

Revenue
21.4M

Customers
7,043

Stayed
4,720

Churned
1,869

Joined
454

Fig a

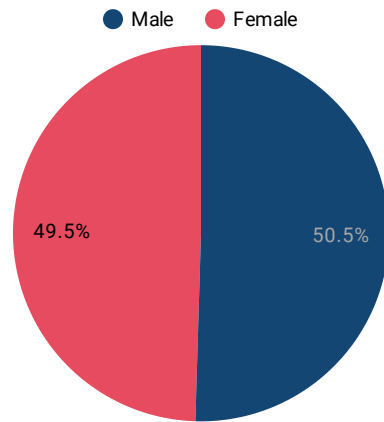


Fig b

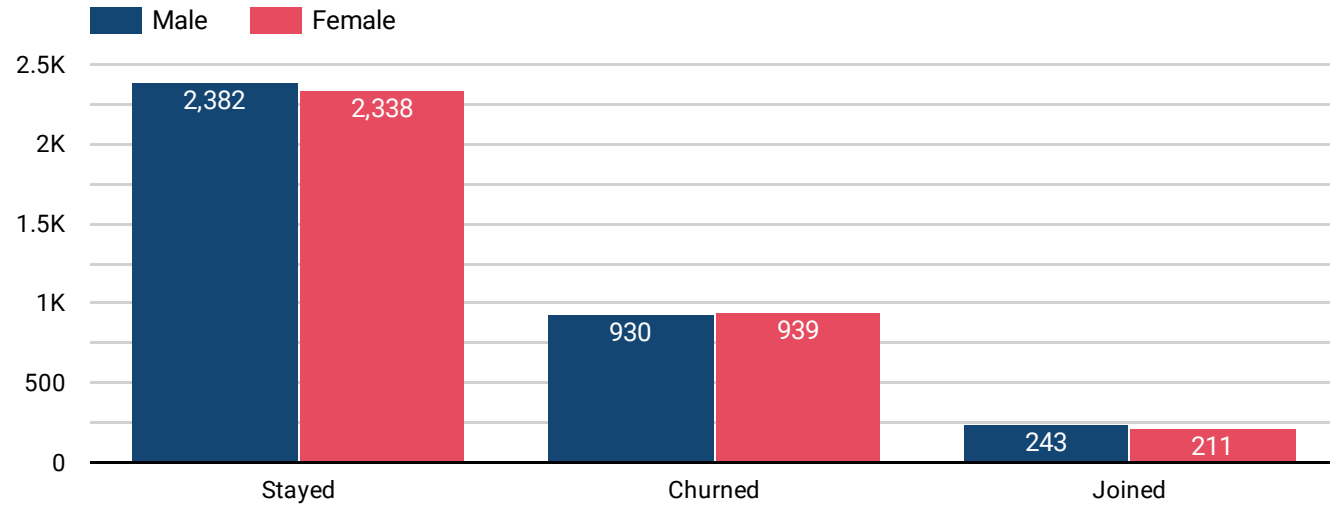


