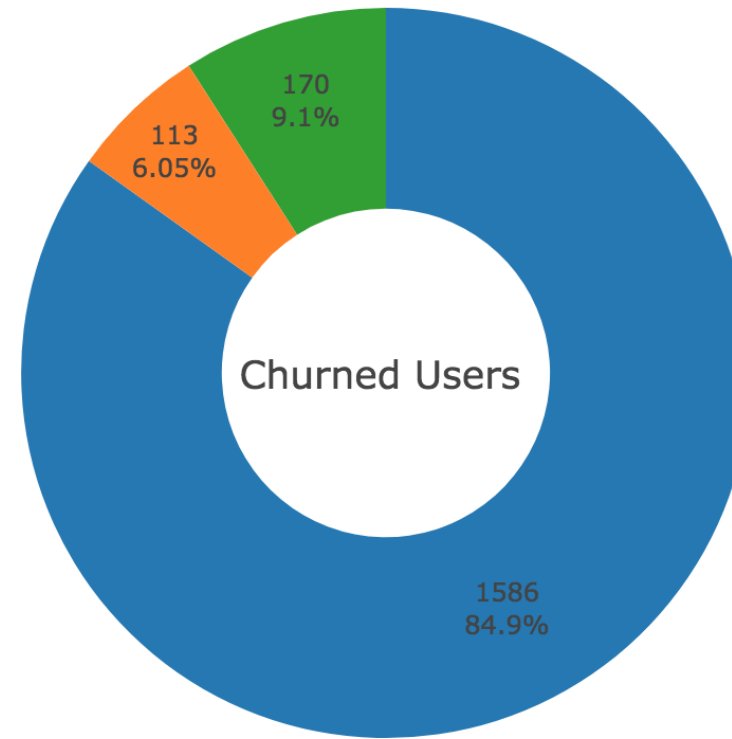
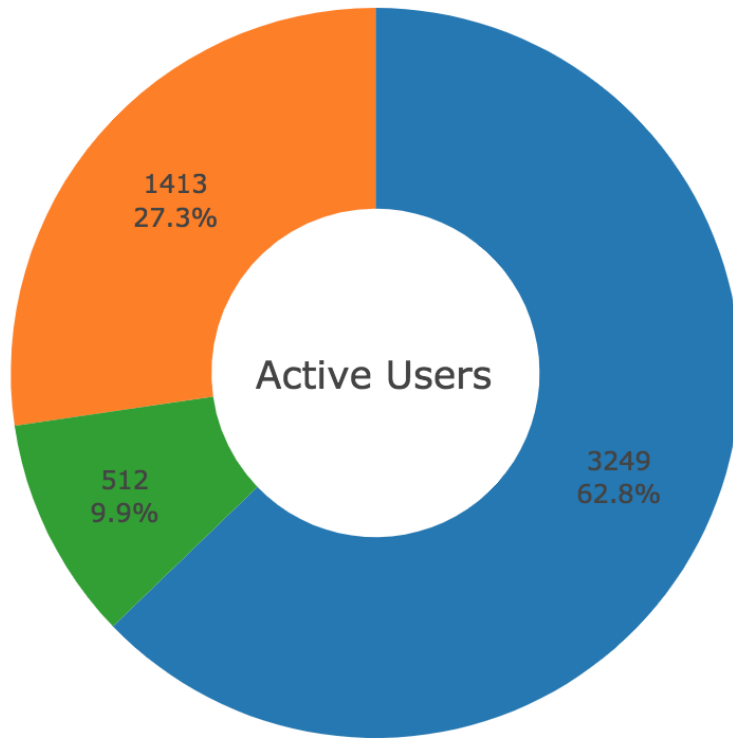


Telco Churn Analysis

Active Vs Churned

***85% of our churned users had both internet + phone services.
These users constitute 60% of our current user business.***

Big Stats for Active and Churned users

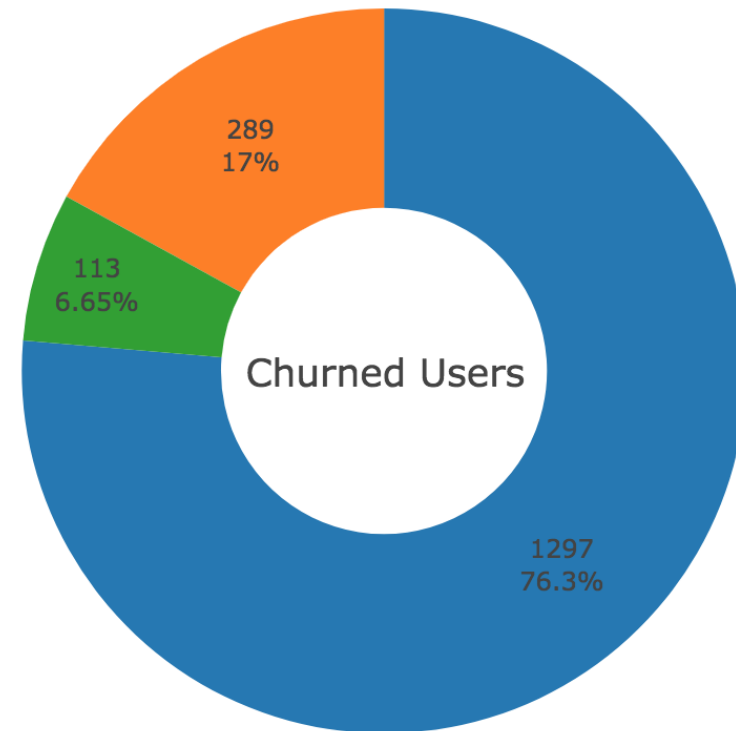
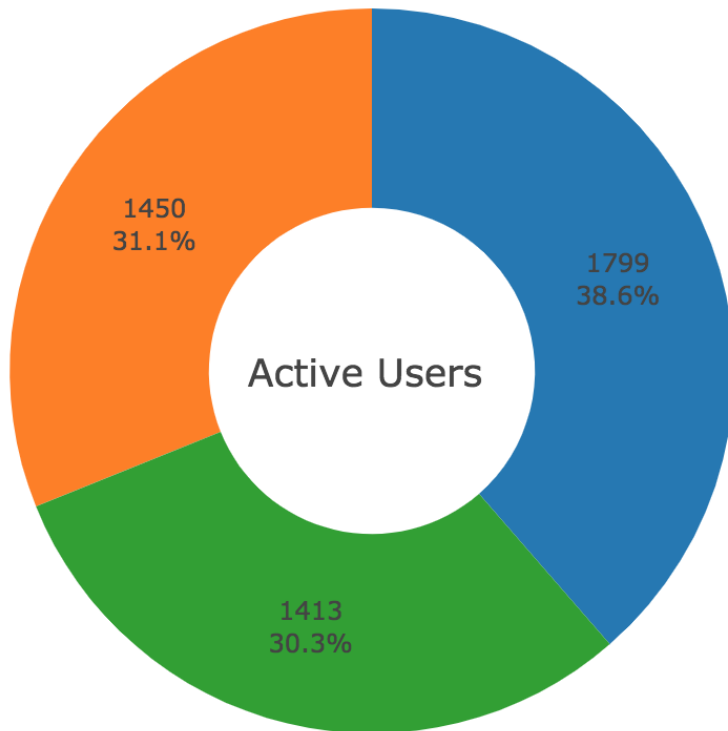


