

Telco's Customer Retention

High Level Overview

gender

All

Contract

All

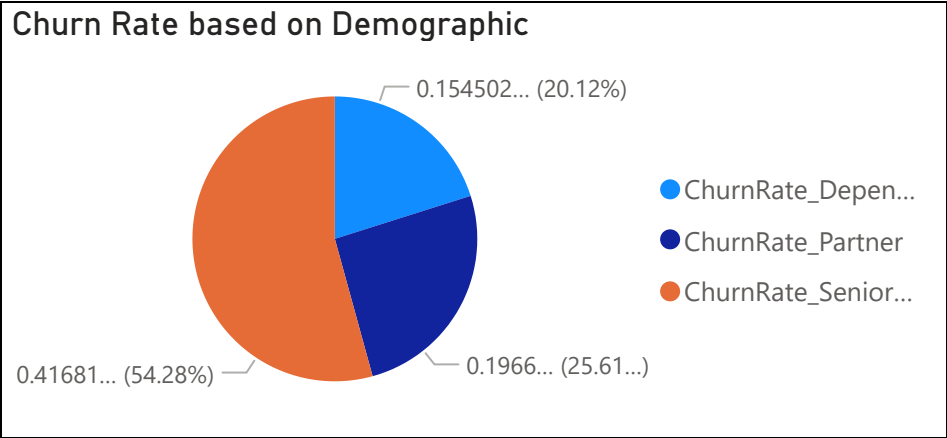
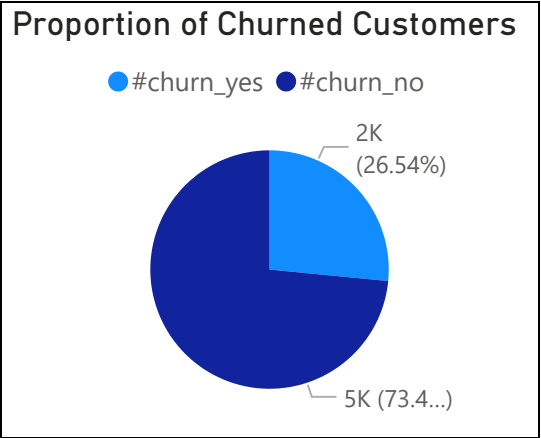
Payment...

All

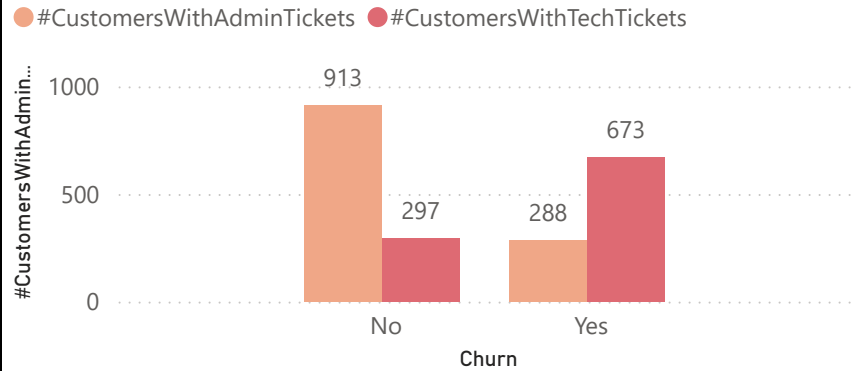
Pho...

All

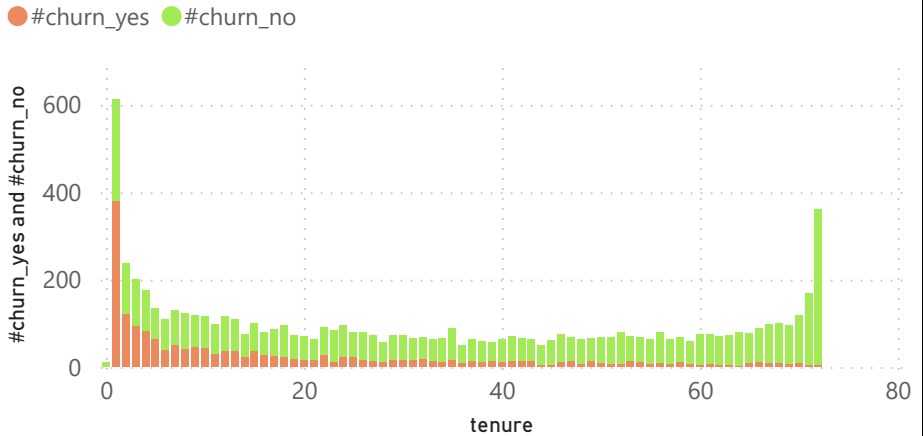
7043	1869	1201	970
#customers	#churn_yes	#CustomersWi...	#CustomersWithT...
0.27			