Fig c

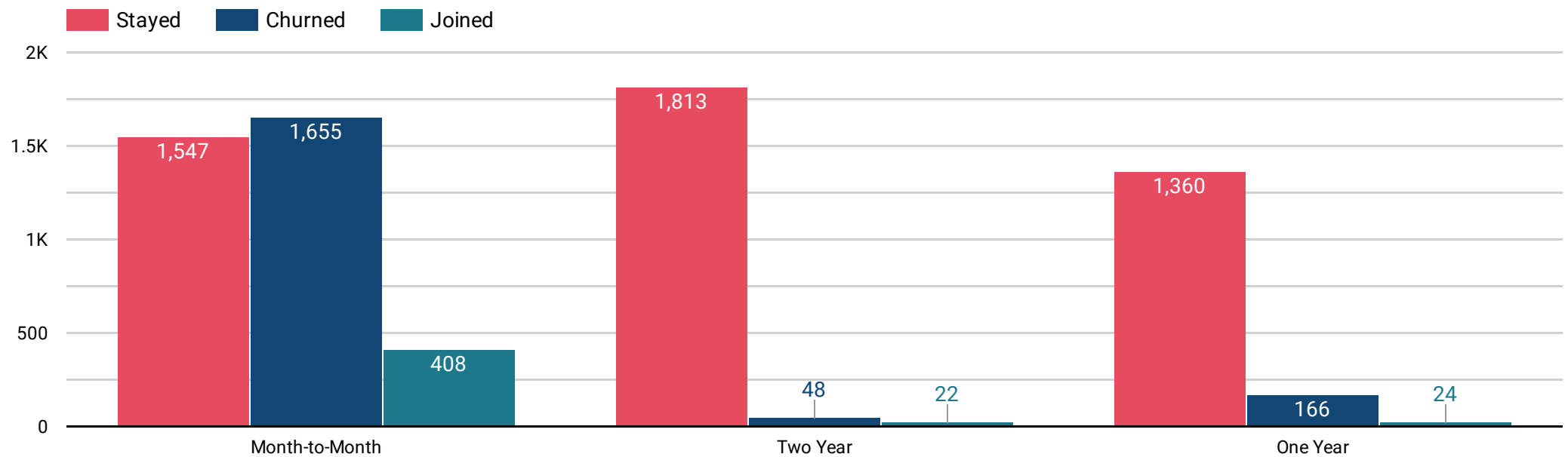


Fig d

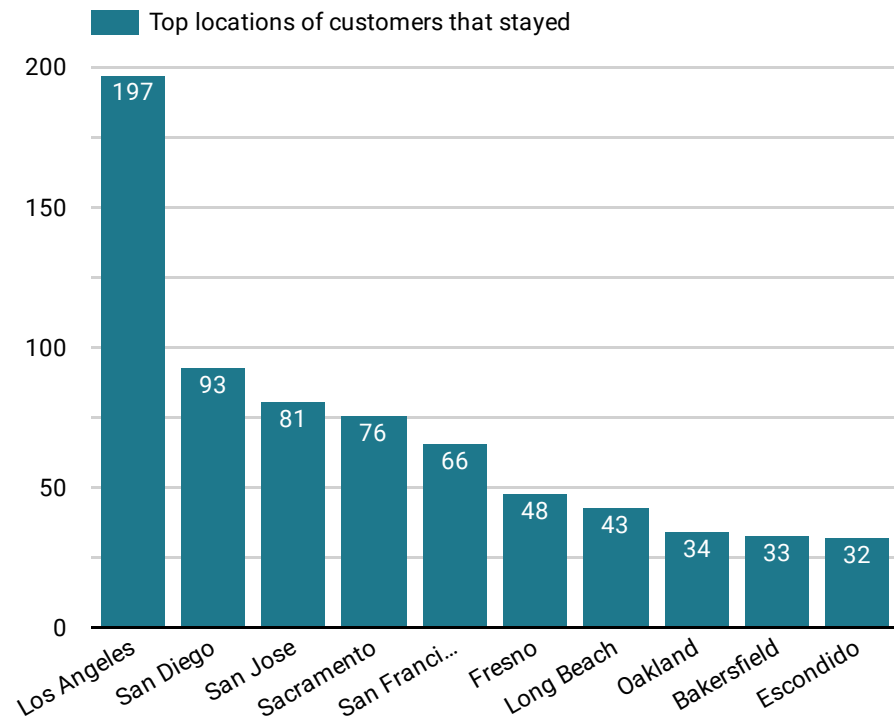
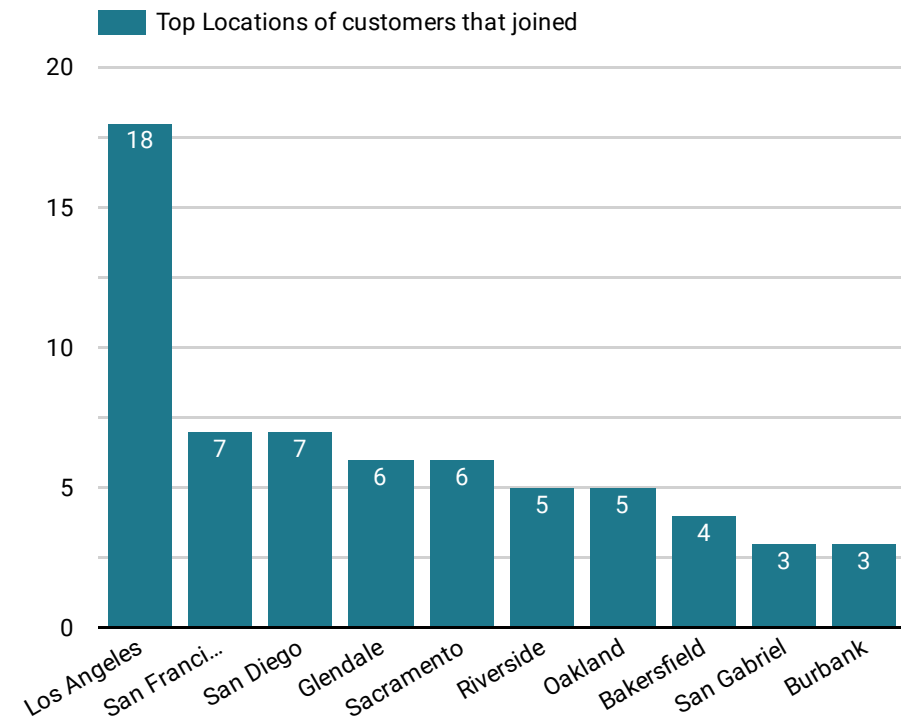


