

Example title

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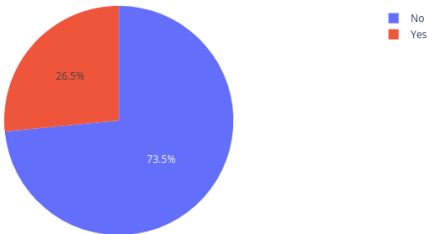
15 July 2021

Introduction

- First line this is some text
- Second line this is some text
- Third line this is some text

What fraction of customers churn?

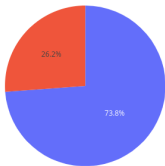
How many customers churn?



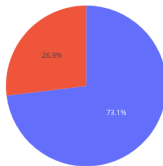
- 73.5% of customers are loyal
- 26.5% have churned
- Can we predict when this is going to happen?

Churn demographics

Percentage of males that churn



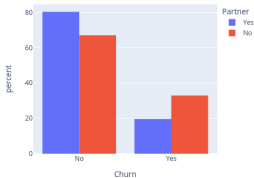
Percentage of females that churn



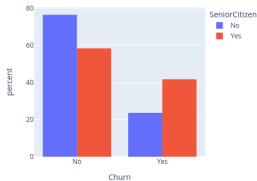
- Firstly, we will look at how demographic information plays a part in predicting customer churn
- Looks like gender does not provide any useful insight into whether or not a customer will churn

Churn demographics

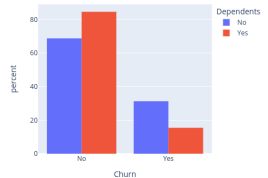
Partner churn



Age churn



Children churn

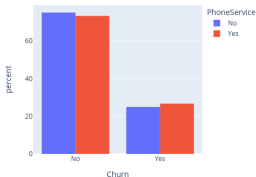


- Customers who:

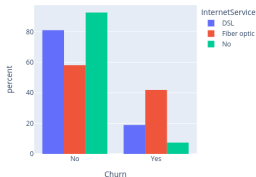
- Do not have partners are 13% more likely to churn
- Are senior citizens are 18% more likely to churn
- Do not have dependents are 16% more likely to churn

Services used

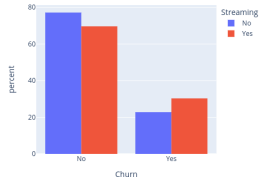
Phone service churn



Internet service churn



Streaming service churn



- Whether or not a customer uses a phone service does not seem to effect whether or not they will churn
- Fibre optic internet users are much more likely to churn (42%) than DSL (19%) and non internet users (7%)
- Streaming service users are 8% more likely to churn