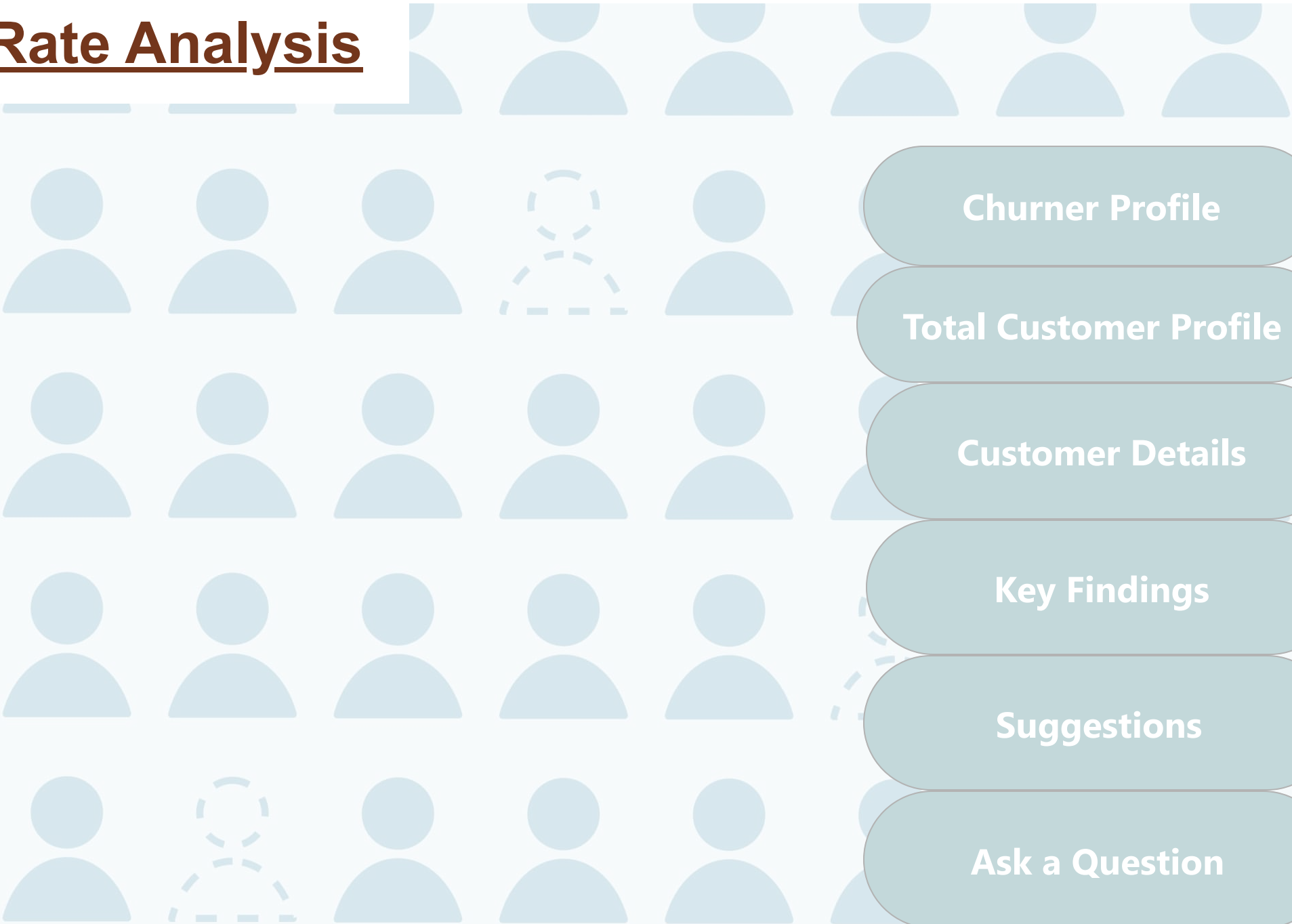


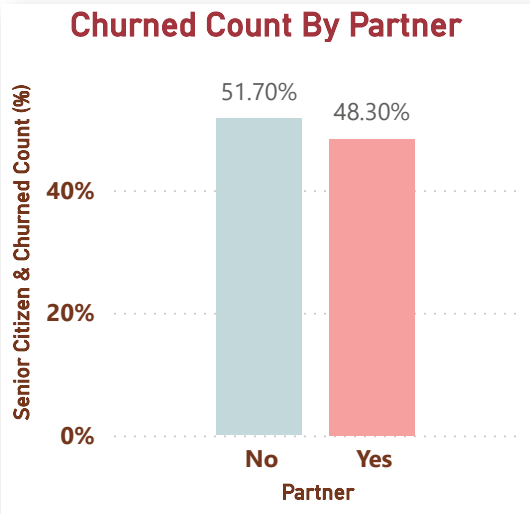