Fig e



Figures d, e, and f depict the distribution of the top ten locations of consumers who stayed, joined, and churned. According to Fig. d, Telcom is more likely to keep clients in Los Angeles, San Diego, and San Jose. We can deduce that Telcom's most devoted consumers reside in Los Angeles. According to Figure e, Los Angeles has the most clients who have joined. Finally, Fig F shows the place with the highest churn rates. San Diego has the highest number of users that churned

Fig f

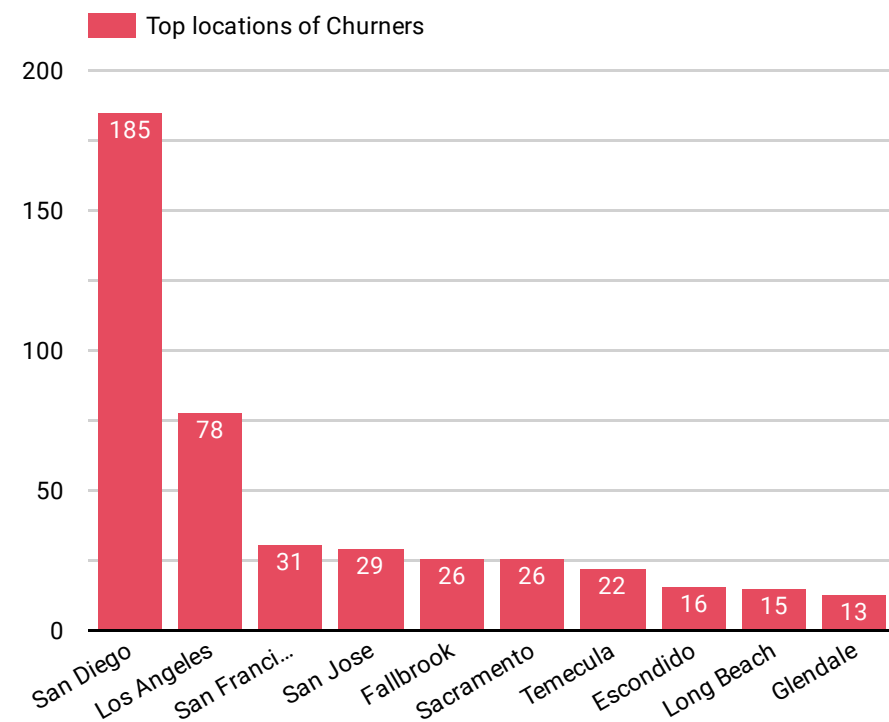


Fig g

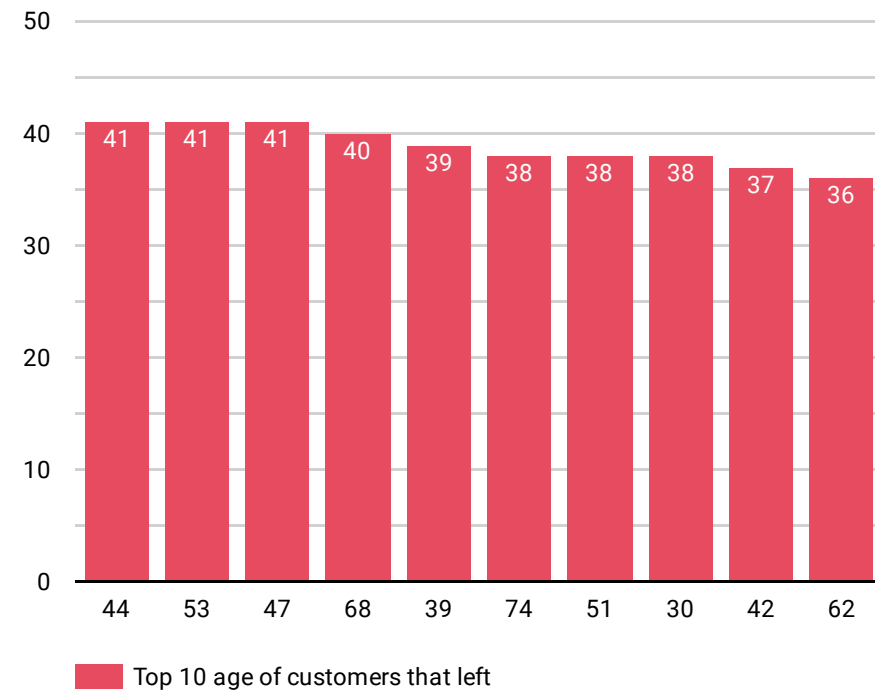
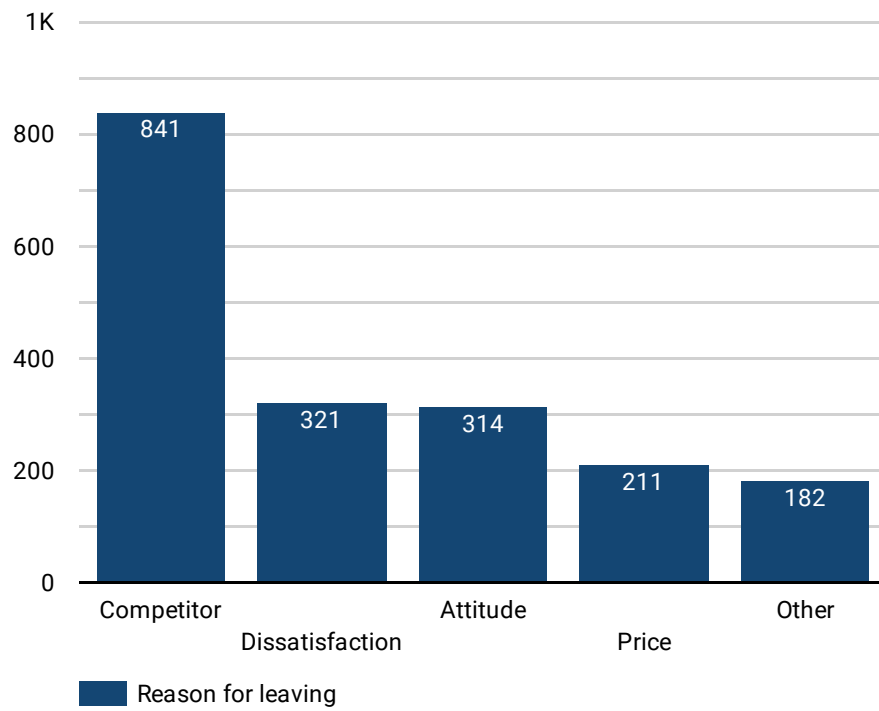


