

# INFORMATION DECK

## ● SWAN TELECO CHURNER ANALYSIS

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June 2024

# TYPICAL CHURNERS

## DEMOGRAPHIC

- Not a senior citizen
- No partner
- No dependents
- Both genders are equally likely

## PRODUCTS

- Phone service, single or multiple lines does not matter
- Fibre optic internet service
- No online backup
- No device protection
- No tech support

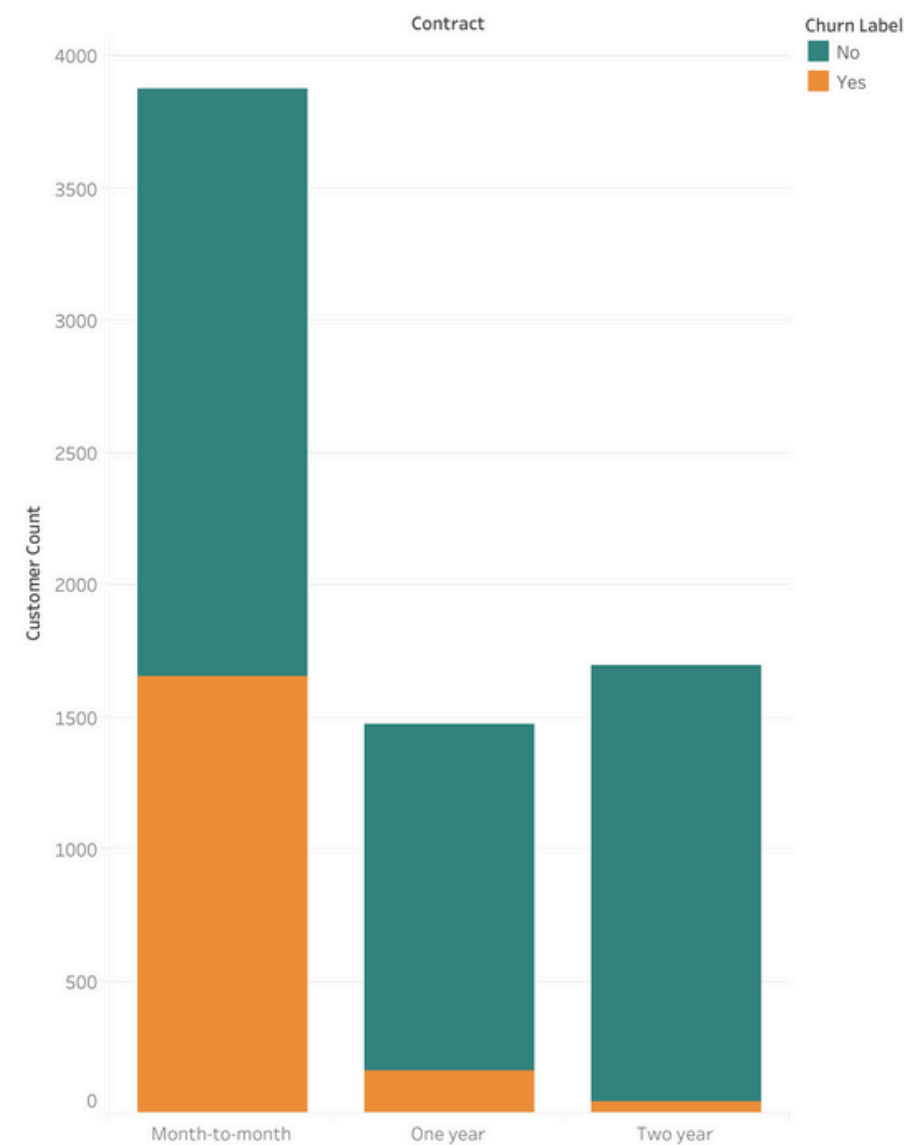


## WHY ARE THEY CHURNING?

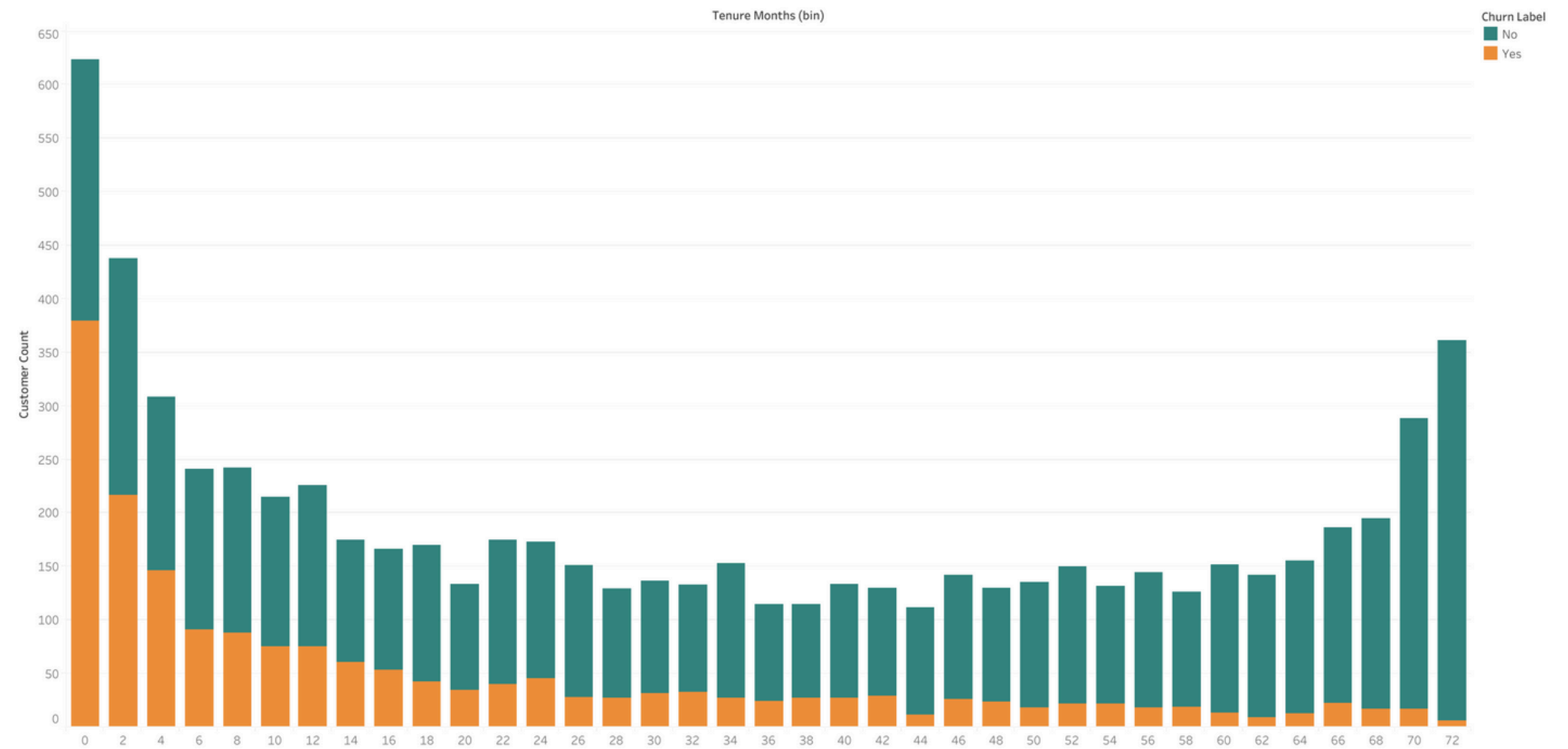


# MOST INFLUENTIAL FACTORS

Contract Countplot



Tenure Histogram



## What makes a customer most likely to churn?

- If they are on a month-to-month contract they are more likely to churn
- If they are in the first 2 months of their tenure, they are more likely to churn

## Suggestions

Discounts on a one-year or two-year contract, with larger discounts for the two-year one. This will encourage people to sign yearly contracts and increase their tenure by doing so.

