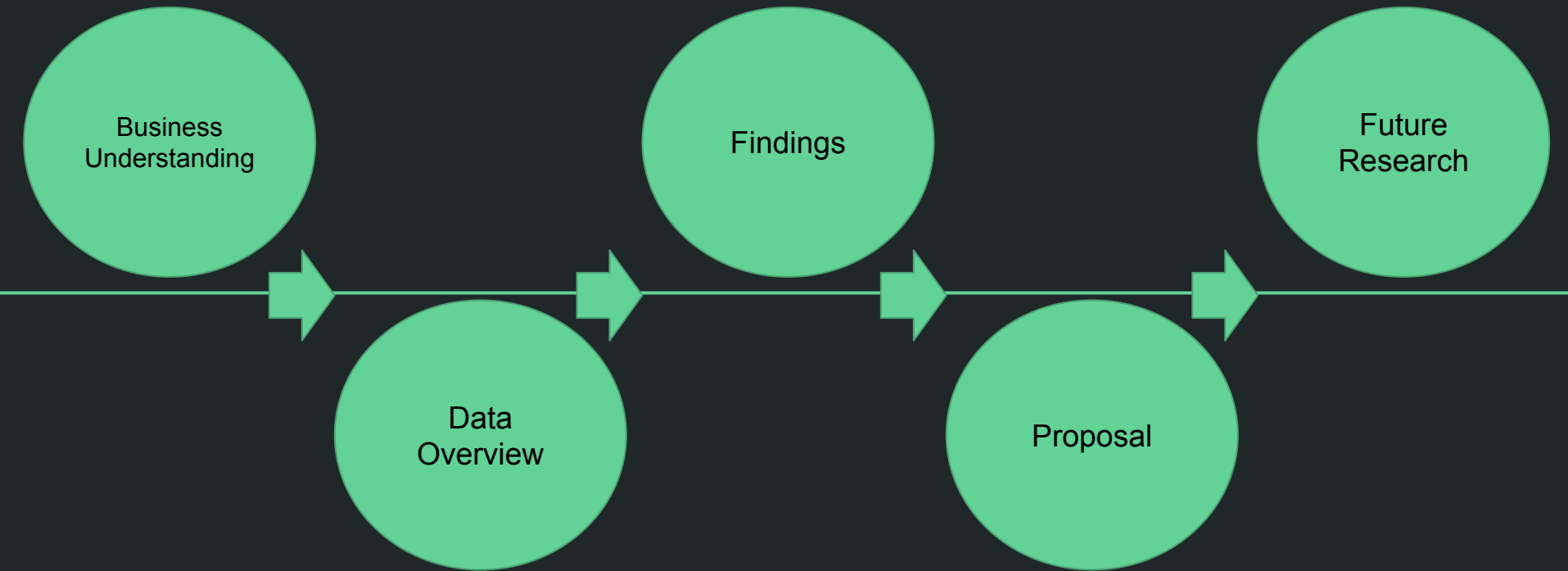
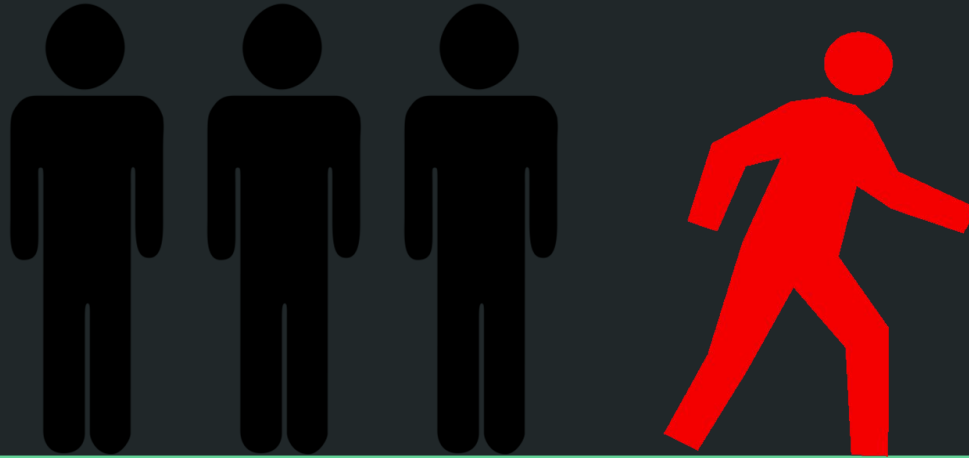