Fig h

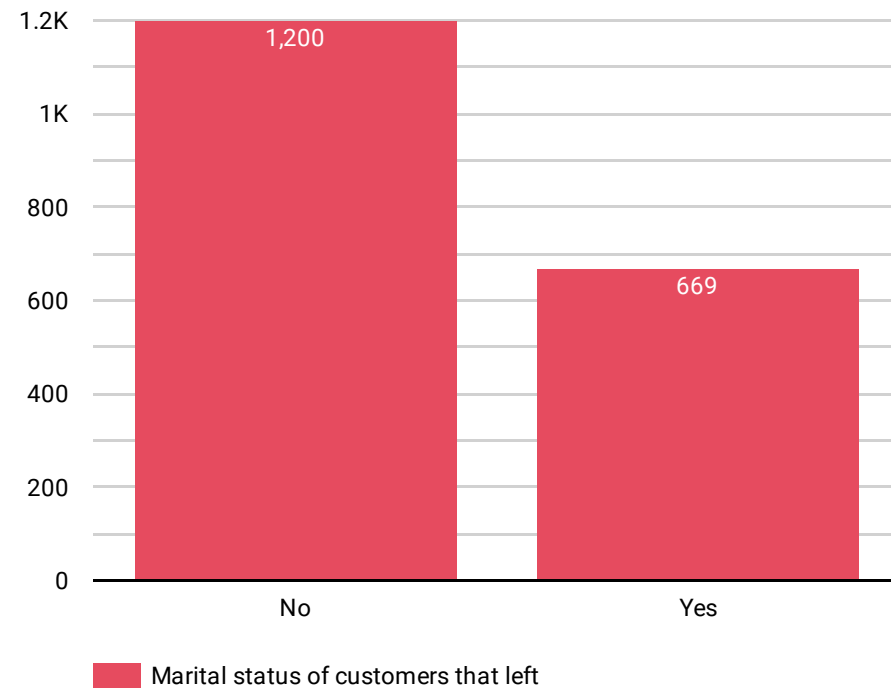


Fig i

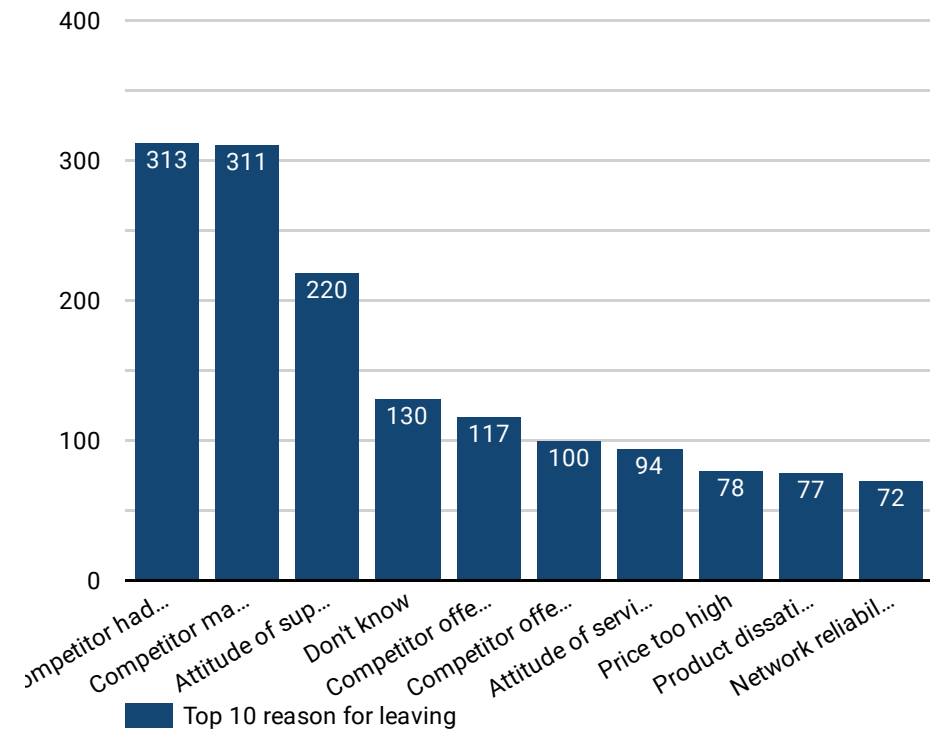