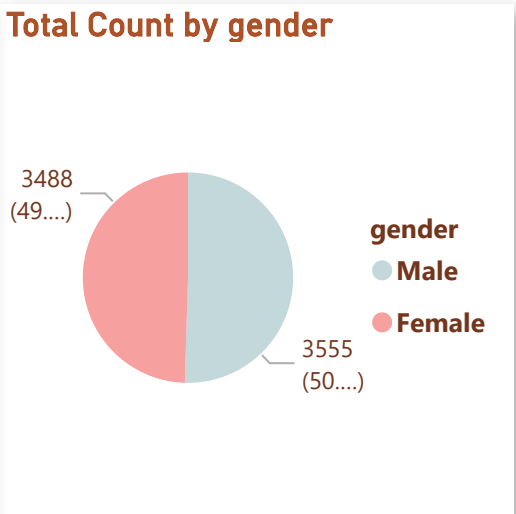
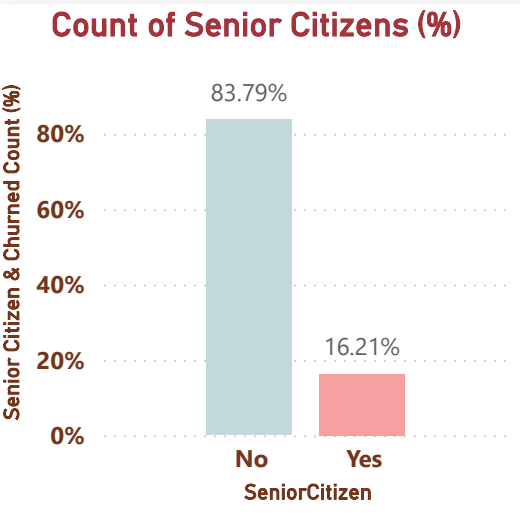
Churn Rate Analysis



