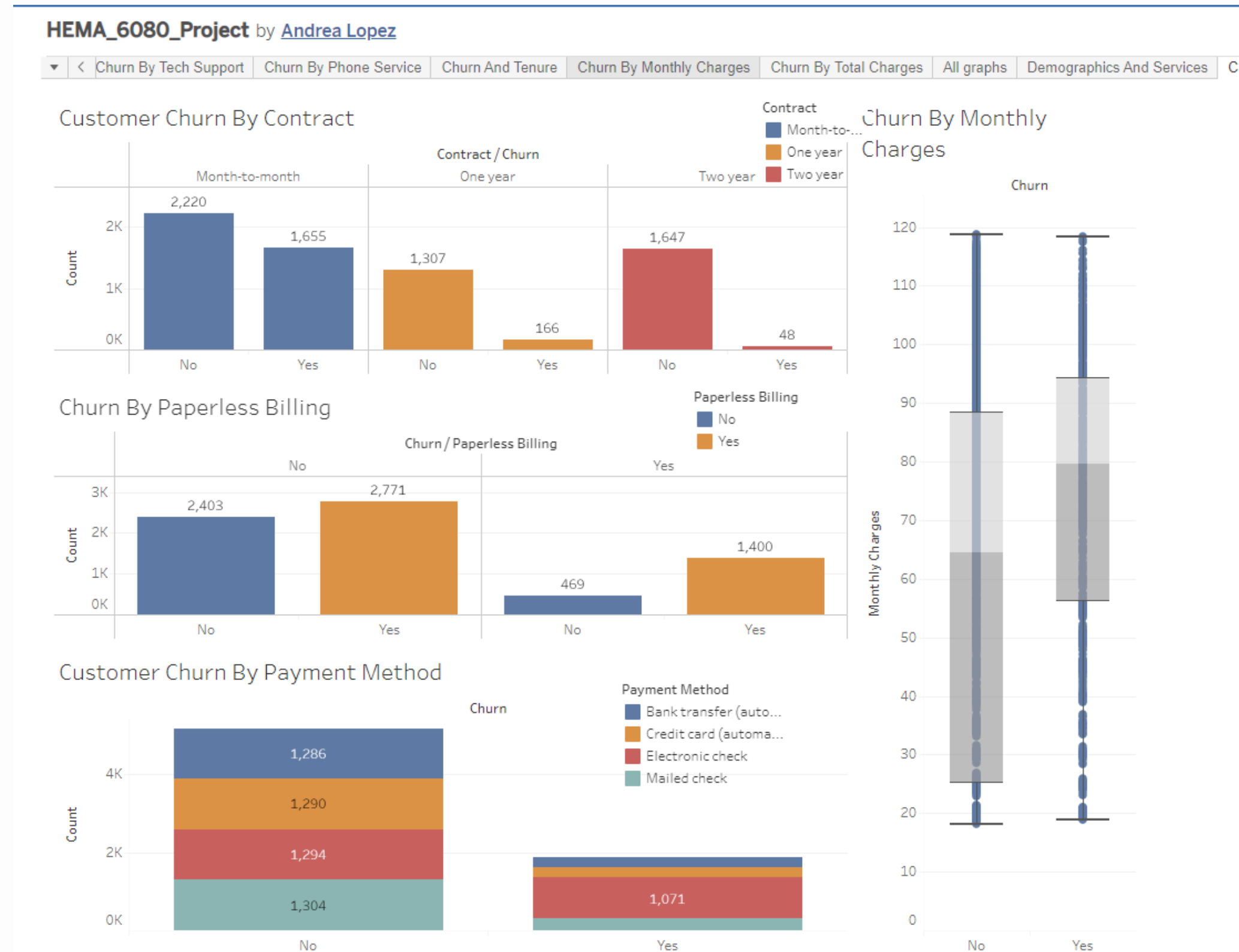
# Contract Length and Payment Method Influence on Churn

## Recommendation

- Encourage customers to commit to longer-term contracts through incentives
- Communicate the benefits of paperless billing
- Streamline the payment process for online checks

## Prediction

- Increase in customer retention
- Simplifying the payment process
- Possibly offering discounts or rewards for automated payments