- Internet + Phone
- Phone only
- Internet only

Active Vs Churned

Over 76% of churned Phone users also had fiber optic internet.

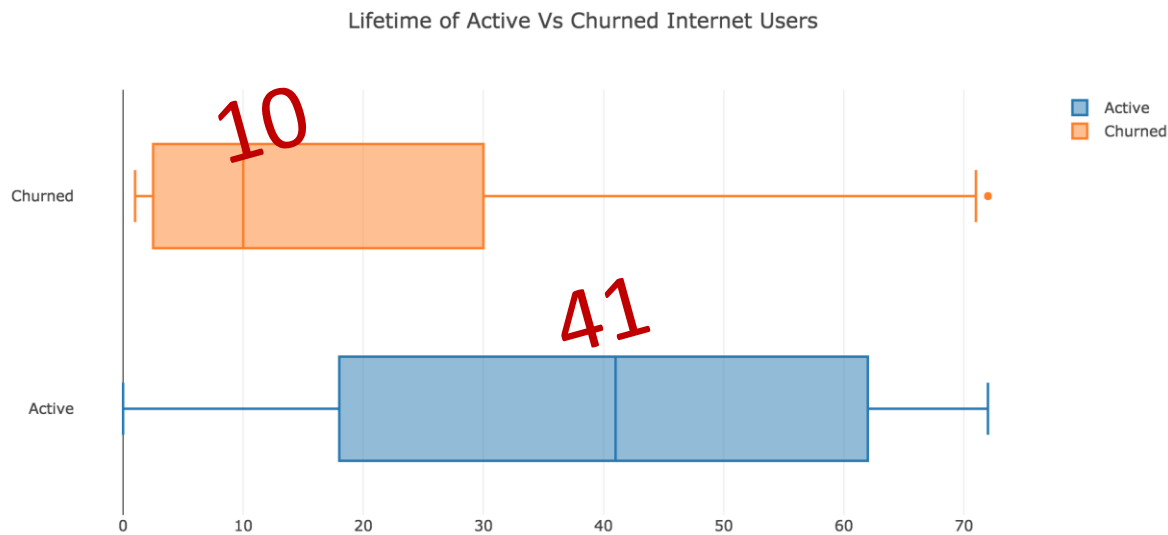
Internet Stats for Active and Churned Phone users



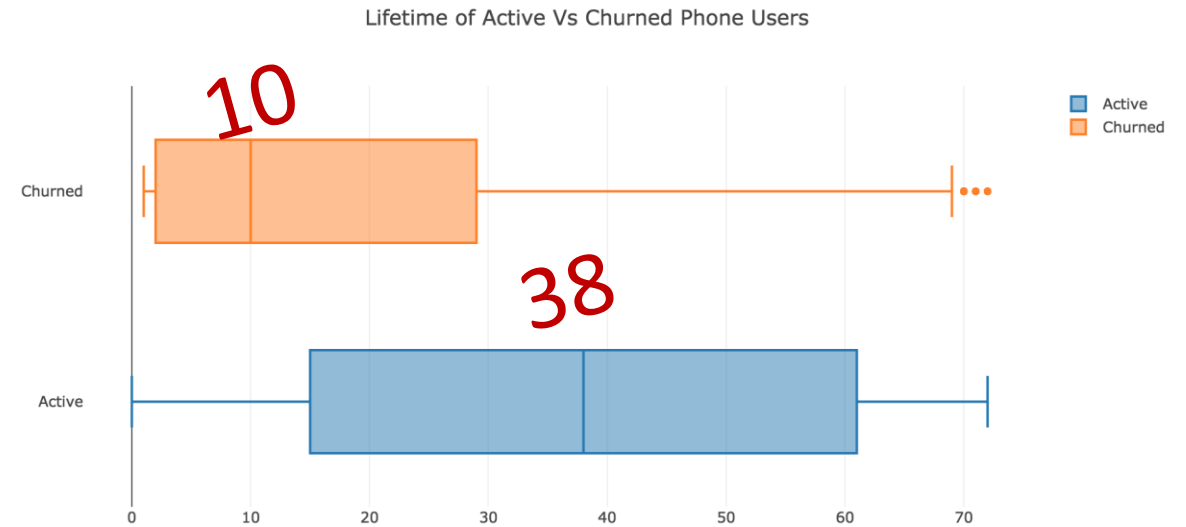
- Fiber optic
- DSL
- No Internet

Active Vs Churned

Active phone and internet users have stayed with us much longer than churned users



