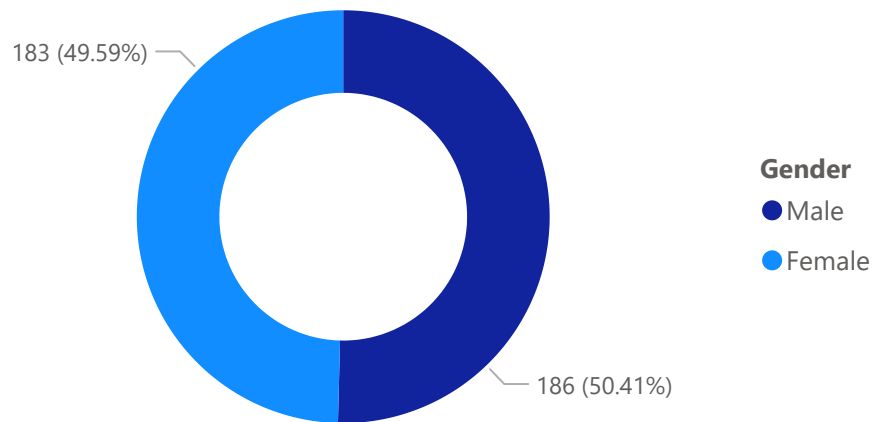
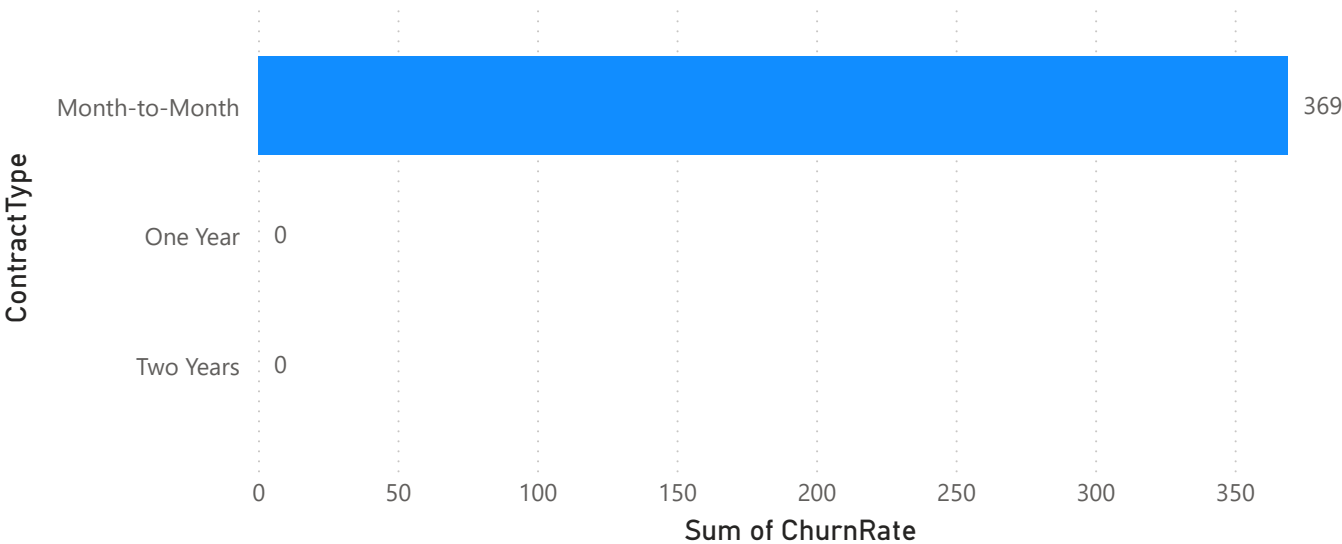