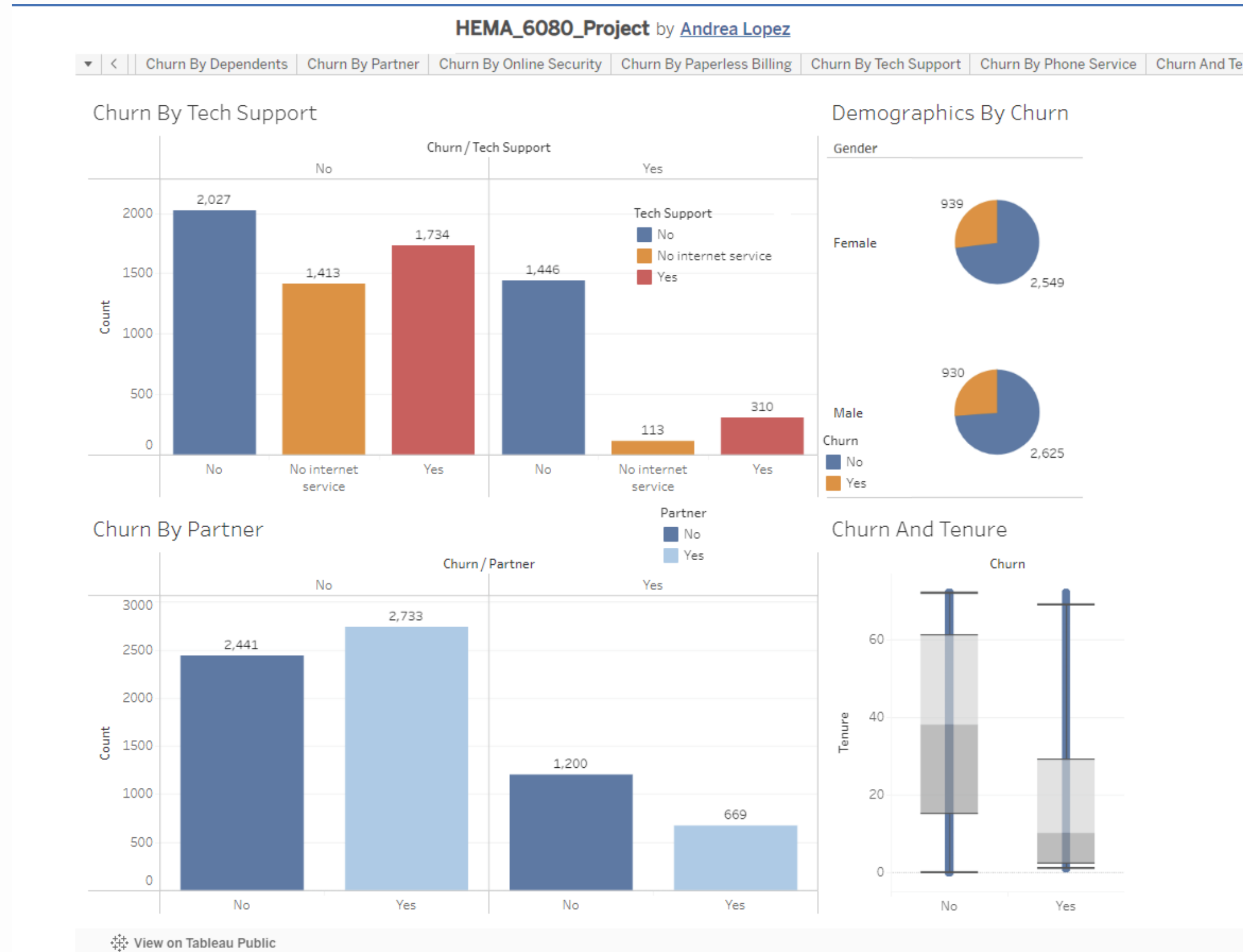
# Tech Support Significantly Impacts Customer Loyalty

## Recommendation

- Enhance the quality + accessibility of tech support
- Introduce loyalty programs
- Tech support packages

## Prediction

- Strengthening tech support = reduce churn rates
- Lead to +higher customer satisfaction