P-value < 0.001

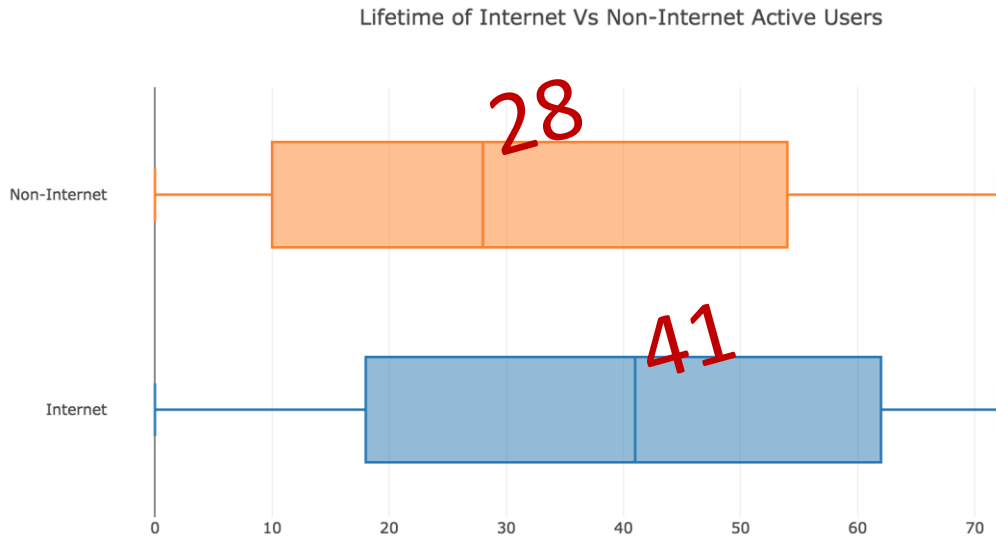


P-value < 0.001

Internet Service

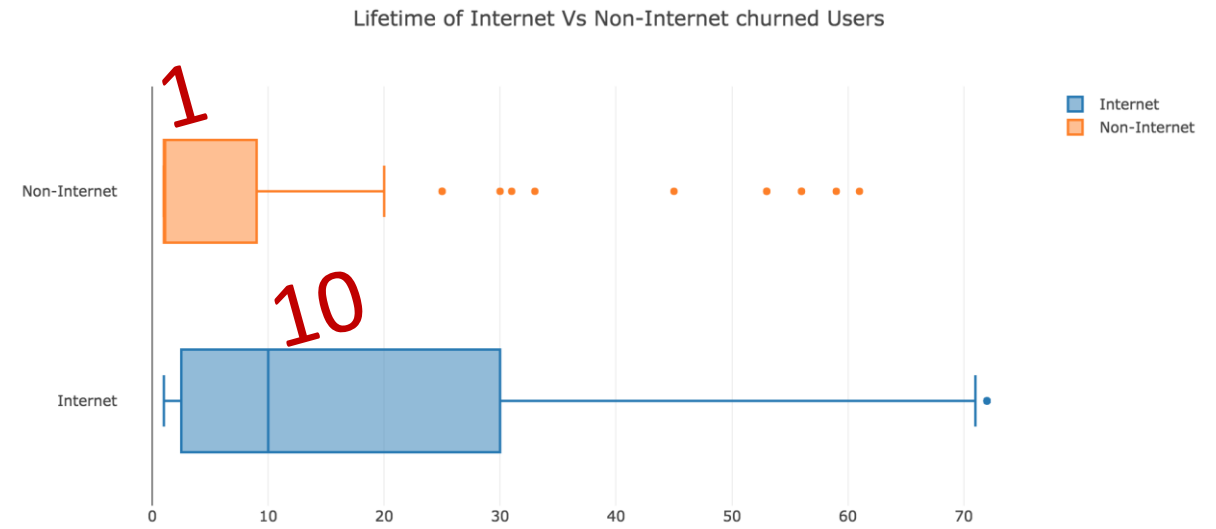
Internet users tend to stay with us longer than non-internet users. They have been with us a year longer on average.

Active Users



P-value < 0.001

Churned Users

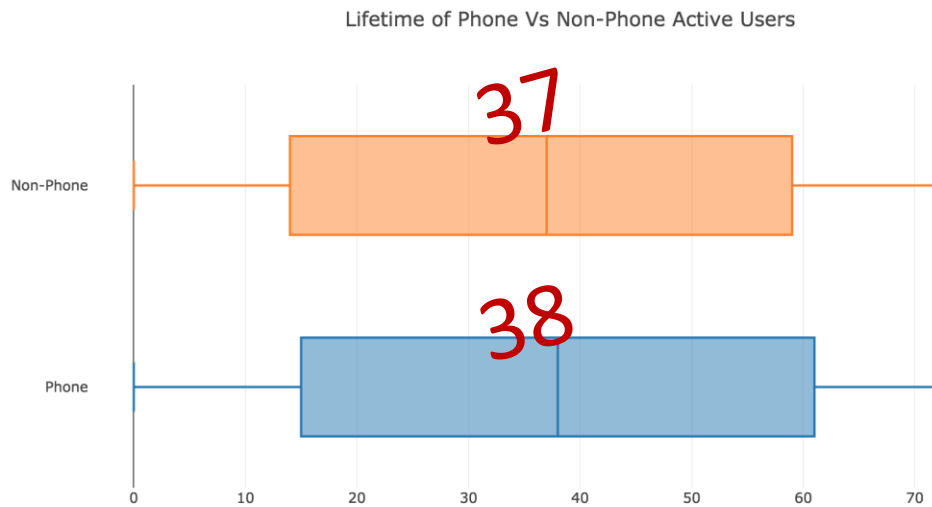


P-value < 0.001

Phone Service

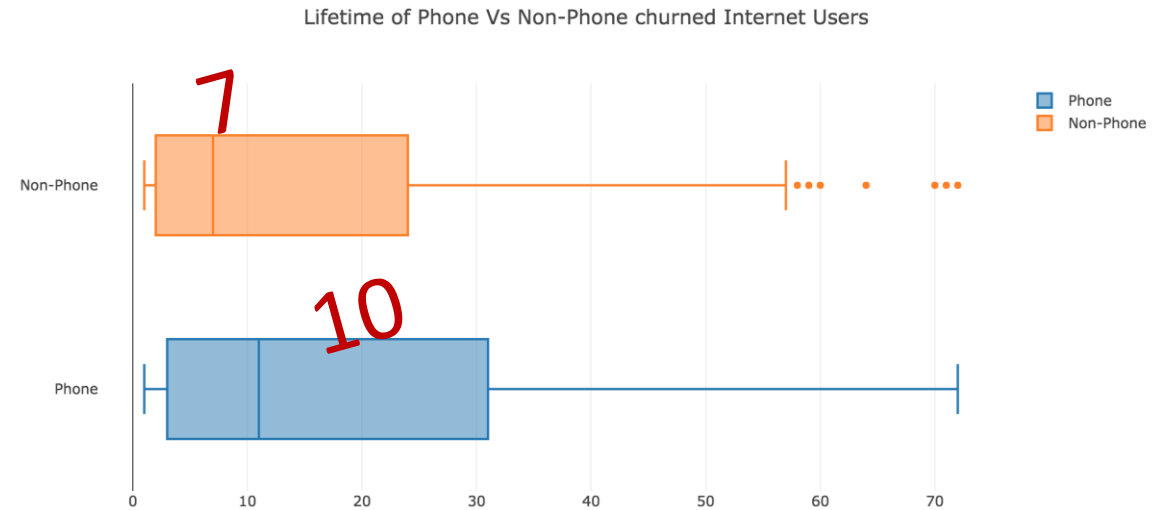
Users who had phone services stayed slightly longer than those without. (But they may have internet)