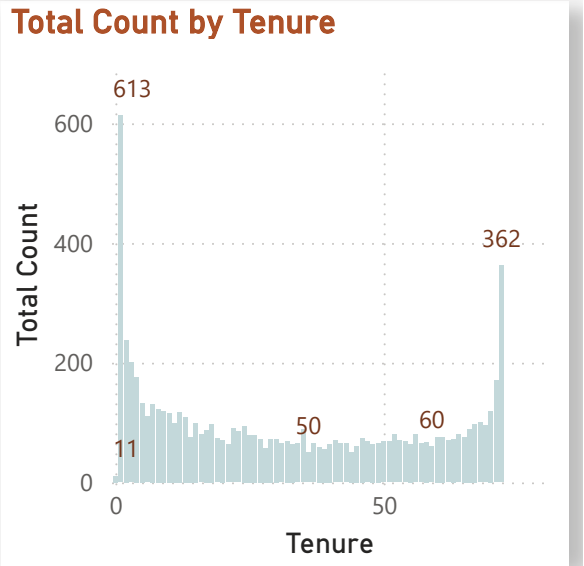
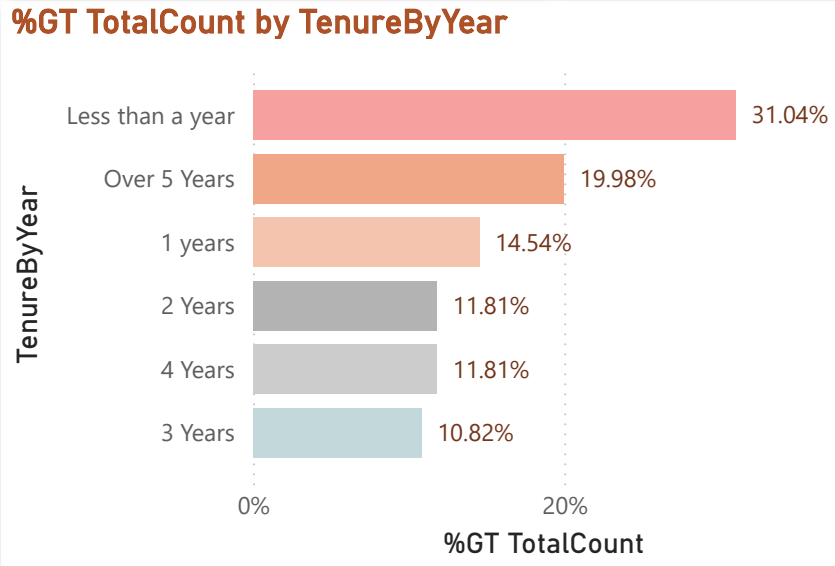
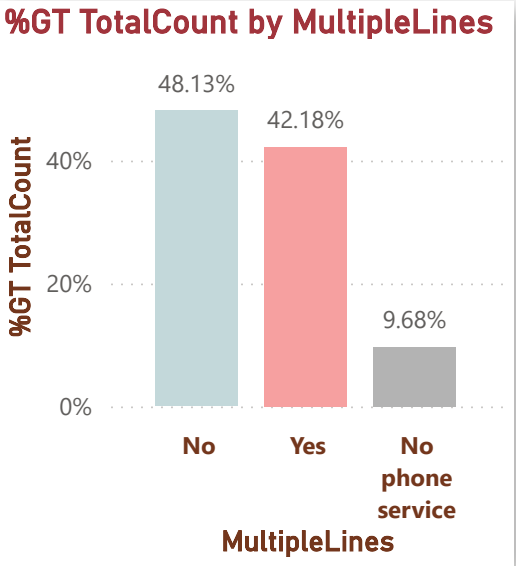
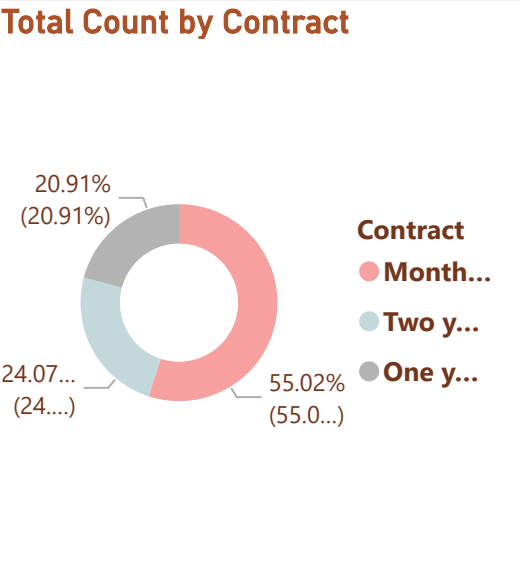
Churn Rate Analysis