Overview



Business Understanding



6 Major Providers

Churn = Customer Turnover

Industry Churn Rate 22%

Data Overview



AT&T

verizon✓

T Mobile™



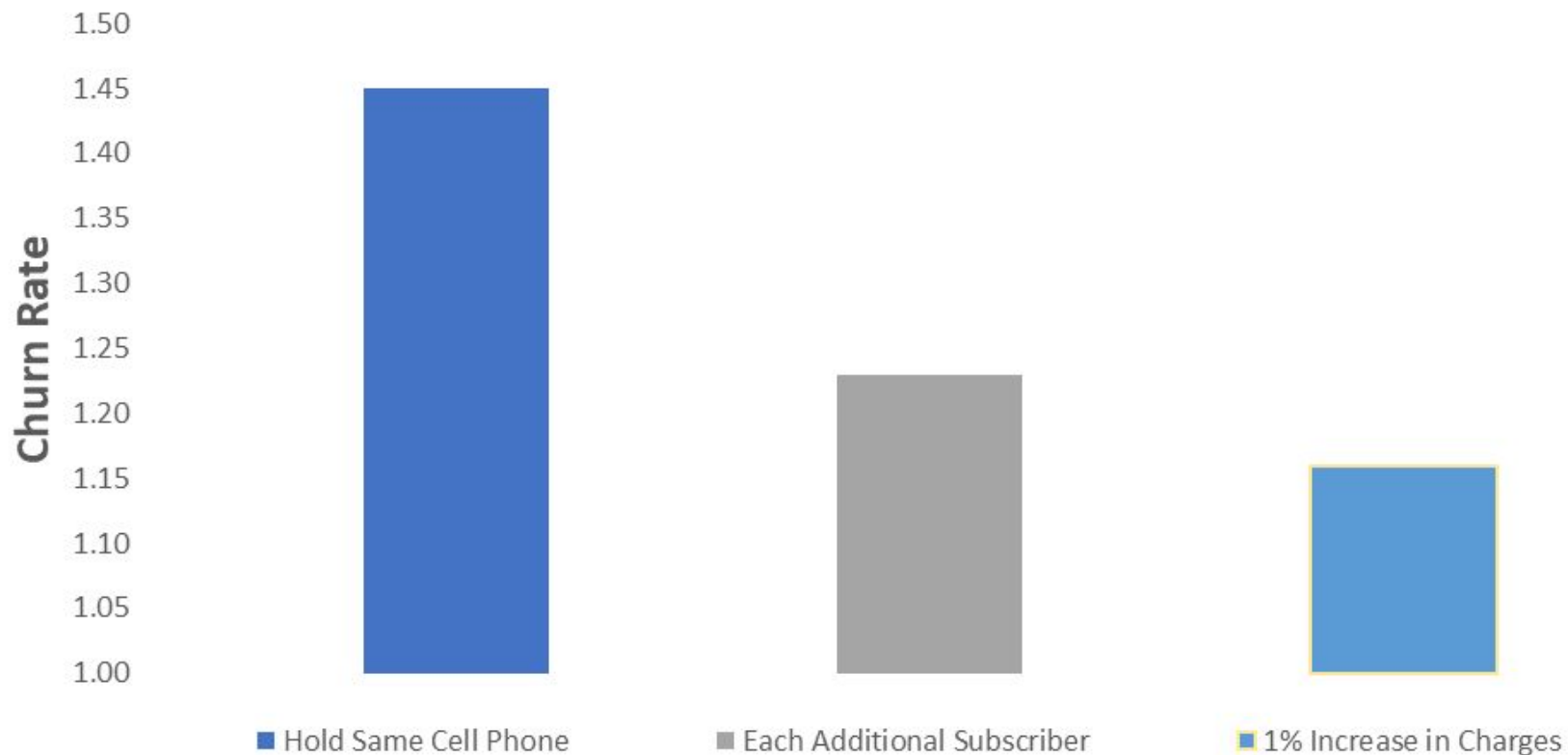
A R P U
AVERAGE REVENUE PER USER

\$60

\$0

**Customer
Retention Cost
(CRC)**

Leading Churn Predictors



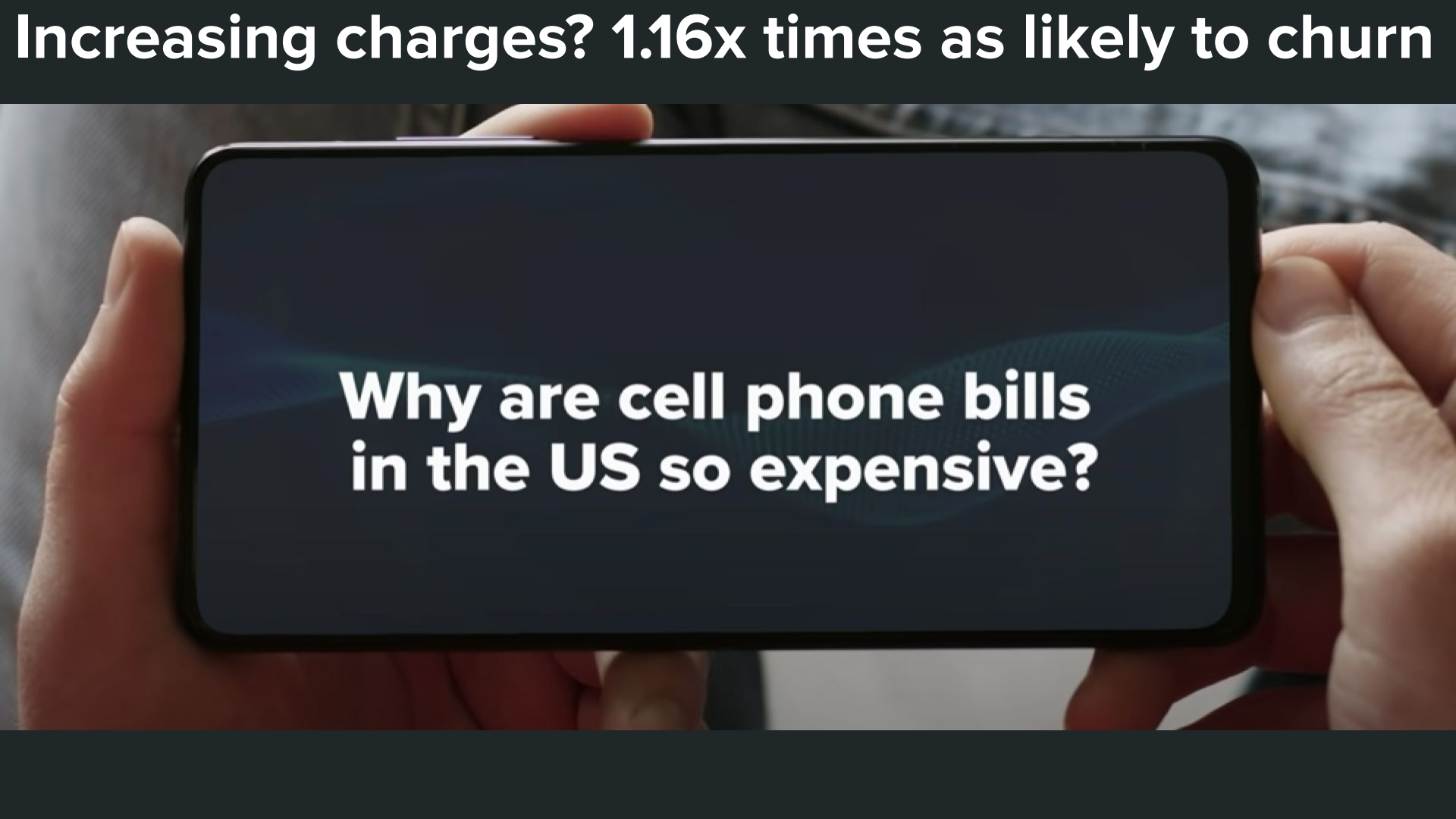
Old phone? 1.45x times as likely to churn



Family plan? 1.23x times as likely to churn



Increasing charges? 1.16x times as likely to churn

A close-up photograph of a person's hands holding a black smartphone. The phone's screen is dark blue with a subtle, glowing wave-like pattern in the background. Centered on the screen is white text. The background of the photo is out of focus, showing what appears to be a person's face and some architectural elements.

**Why are cell phone bills
in the US so expensive?**

Proposal

Implementing
Upgrade Cycle



Loyalty Program



Control Customer
Charges



Future Research

Developing a
preventative churn
team

Feature Engineering
towards specific
regions

