

# CHURN PROFILE

1796

Churned Users

26,86%

Churn rate

6687

Total Users

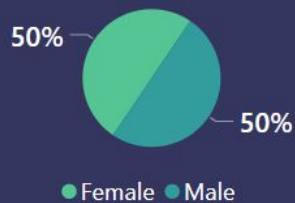
Age

All

Tenure

All

## DEMOGRAPHICS



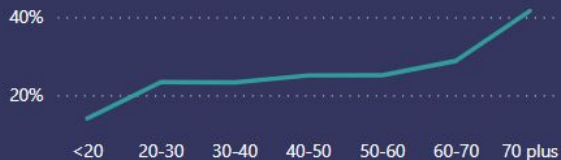
83,52%

Senior Citizen

5,5%

Group

### Churned Rate by Age range

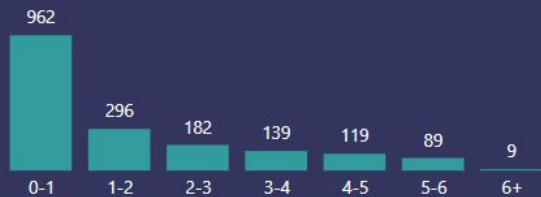


### Top 4 Churn Reasons



## SERVICE

### Tenure Bin



80%

Unlimited Data Plan

29%

Protection & Online Backup

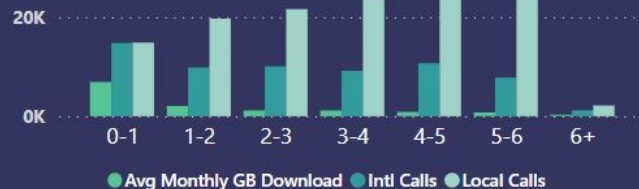
49%

International Active

4303

Total CS Calls

### Avg Monthly GB Download, Intl Calls and Local Calls by Tenure

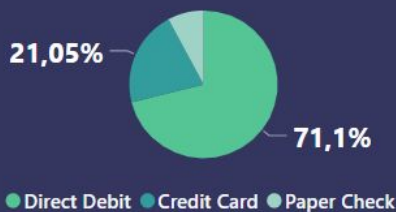


## CONTRACT & PAYMENT

### Churn by Contract types



### Churn by Paying method



\$3,5

Avg Extra Data Charges

\$31,2

Avg Intl Charges

\$761

Avg Total Charges

\$36,8

Avg Monthly Charge

# CLIENT PROFILE

**4891**  
Non-churner

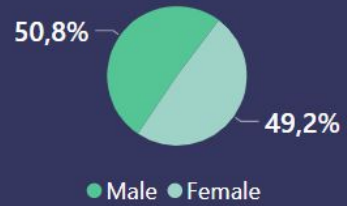
**73,14%**  
Retention rate

**6687**  
Total Users

Age  
All

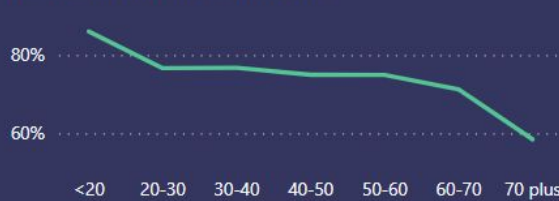
Tenure  
All

## DEMOGRAPHICS



**79,74%**  
Senior citizen  
**29,1%**  
Group

Retention Rate by Age range

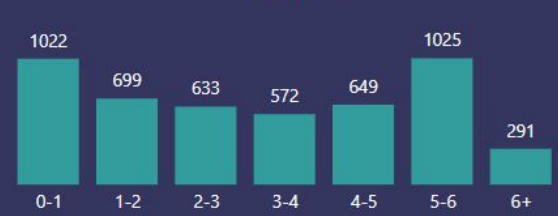


No. Non-churned Users by State



## SERVICE

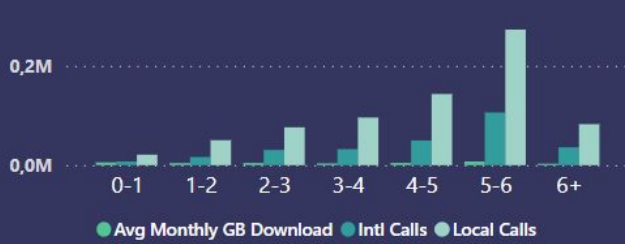
Tenure Bin



**62%**  
Unlimited Data Plan  
**36%**  
Protection & Online Backup

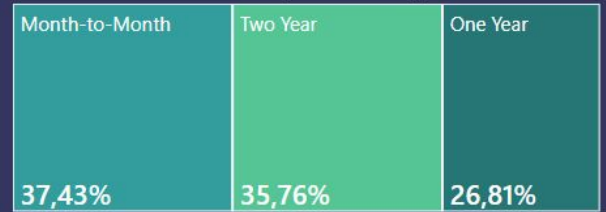
**35%**  
International Active  
**1820**  
Total CS Calls

Avg Monthly GB Download, Intl Calls and Local Calls by Tenure

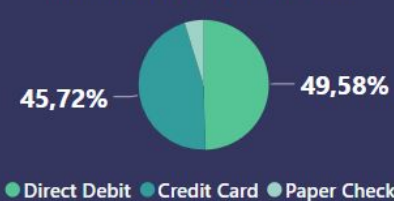


## CONTRACT & PAYMENT

Retention by Contract types



Retention by Paying method



**\$3,3**  
Avg Extra Data Charges

**\$34,6**  
Avg Intl Charges

**\$1.202**  
Avg Total Charges

**\$28,9**  
Avg Monthly Charge

# INSIGHT

## Demography

- Churn rate is at alarming rate, 26,86%. Meaning that for every 100 users, nearly 27 of them decide to leave.
- In overall, the distribution of gender in churner is the same.
- More than 83% of churner is senior citizens and most of churn user doesn't subscribe in group.
- Churn rate also increases with each group age, means that the older customers get, the more they cancel the service.
- Top churning reason includes: Competitor, Attitude, Dissatisfaction and Price.  
Competitor is the most reason to quite.

# INSIGHT

## Service

- Customers using service under one year is more likely to churn. Total 0-1 year churning (962) is even higher than the total churning of the other tenure bins (834).
- Churners tend to use unlimited data plan (80%), nearly  $\frac{1}{3}$  use protection & online backup.
- Compared to stayed users, churners have more than twice the total CS calls (4303 vs 1820).

More than a half of CS of churning calls comes from 0-1 year user (2292/4303).

- When their subscription increases, their local calls increase as well, while their international calls and avg of monthly GB download decrease.

## INSIGHT

### Contract & Payment

- Most of chuners signs month-to-month contract (87,9%) and pay by paperless methods like direct debit (71,1%) or credit card (21.05%).
- Compared to Non-churn customers, churn users only paid avg monthly charge more.



## RECOMMENDATION

To improve customer retention, the company should:

- Focus on customer retention strategy targeting 0-1 year users and senior customers in both gender.
- Improve the quality service especially customer service.
- Conduct more research on competitor to have more attractive offers.