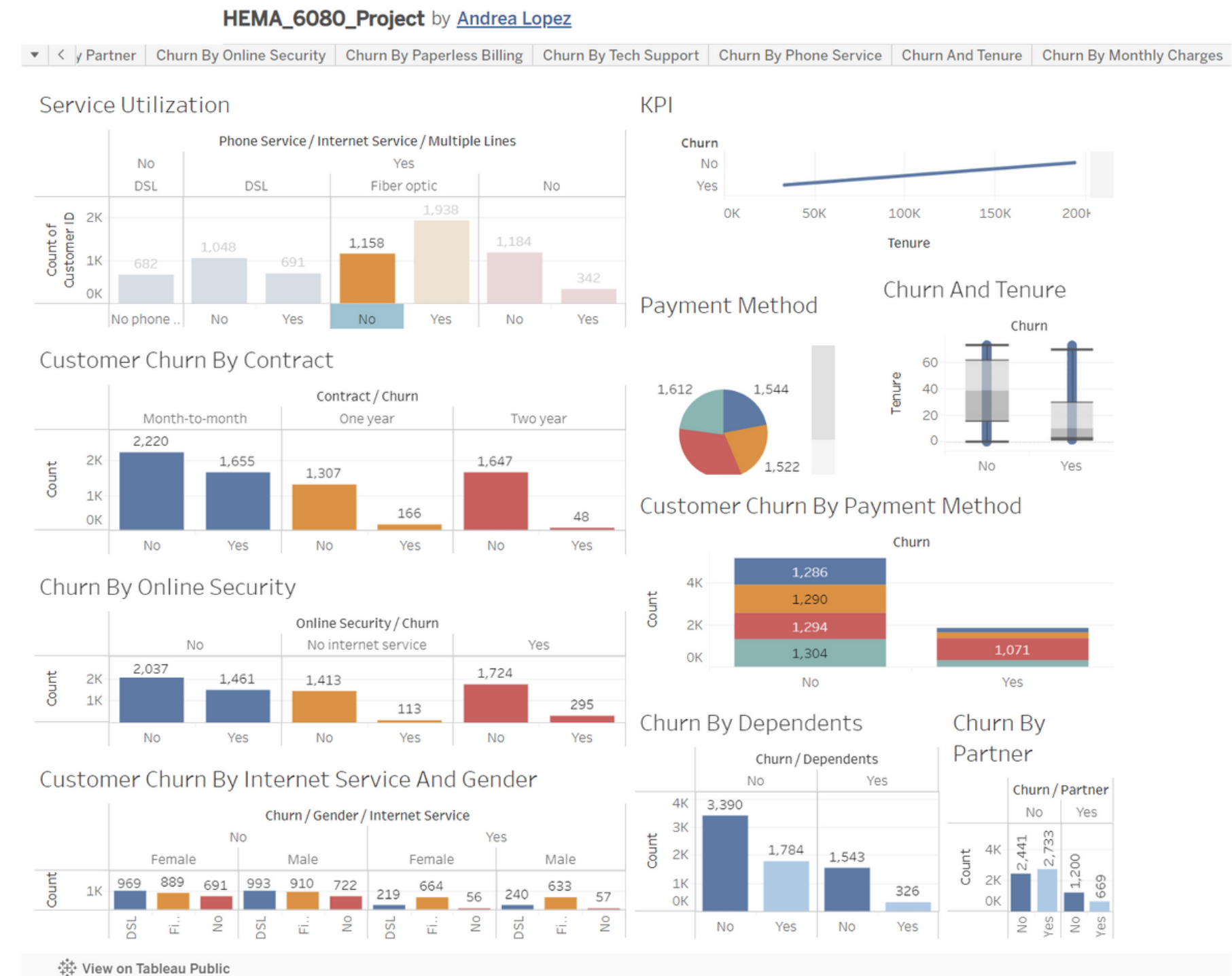
# Online Security as a Decisive Factor for Customer Loyalty

## Recommendation

- Promote online security features
- Offer initial free trials + bundled security service discounts to demonstrate value
- Review payment method preferences

## Prediction

- Decrease in churn
- Enhanced perception of service value
- Better customer satisfaction
- Increase in overall customer lifetime value



# THANK YOU!