Analysis of Predicted Churn Rate

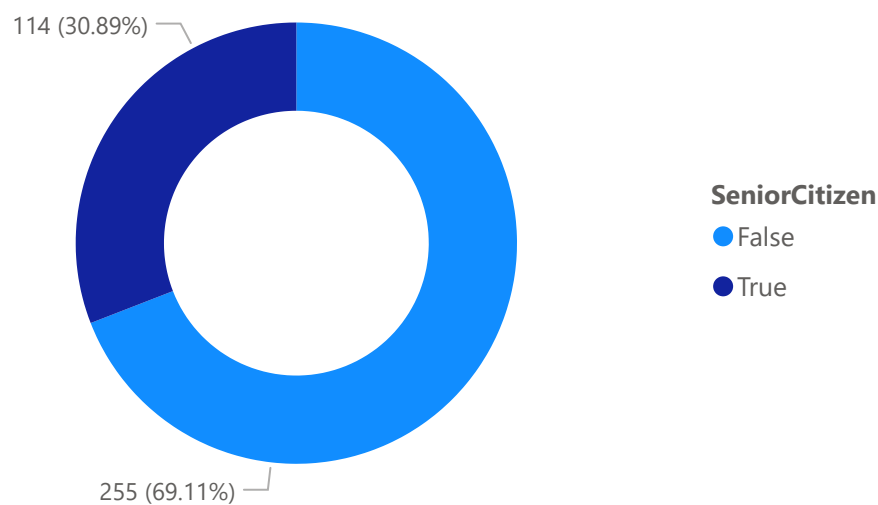
Churn Rate by Gender



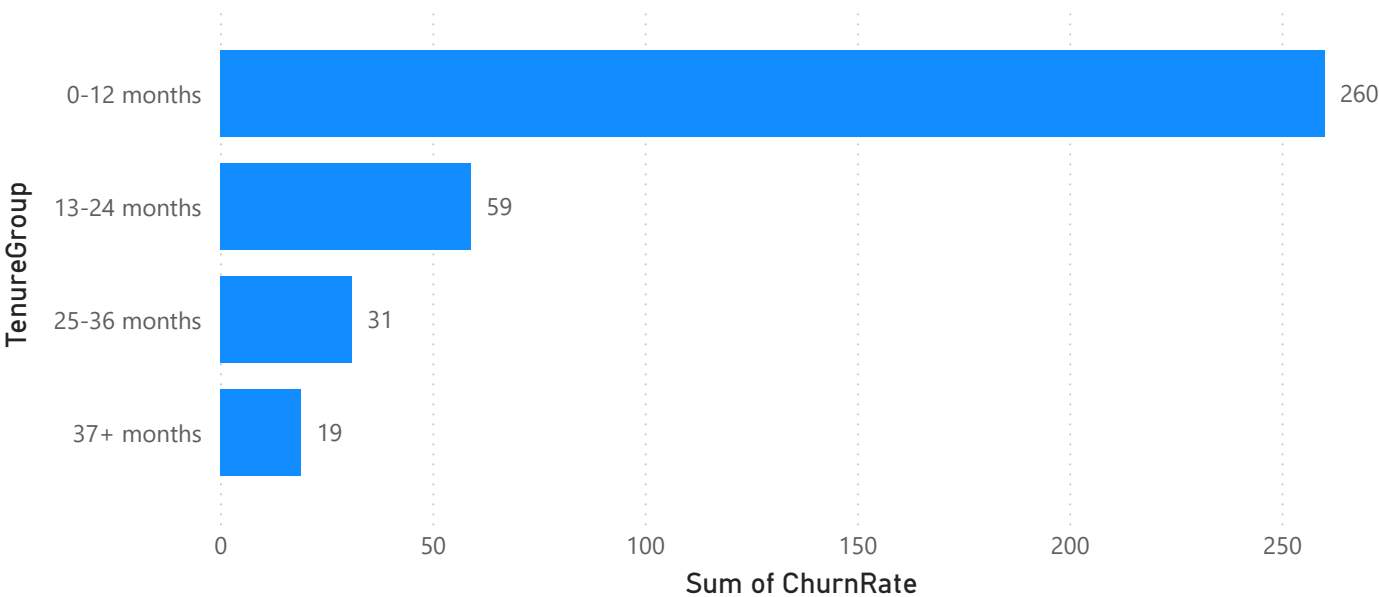
Churn Rate by Contract Type



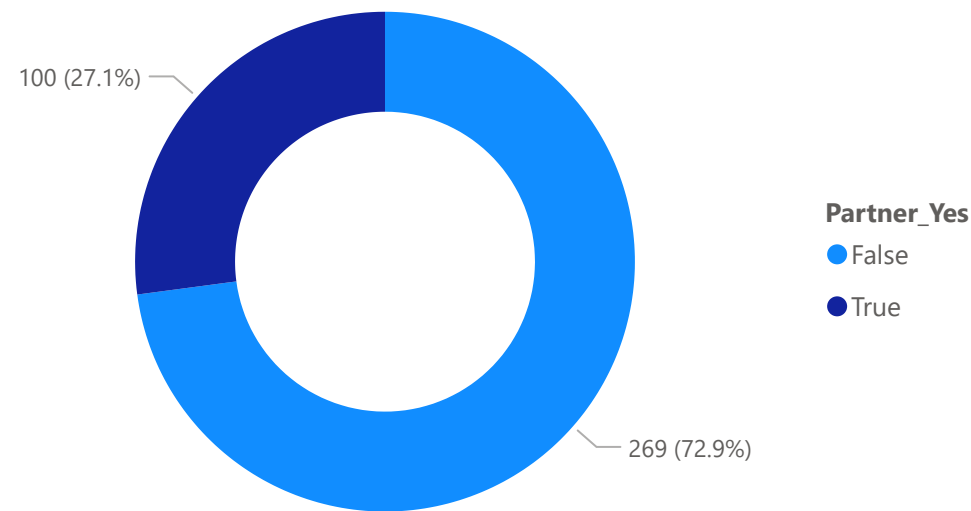
Churn Rate by Age Bracket



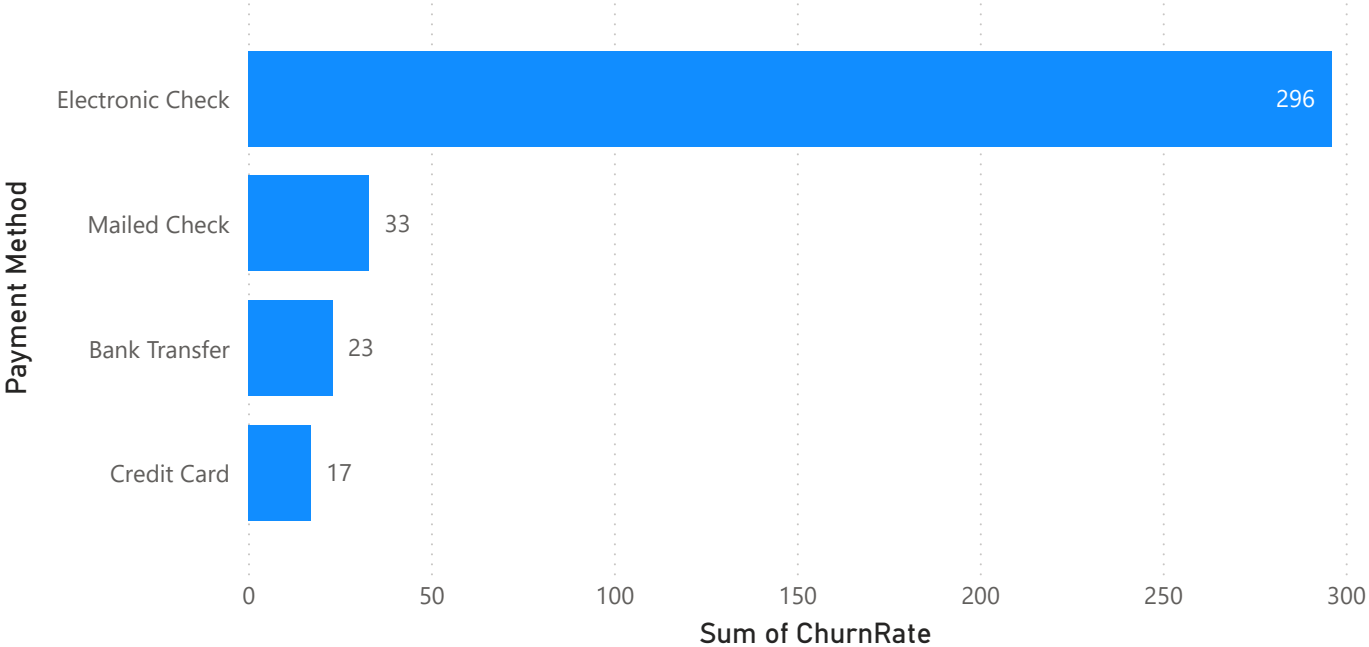
Churn Rate by Tenure



Churn Rate by Relationship Status



Churn Rate by Payment Method



Observations From Predictive Analysis

1. **The prediction shows that Gender does not really play a role in Churn rate, male are as likely to churn as females**
2. **It also shows that senior citizens are less likely to churn**
3. **Customers who pay by Electronic check have a high tendency to churn**
4. **Customers who have partners are less likely to churn**
5. **Customers in the Month to Month contract type are most likely to churn**

Recommendations

1. **Telco should focus more getting more customers to pay by credit card by implementing incentives for customers who choose to pay by credit card.**
2. **Target more senior citizens in their marketing campaign**
3. **Give discounted prices to customers who sign up for their services with their partners**
4. **Encourage more customers to sign up for the 2 years or one year contract by initiating appealing incentives that will make customers migrate to the yearly plans.**