Demographic segmentation:

This segmentation made based on analyzed the clients sex, marital status, family size( user account).

Based on charts, demographic segments provided in in comparison chum 0 and 1.

Briefly, we have more migration to churn 1 at bunch of single status. Because of population in this case study are more men, so obviously we have more men customer who considered as churn 1.

Campaign recommendation in demographics section:

- Company should think about more products that have more interesting single potential to get more customer retention and return subscribers

- advertise interesting things for single and keep family current customer

2. behavioral segmentation:

As compare churn 0 and 1 based on customer satisfaction and loyalty the below result found:

1. Most of customer losing happened(churn 1)for between tenure 0 to 20. That place was most coupon used for first revenue per month occurred. It seems company promoted the coupon and the people unsubscribed after using coupon.
2. Customer satisfaction chart show churn 1 batches , gave score 3 average to the customer services.in the batch churn zero they gave score 5/6.It seems however the complaint record not affected that much on the result but the quality of customer service need to improve based on scores.

Campaign recommendation:

1.it seems promoting by coupon was not best idea to get more clients. Recommend using other loyalty methods to keep customer by improving products based on customer needs and wants.

2.Improve customer service quality by training people and to get better result of customer retinoates can all churn 1 and try to back people by persuading get the satisfaction offer.