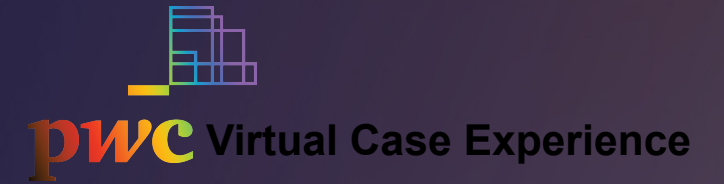




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Customer Retention



7043

Clients

1869

Churned

27%

Churn rate

16M

Total Charges

73%

Retention Rate

OverView

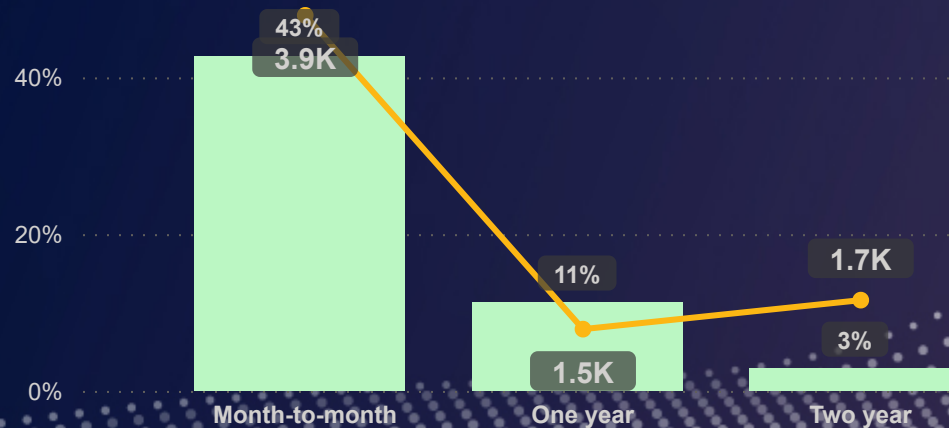
Customers

Recommendations

Churned by PaymentMethod



Churned by Contract



Churned by services

91%

Phone service rate churned

45%

MultipleLines rate churned

16%

Online Security rate churned

28%

Online BackUp rate churned

29%

Device Protection rate churned

17%

Tech Support rate churned

44%

Streaming movies rate churned

44%

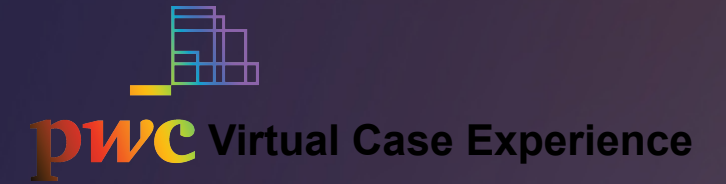
Streaming TV rate churned



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Customer Retention

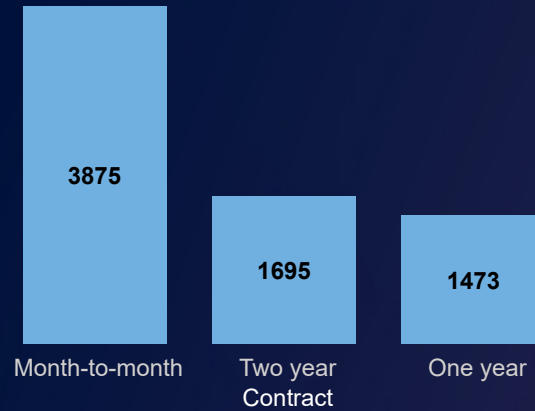


OverView

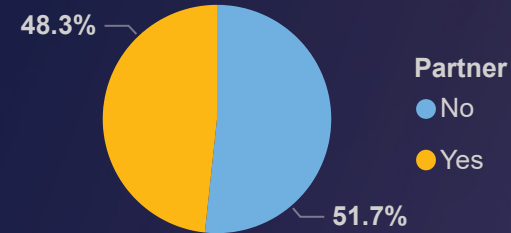
Customers

Recommendations

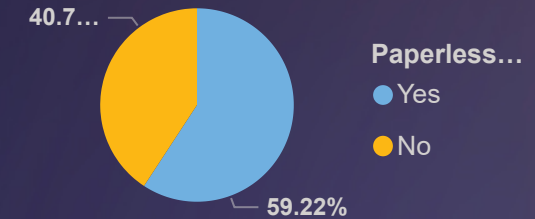
Clients by Contract



Clients by Partner

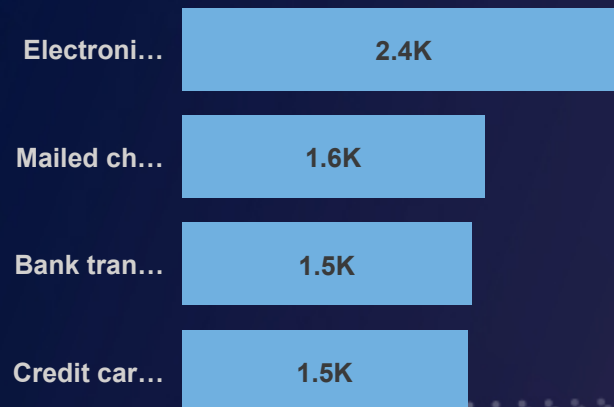


Clients by Paper less Billing

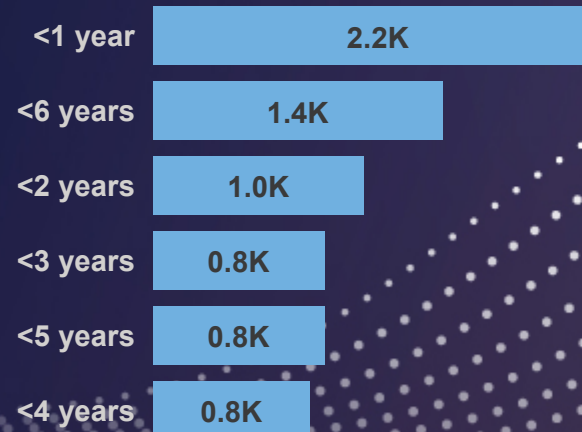


3555

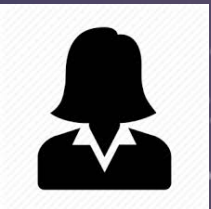
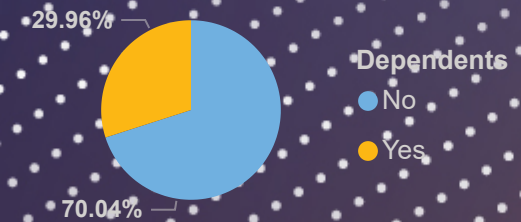
Clients by Payment Method



Clients by Duration



Clients by Dependents



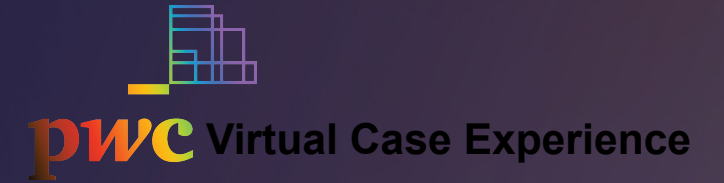
3488



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Customer Retention



Overview

The threats:

Phone Service has the highest churned customers 91%.
Electronic check payment is the worst between other payments.
Month to month contract has 43% of churned customers.

Customers

Recommendations:

Providing offers to sign up for yearly contracts.
Phone service should be improved to get more clients.
Use credit card in payment methods rather than electronic check.

Recommendations