Active Users



P-value = 0.3

Churned Users

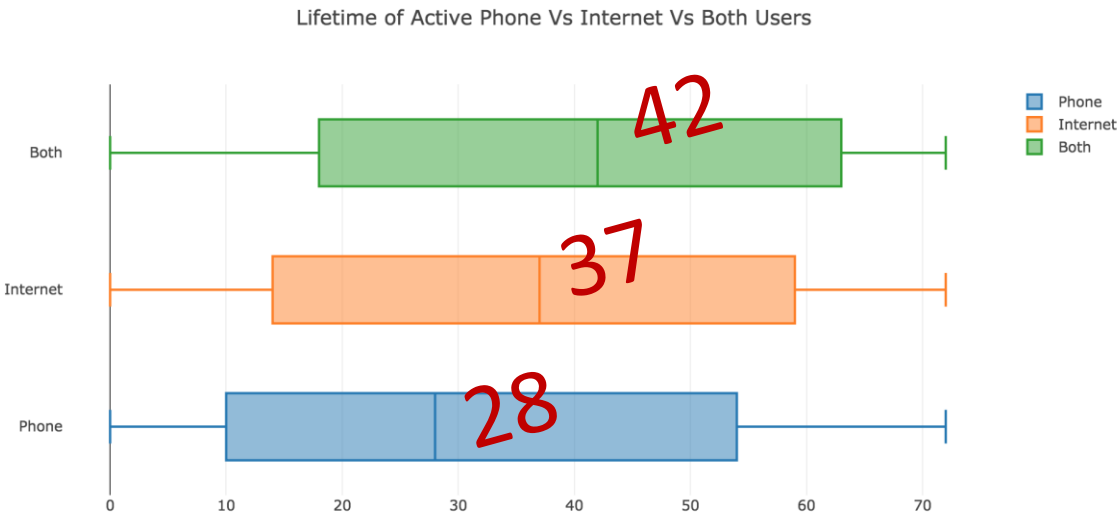


P-value = 0.03

Internet Vs Phone

Users who have both Internet (+ phone) services stay longer than those with just one service. Both > Internet >> phone