Fig j

Fig k

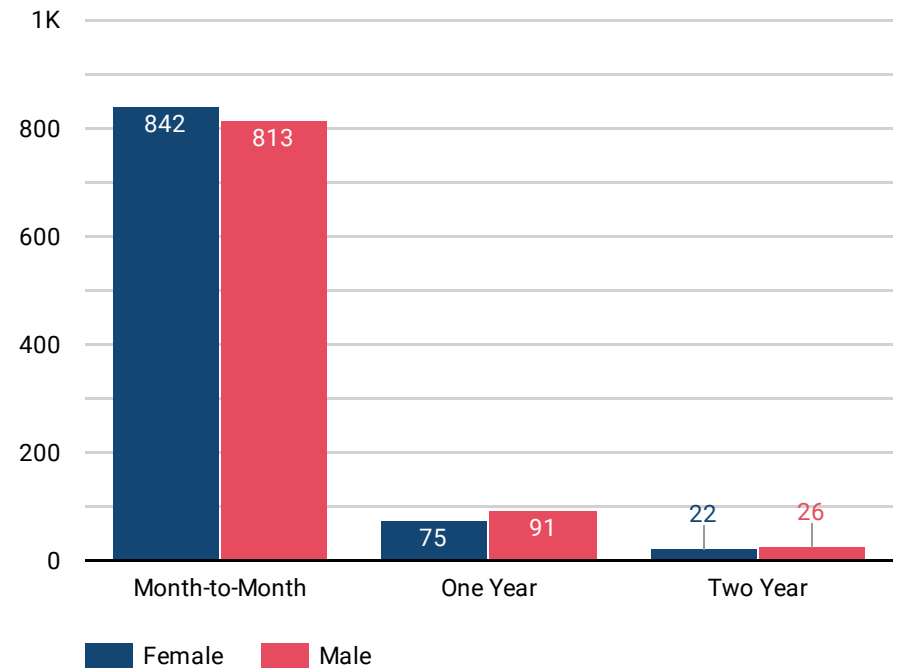
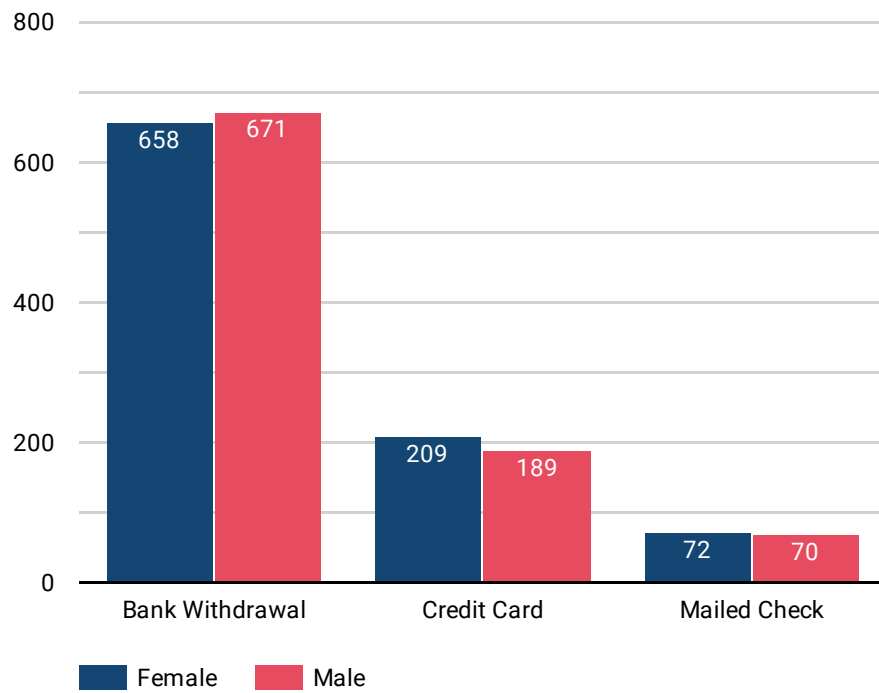