Total Customers Profile

Total Customers	Monthly Charges	Total Charges
7043	\$64.76	\$2.28K



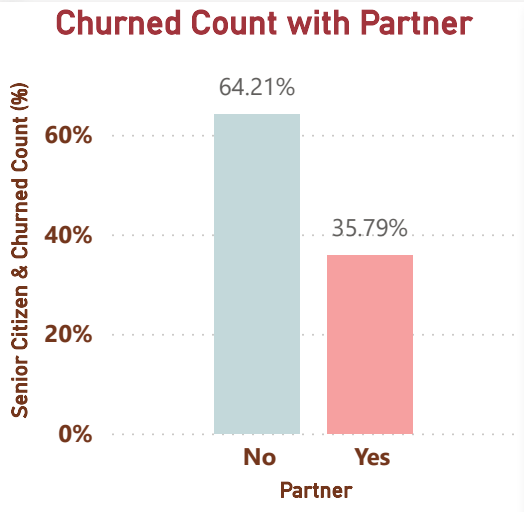
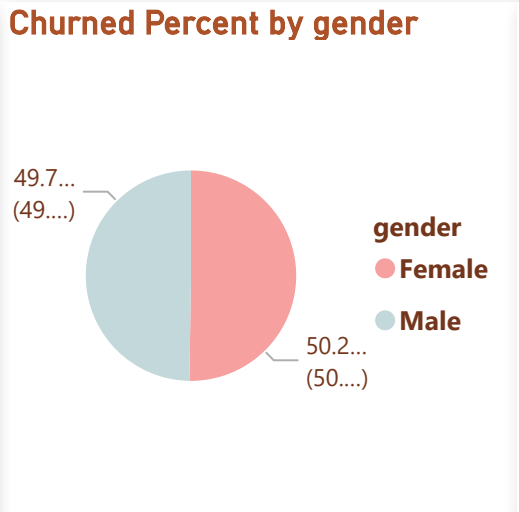
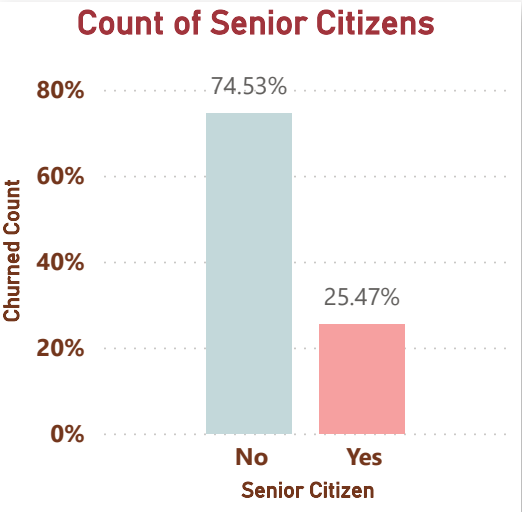
PhoneService	InternetService	StreamingTV	TotalCount
No	DSL	No	397
Yes	DSL	No	1067
Yes	Fiber optic	No	1346
Yes	No	No internet service	1526
No	DSL	Yes	285
Yes	DSL	Yes	672
Yes	Fiber optic	Yes	1750
Total			7043