Active Users

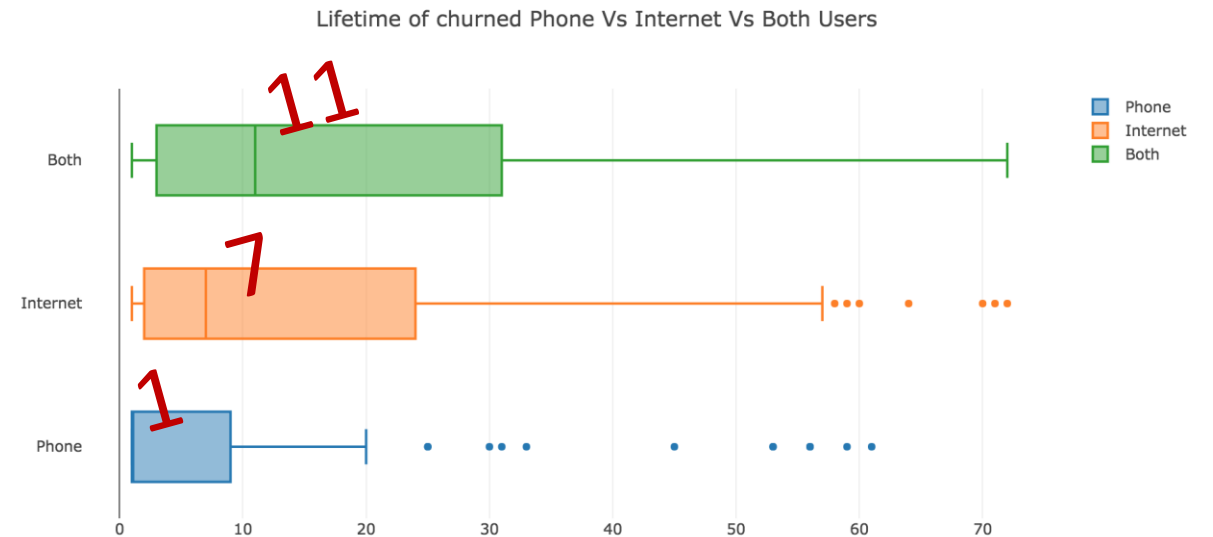


Both Vs Internet P-value = 0.004

Both Vs Phone P-value < 0.001

Internet Vs Phone P-value < 0.001

Churned Users



Both Vs Internet P-value = 0.008

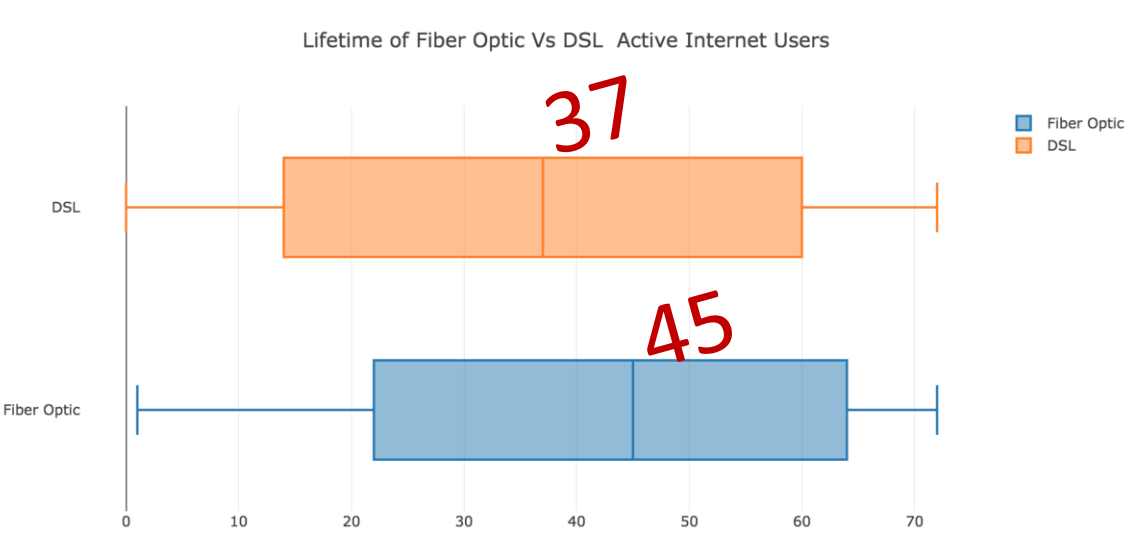
Both Vs Phone P-value < 0.001

Internet Vs Phone P-value < 0.001

Fiber Optic Vs DSL

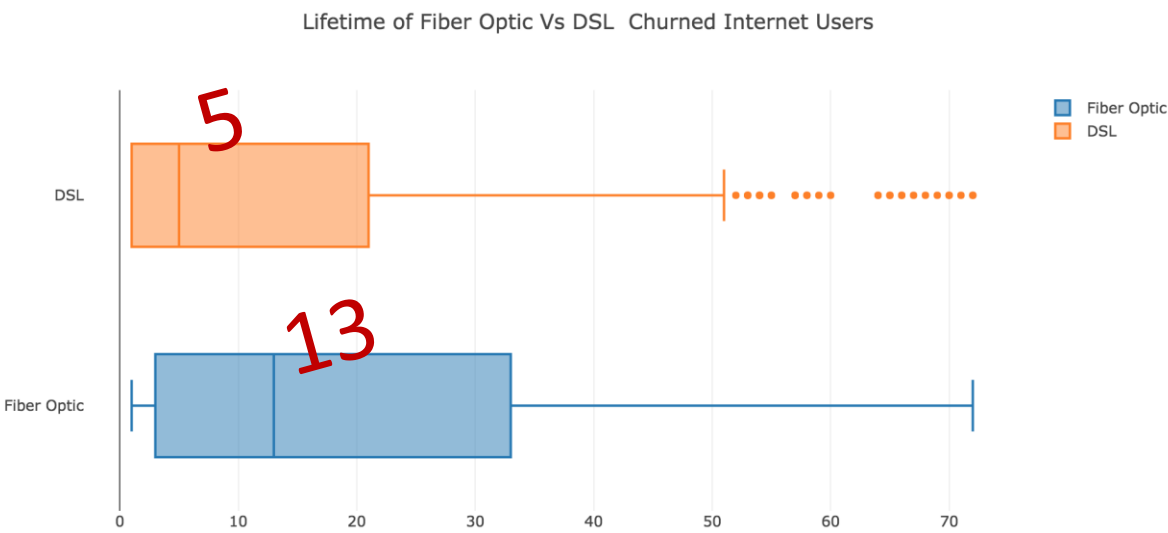
Fiber Optic Internet users stay with us longer than DSL users.

Active Users



P-value < 0.001

Churned Users

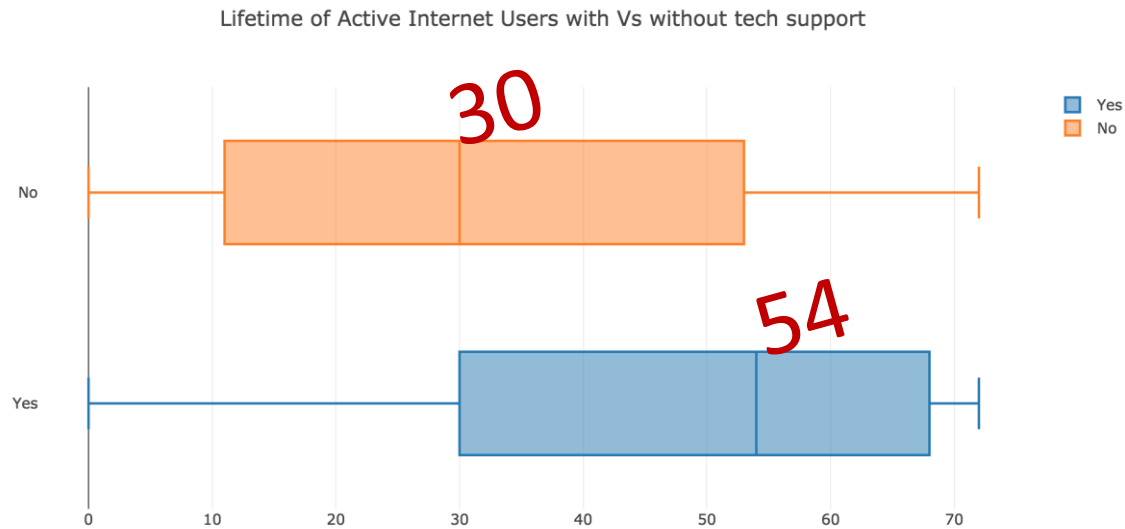


P-value < 0.001

Tech Support

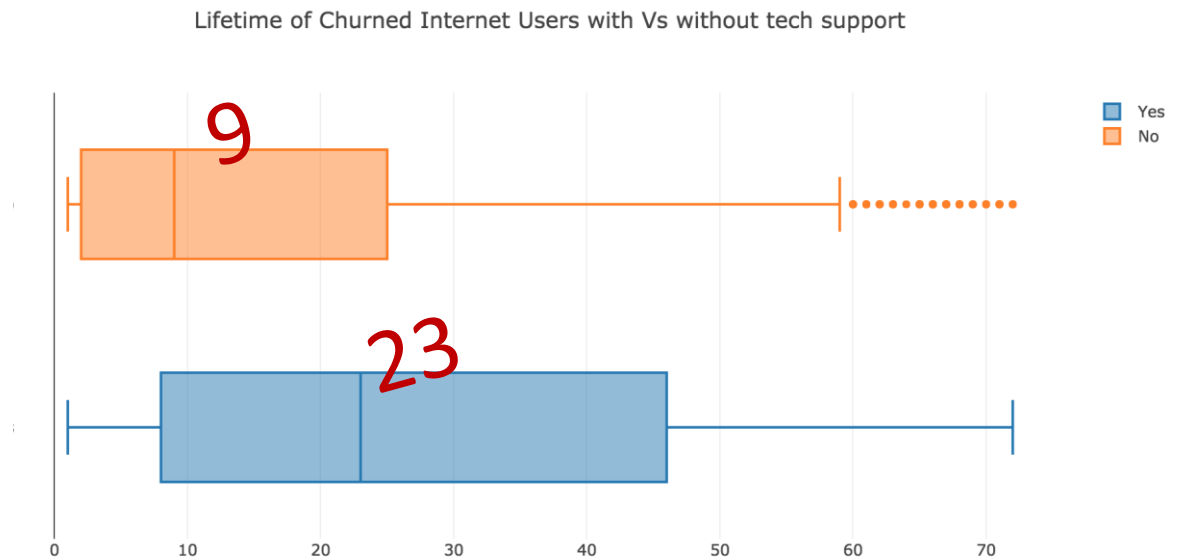
Users with Technical Support stay with us much longer than users without.

