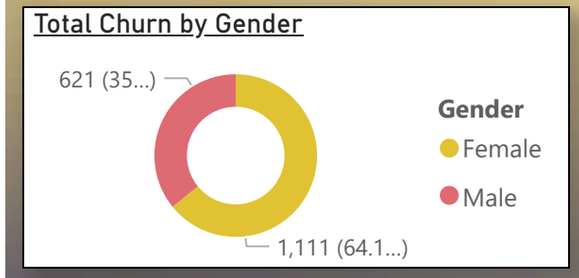
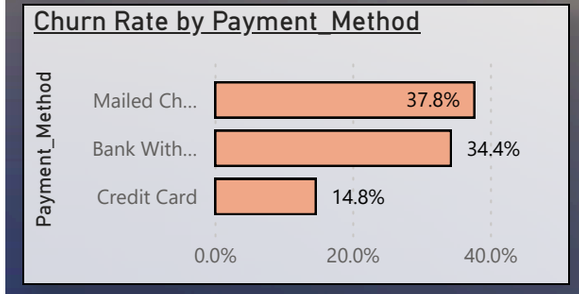
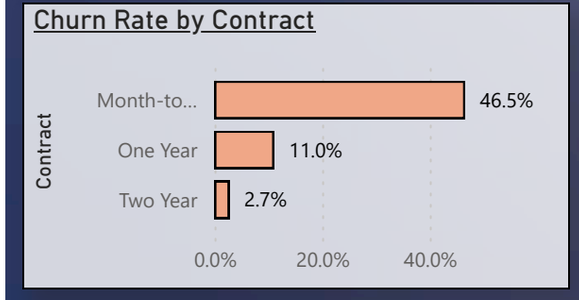
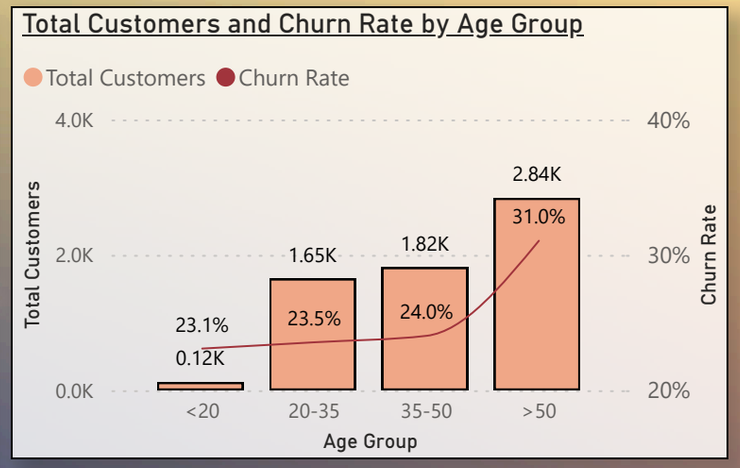
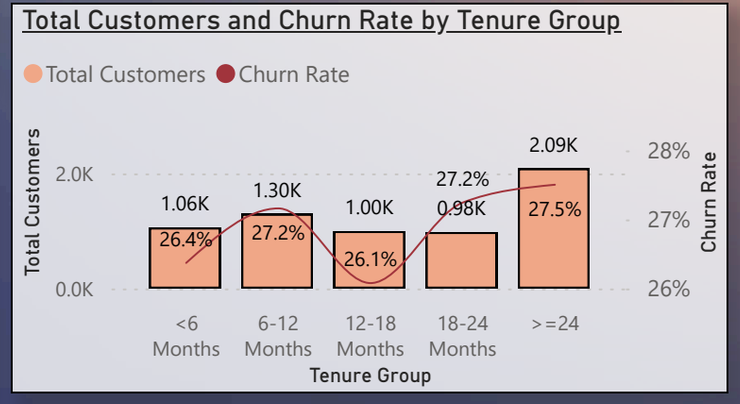
CHURN ANALYSIS : SUMMARY



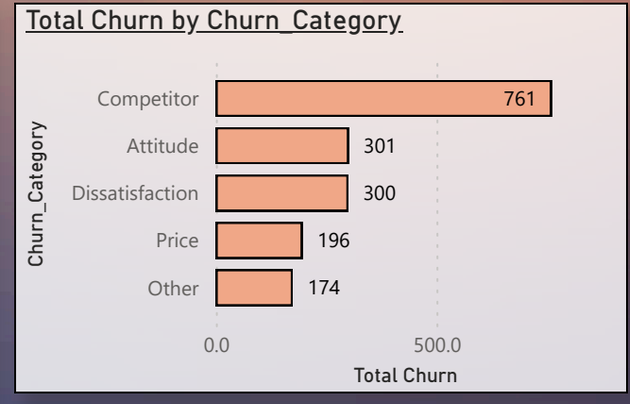








Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Total	**50.06%**	**49.94%**



Monthly Charge Range
All

Married
All

1,732
Total Churn

27.0%
Churn Rate

411
New Joiners

6,418
Total Customers

Key Findings:

- At 2,838, Customers with 50+ age had the highest Total Customers and was 2,325.64% higher than below 20, which had the lowest Total Customers at 117.
- Customers with age above 50 years accounted for 44.22% of Total Customers.
- Total Customers and total Churn Rate are positively correlated with each other.
- Across all 5 Tenure Group, Total Customers ranged from 980 to 2,087 and Churn Rate ranged from 26.1% to 27.5%.
- Total Churn for Female (1,111) was higher than Male (621) as the total female customers are also higher

Major Factors impacting Churn:

- Services like Internet, Phone and unlimited data are leading cause of churn
- Competitor's challenge is major category factor.
- Tenure Group having 6 to 12 months have Churn Rate

Suggestions:

- Identify and improve key areas facing issues with services.
- Enhancing Internet Quality and data services
- Providing additional facilities / benefits for specific tenure group.
- Focusing on Male Customer group. Providing attractive offers for male category groups.