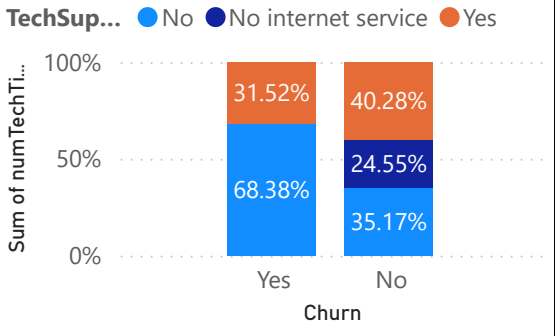
Comparison of Average Admin and Tech Ticket Counts for Churned and Non-Churned Customers



Tenure Impact on Churn



numTechTickets by Churn and TechSupport



Telco's Customer Retention

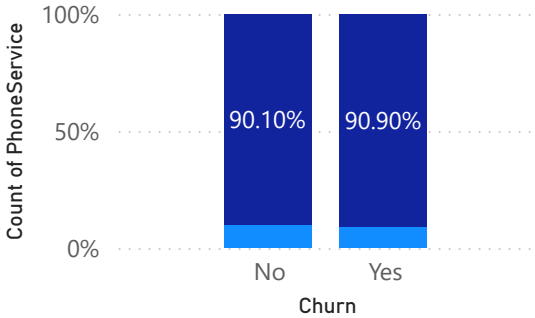
Services used by Customers

gender  
All

7043 #customers  
1869 #churn\_yes  
1201 #CustomersWithA...  
970 #CustomersWithT...  
0.27 ChurnRate