Active Users



P-value < 0.001

Churned Users



P-value < 0.001

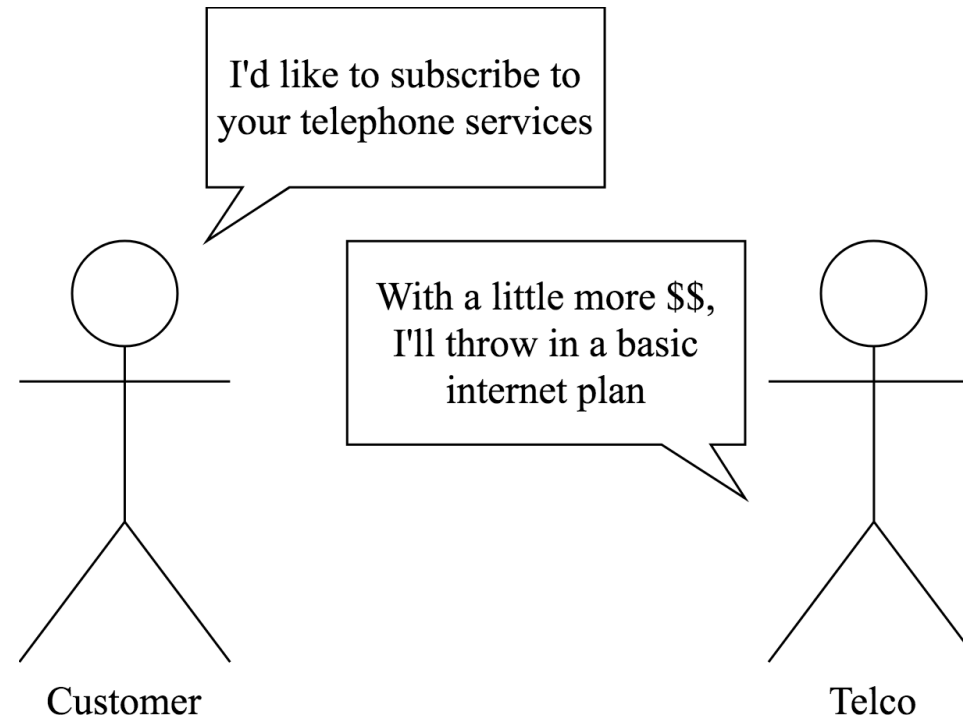
Fact Summary

- 76% of our churned Phone users had a Fiber Optic internet service
- Over 30% of our current phone users have no internet plan.
- Current active internet users have stay with us much longer than churned users
- Current active phone users have stay with us much longer than churned phone users
- Active internet users have been with us longer than our non-Internet (phone only) users
- Over half of the churned non-Internet (phone only) users churned in the first month of activation!
- Internet users churned later than non-internet users.
- Phone service for our active users has not affected their tenure with us.
- Churned users with phone service stayed slightly longer with us than those without phone service.
- Users who have both internet and phone services usually stay longer than those with just internet. And these users stay longer than users with just phone.
- Users who had both internet and phone services stayed longer than those with just internet. And these users stay longer than users with just phone.
- Over 50% Churned users with just phone services churned within 1 month of activation
- Our Fiber Optic users are older customers than our current DSL users.
- Internet Users with a Fiber Optic Connection Stayed with us longer than DSL users.
- Over half of our current active internet users who have tech support have been with us for over 4 years.
- Users who did not have tech support churned earlier than those internet users who did.

What should we do to Improve?

FACT 1: Internet + phone users are usually active longer than exclusive internet or exclusive phone users

PROPOSAL : When a user signs up for a phone service, entice them with an additional *internet* package with reduced prices.

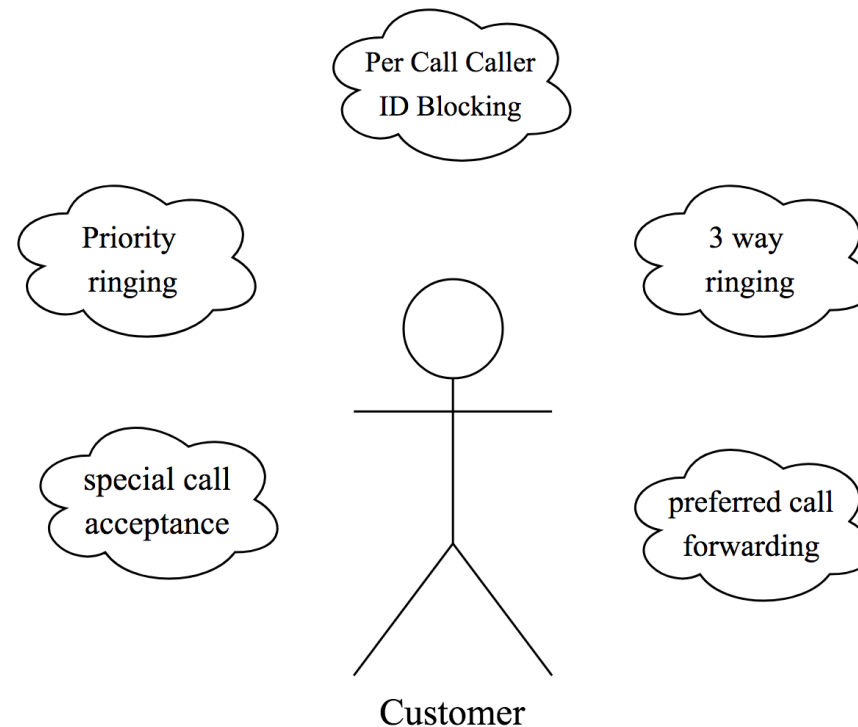


Both > Internet >> phone

What should we do to Improve?