Fig l

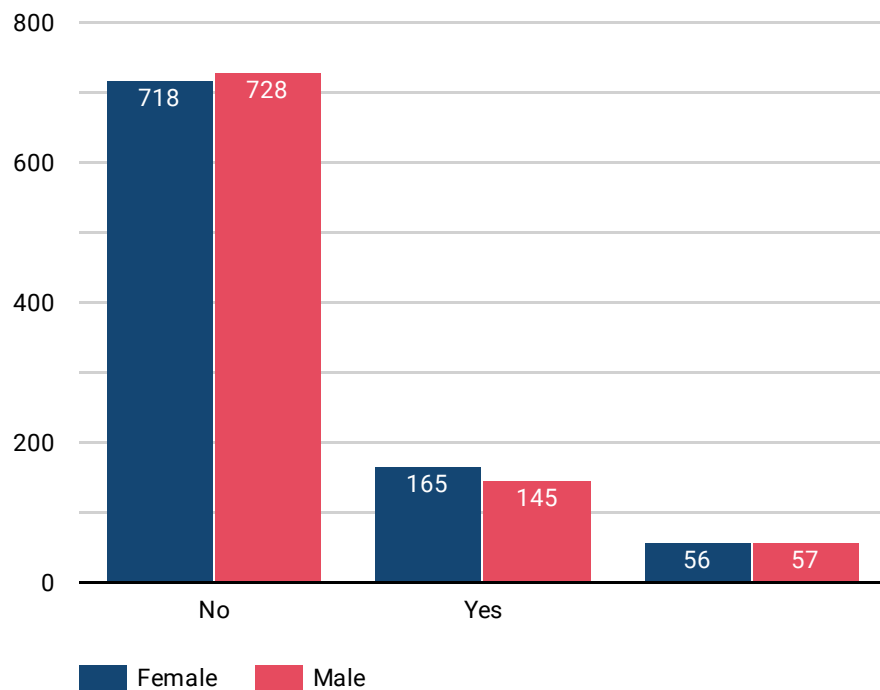


Fig m

Figures k, l, and m depict the payment method distribution for churned customers, the contract distribution for churned customers, and the distribution of tech support for churned customers. Customers that pay by bank withdrawal are the most likely to churn, clients with month-to-month subscriptions are more likely to churn due to no contract terms, as they are free to go customers, and customers with no premium tech support category are the most likely to churn.