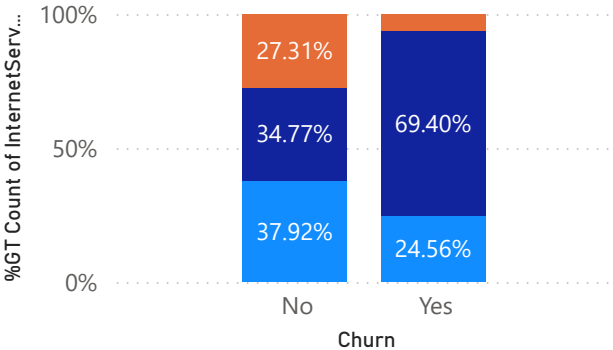
PhoneService

PhoneS... No Yes



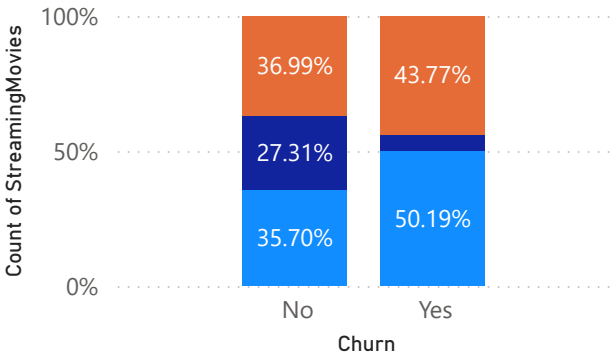
%InternetService

InternetSe... DSL Fiber optic No

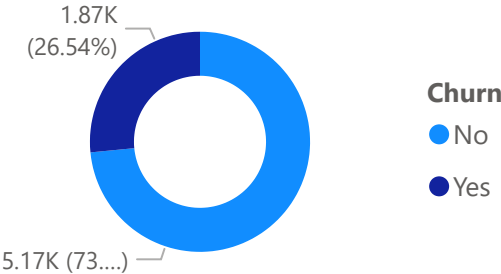


StreamingMovies

Streaming... No No internet service Yes

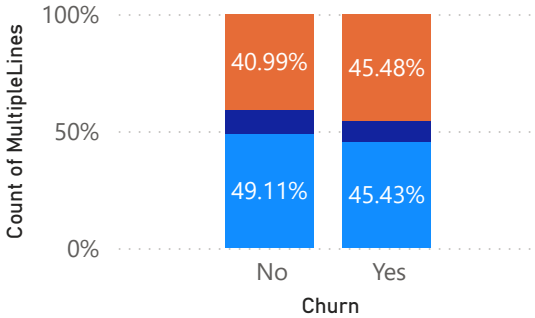


Device Protection



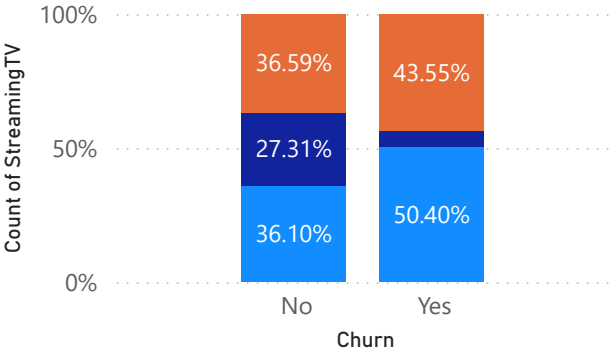
MultipleLines

Multiple... No No phone service Yes

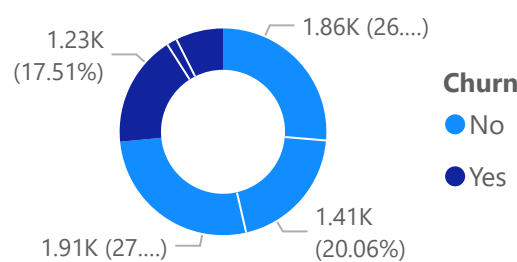


StreamingTV

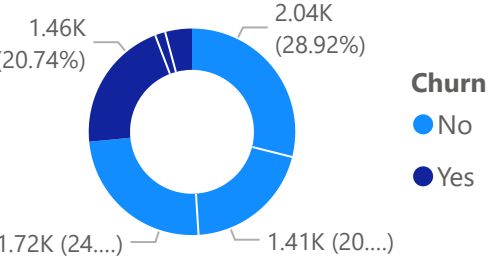
Streaming... No No internet service Yes



Online Backup



Online Security



Telco's Customer Retention

Customer's Account Detail

gender

All

7043

#customers

1869

#churn\_yes

1201

#CustomersWithA...

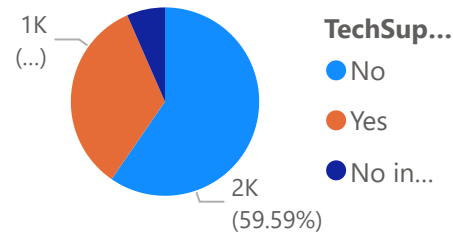
970

#CustomersWithT...