FACT 2: Over 50% of our exclusive phone customers churned within 1 month of activation.

PROPOSAL*: Improve our phone service policy. However, Since over half of our current exclusive phone active users have been with us for over 2 years, we have already been improving in that regard.

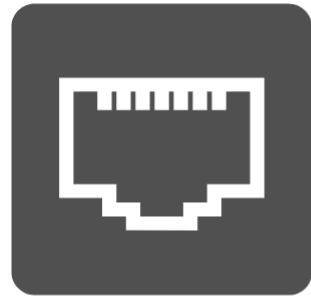


What should we do to Improve?

FACT 3: Fiber Optic Internet users stay longer with us than DSL users

PROPOSAL: Proposal: DSL and Fiber Optic internet Service have their advantages. Fiber Optic is Faster, while DSL is available in most areas and is more affordable. Customers need an internet service that suits their needs like location, bandwidth usage, price. We could offer FO internet packages with discounted prices for larger businesses (or larger bandwidth-consuming individuals).

DSL



Reliable

Available

Fiber Optic

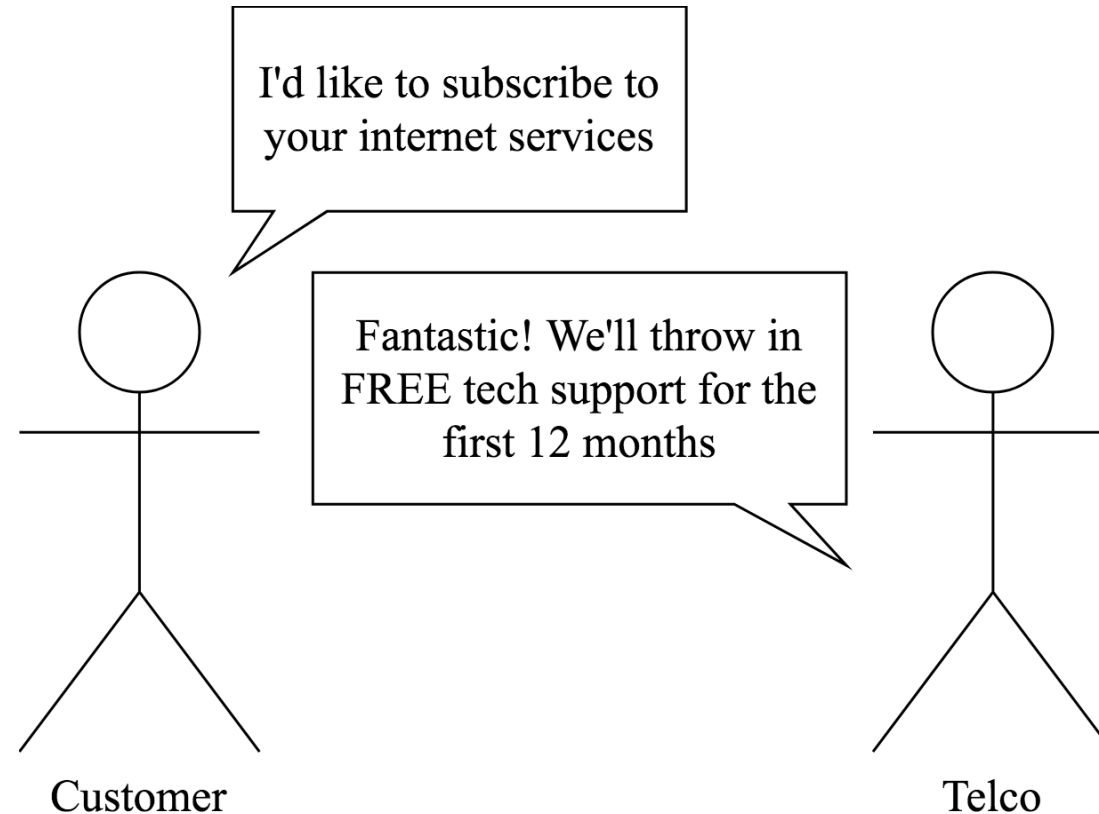


Fast

What should we do to Improve?

FACT 4: Users with Technical Support stay with us much longer than users without.

PROPOSAL: Bundle Technical support with Internet Subscription (free at least for a limited time if expensive)