Fig n

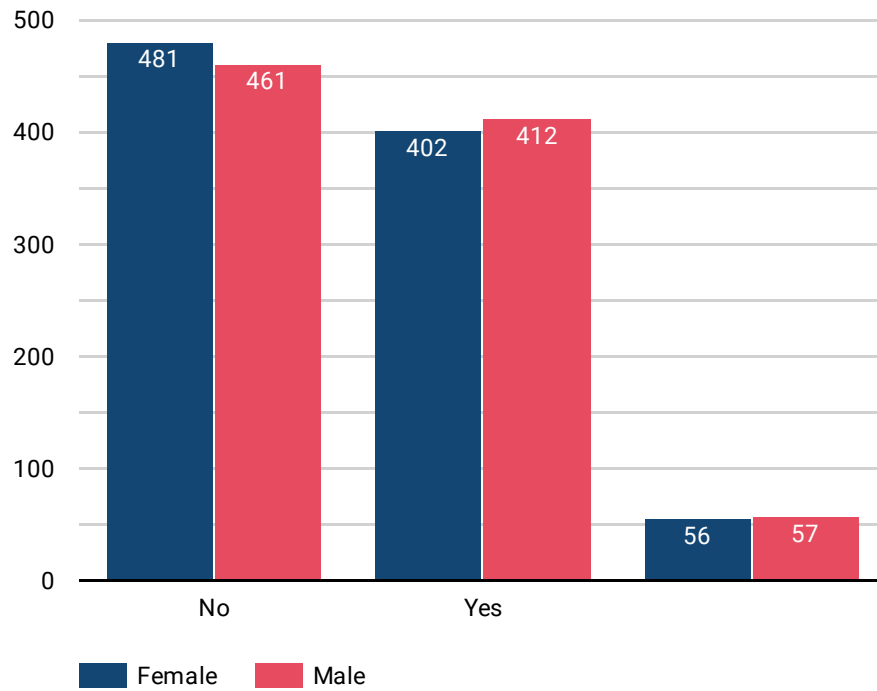


Fig o

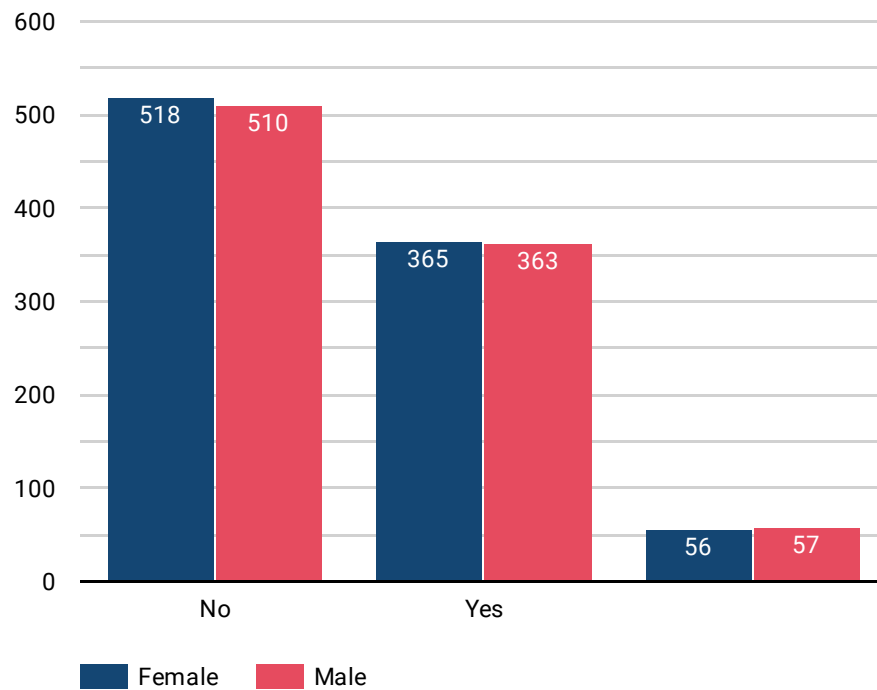
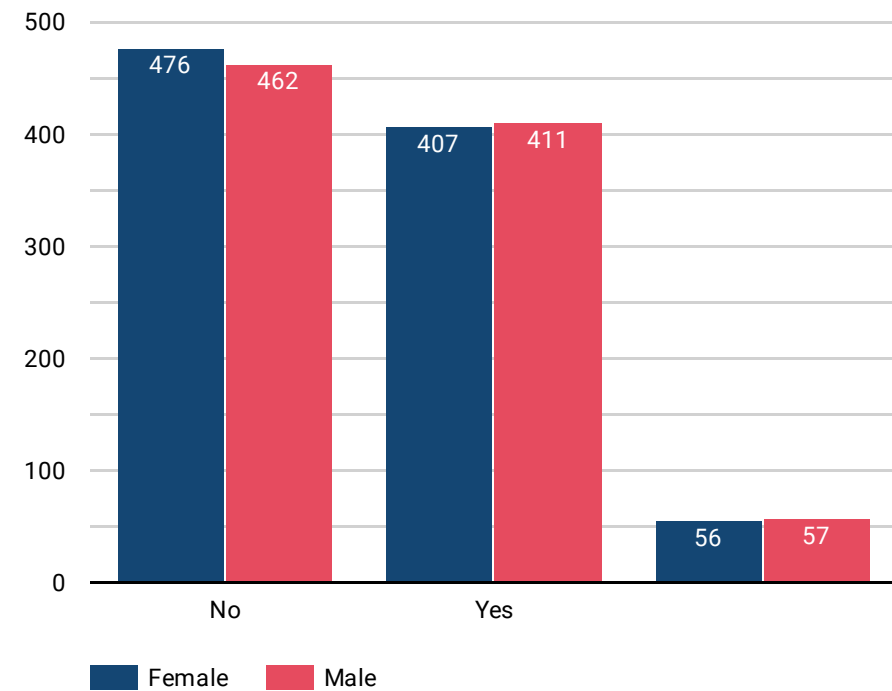


Fig p

Figures n, o, and p depict the distribution of churned customers who utilise streaming television, customers who stream movies, and customers who stream music. According to the three graphs, customers who do not have streaming television, streaming movies, and streaming music have the highest churn rate when compared to others.

RECOMMENDATIONS

1. Improve the customer experience: A high-quality customer experience can help to reduce churn. This could include better customer service, more personalised experiences, and overall product or service enhancement.
2. Provide incentives: Incentives such as loyalty programmes, discounts, or rewards can be used to encourage customers to stay on.
3. Increase customer engagement: Engaging with consumers on a regular basis can assist to create a strong relationship and prevent churn. This could entail regular communication, feedback, or the provision of extra services.
4. Monitor key metrics: Continuously monitoring critical indicators such as customer satisfaction, usage, and engagement can assist in identifying possible issues and allowing for preventive action.

Telcom can reduce its 27% churn rate and retain more customers by implementing these strategies.