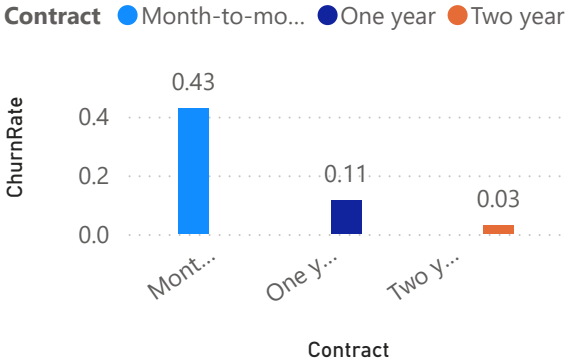
0.27

ChurnRate

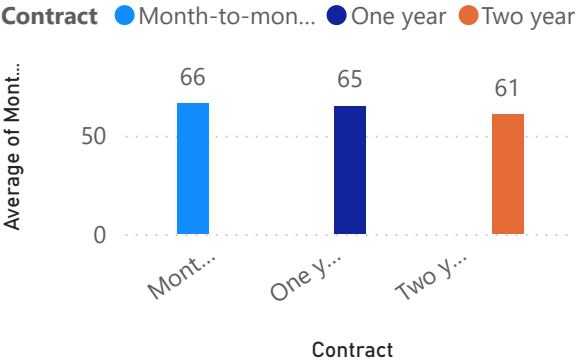
TotalTechTickets by TechSupport



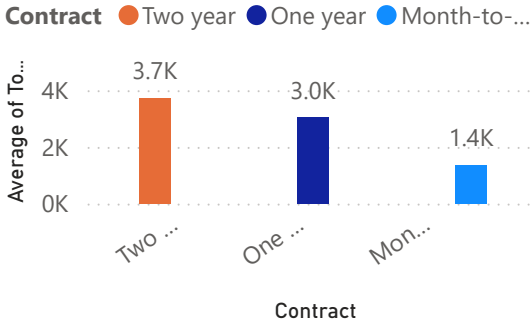
Churn Rate by Contract Length



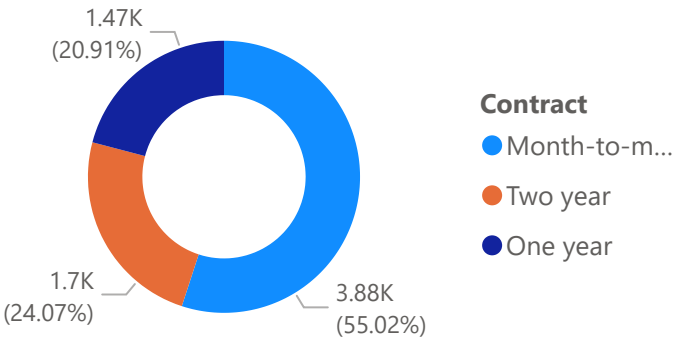
Montly Charges by Contract Length



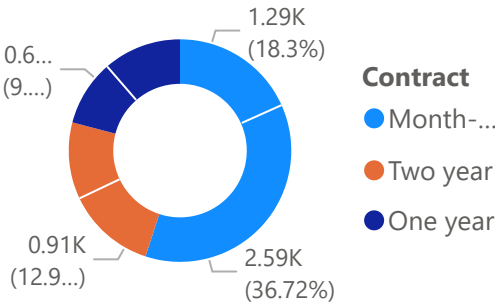
Avg Total Charge by Contract Length



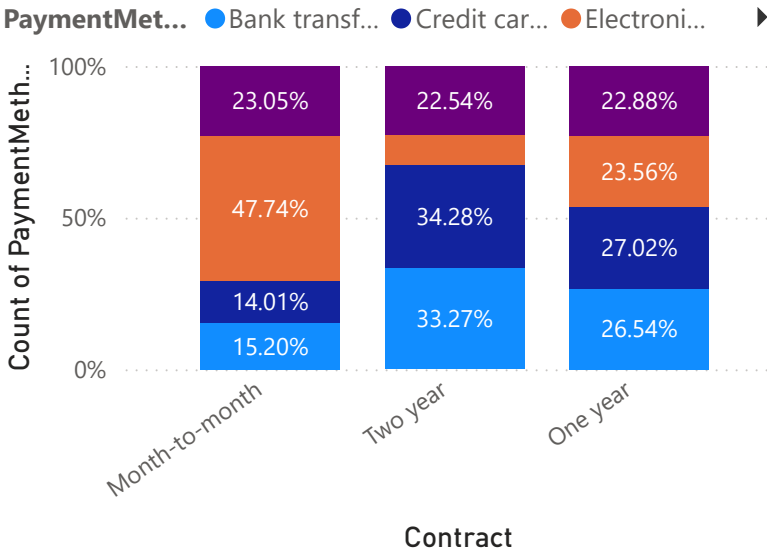
Device Protection by Contract Length



PaperlessBilling by Contract Length



PaymentMethod by Contract



### Insights

1. The percentage of not churn is still relatively higher than those who churn.
2. More than 50% of the Churned customers are senior citizens.
3. Total number of customers with shorter tenure, month to month contract, and lower total charges are more likely to churn.
4. Churned customers tend to have higher tech ticket submitted than the admin ticket. While non churn got their admin ticket submitted much higher.
5. While churned customer have higher tech ticket, most of these customers also do not have device protection, online security, and online backup.
6. Fiber Optic seems to be the most popular for people who subscribe for Phone Service. While DSL is more favored for those who don't use Phone service.