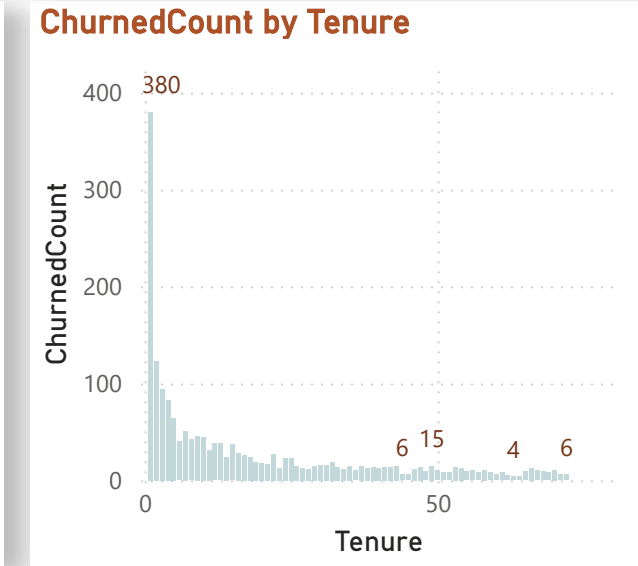
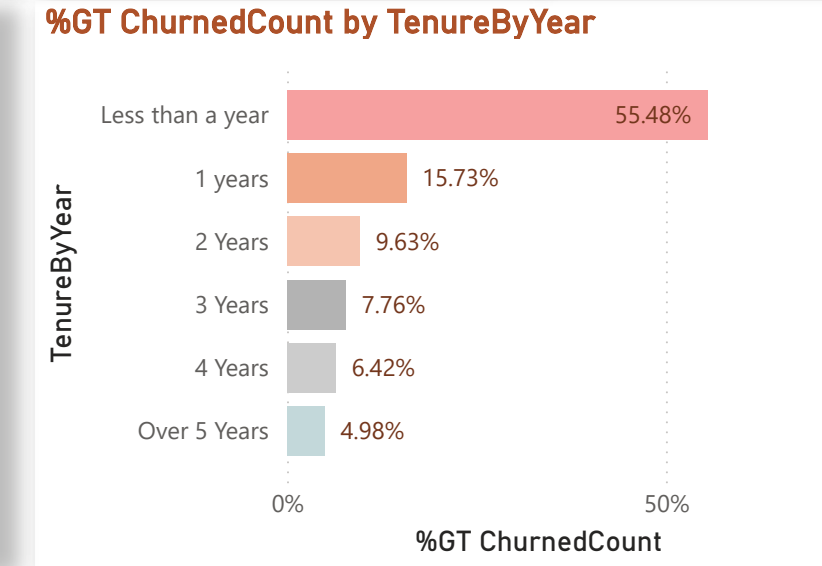
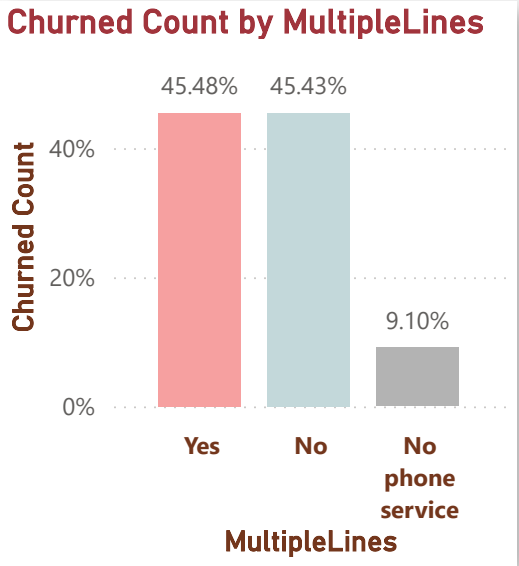
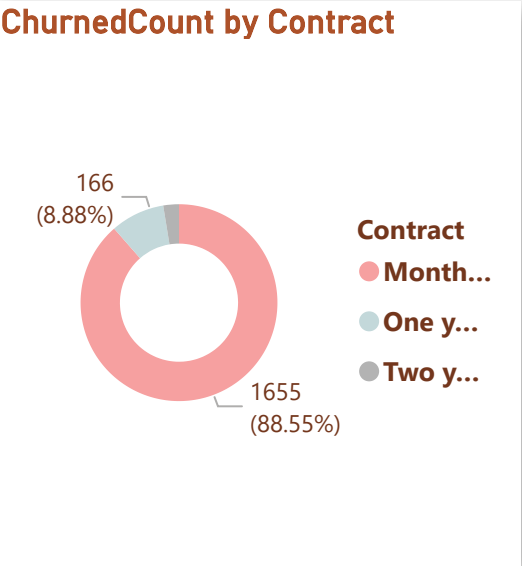
Churn Rate Analysis

Churners Profile

Total Churned Customers
1869



PhoneService	InternetService	StreamingTV	ChurnedCount
No	DSL	No	106
No	DSL	Yes	64
Yes	DSL	No	226
Yes	DSL	Yes	63
Yes	Fiber optic	No	610
Yes	Fiber optic	Yes	687
Yes	No	No internet service	113
Total			1869



Churn Rate Analysis

Single Customer Details

Customer ID

☐ 0002-ORFBO

☐ 0003-MKNFE

☐ 0004-TLHLJ

☒ 0011-IGKFF

<div><div>Gender</div><div>Male</div></div>
<div><div>Contract Type</div><div>Month-to-month</div></div>
<div><div>First SeniorCitizen</div><div>Yes</div></div>

<div><div>Tenure (Months)</div><div>13</div></div>
<div><div>Monthly Charges (\$)</div><div>\$98</div></div>
<div><div>Total Charges (\$)</div><div>\$1,237.85</div></div>

<div><div>Churn</div><div>Yes</div></div>
<div><div>Multiple Lines</div><div>No</div></div>
<div><div>Internet Service</div><div>Fiber optic</div></div>
<div><div>Device Protection</div><div>Yes</div></div>

Churn Rate Analysis

Key Findings

High churn rate: Seniors and Customers with Monthly contract type

High churn rate: Single users with or without multiple services

Low Churn Rate: Customers with Long-term contract, with only Phone service

No impact: Factors like Gender, Availability of Phone Service and number of multiple lines

Churn Rate Analysis

Suggestions

Offer loyalty program (special offers, discounts and perks)

Tailored plan for seniors, according to their need to minimize monthly bill

Personalized plans and offers with

Improved customer services

Churn Rate Analysis

Ask A Question

