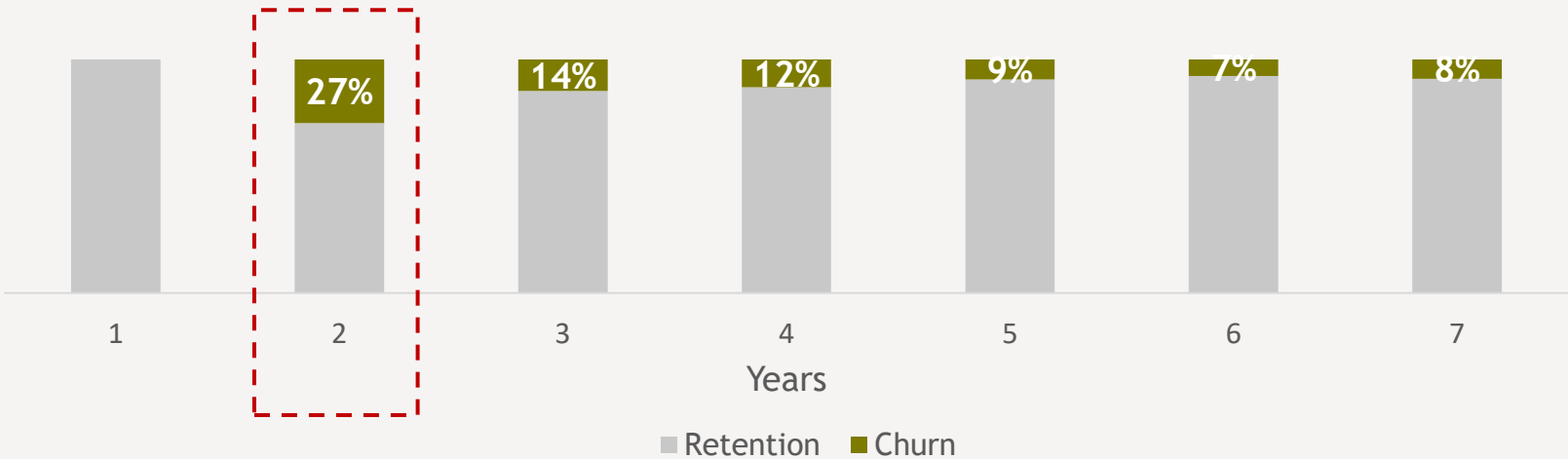


Seniority of Customers was a significant predictor of churn, and price sensitivity is weakly correlated with churn

Seniority of Customers



9.7% of customers churned in the next 3 months

27% of newer customers with around 2 years churned

Correlation plot



Price sensitivity weakly-correlated with churn

Next Steps...

Feature Engineering



Collect additional data such as competitor price data, client feedback etc.



Predictive Modelling