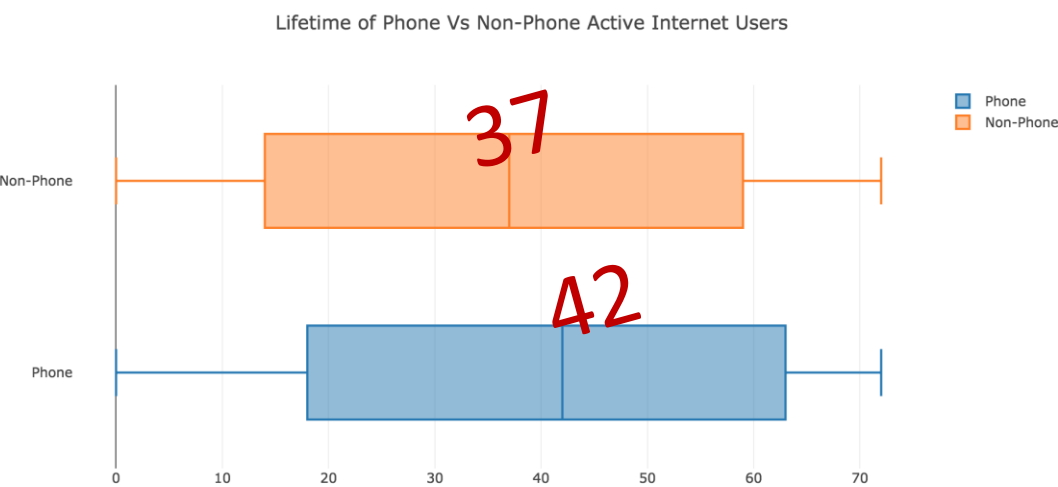


Appendix

Internet (+ Phone) Service

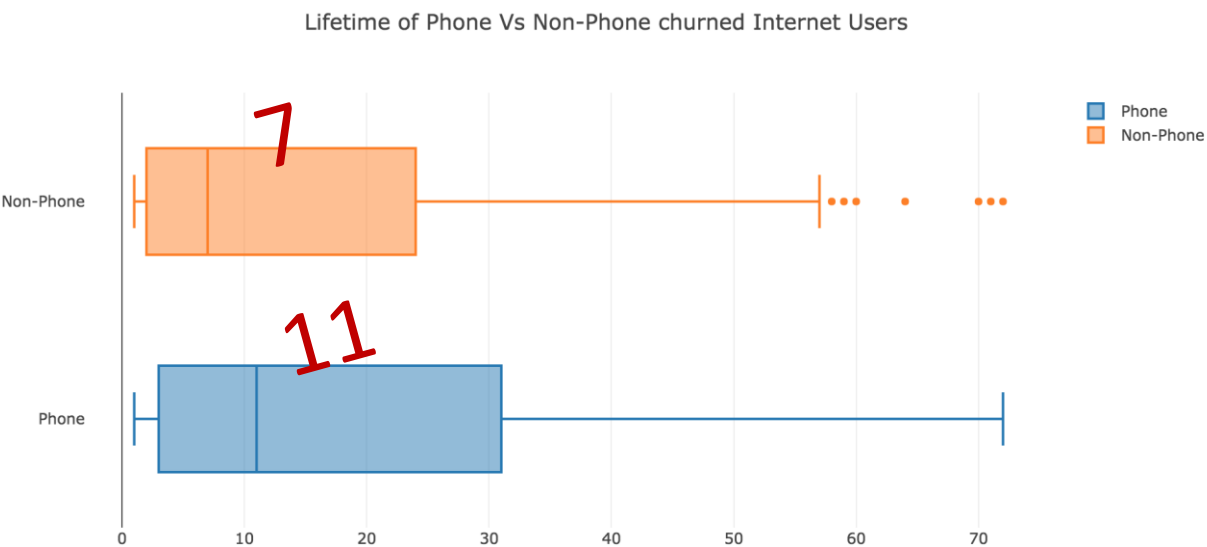
Internet Users who had phone services stayed slightly longer than those without phone service.

Active Users



P-value = 0.004

Churned Users

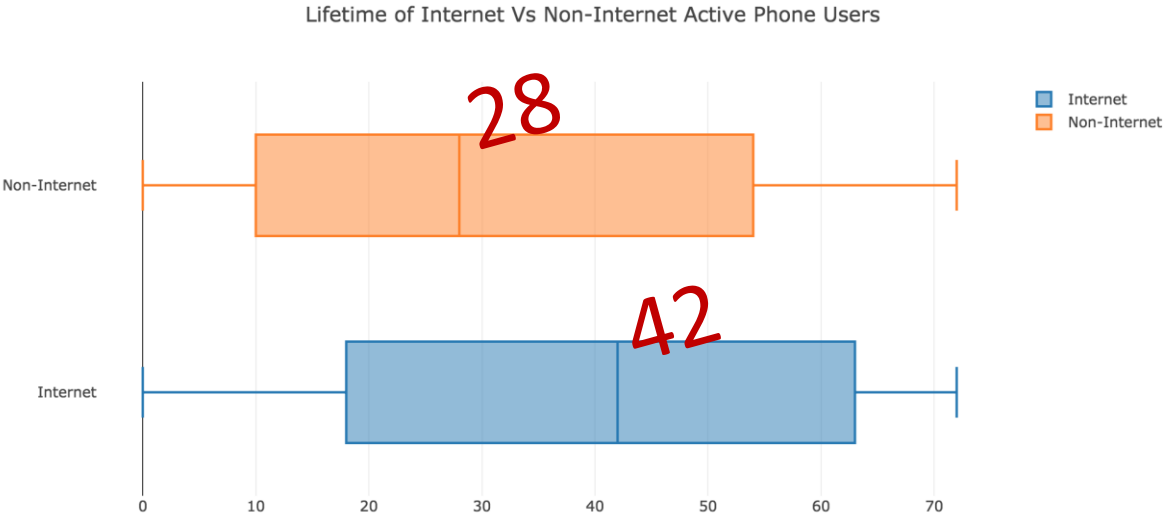


P-value = 0.008

Phone (+ Internet) Service

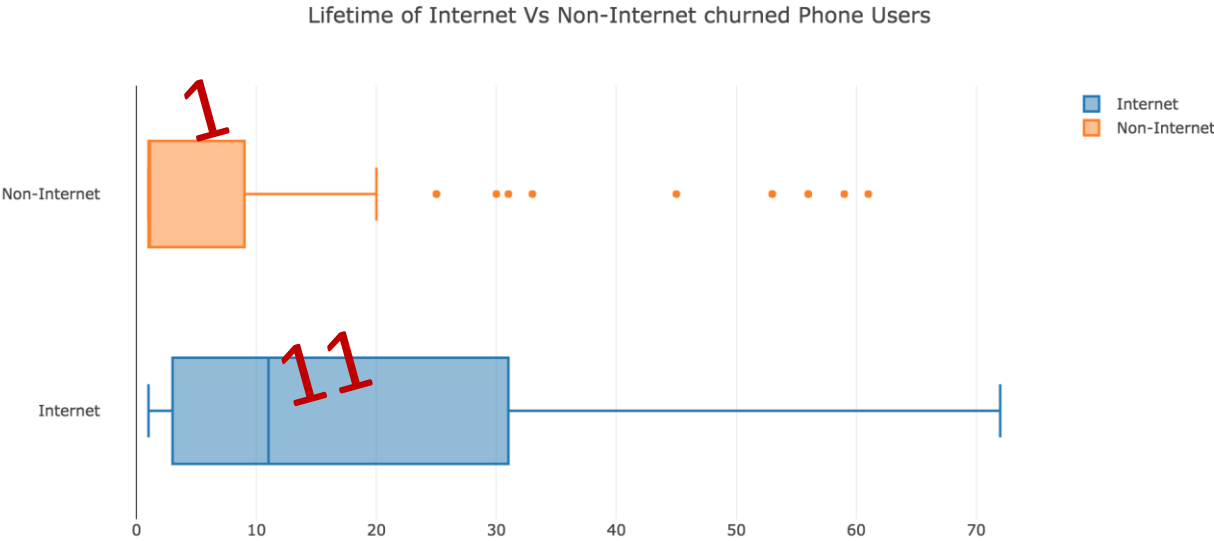
Over 50% Phone Users who had no internet services churned within a month of activation!

Active Users



P-value < 0.001

Churned Users



P-value < 0.001