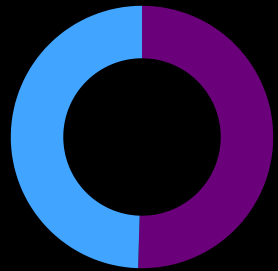


TELCO CUSTOMER

ALL CUSTOMERS PROFILE

7043

Demographics



Male
3555
50.48%

Female
3488
49.52%

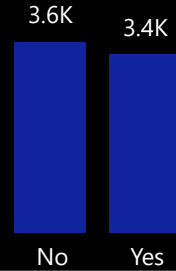
Senior citizens



Depends

Depends	Count
No	4.9K
Yes	2.1K

Partners

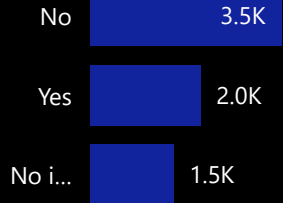


Phone Services

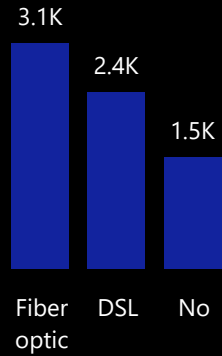
Phone Service



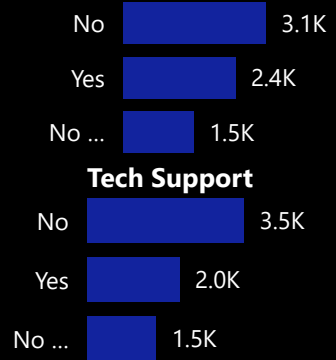
Online Security



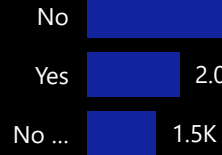
Internet Service



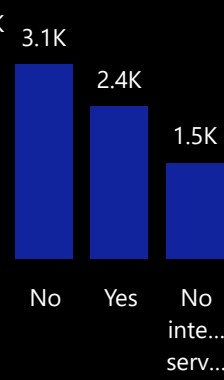
Online Backup



Tech Support

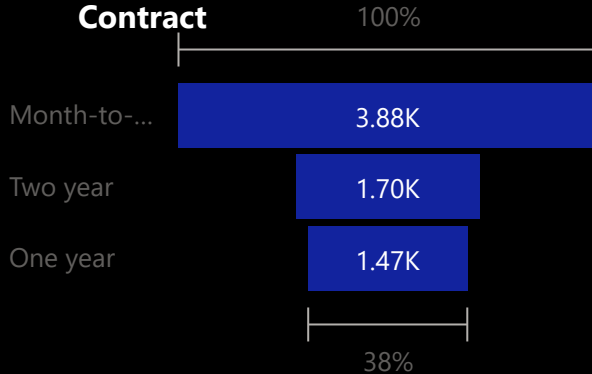


Device Protection

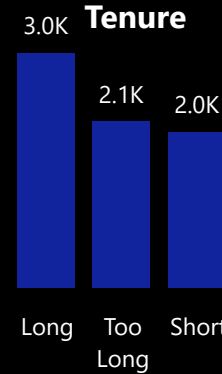


Contract

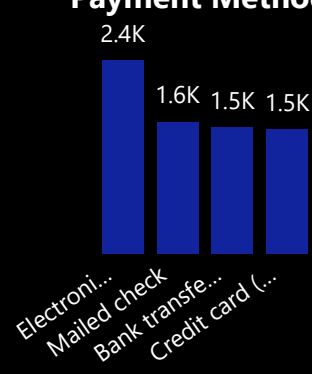
Contract



Tenure



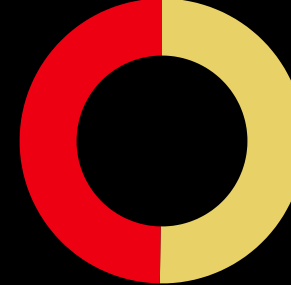
Payment Method



CHURN ANALYSIS

CHURNED CUSTOMERS PROFILE 1869

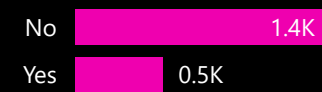
Demographics



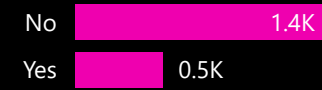
Male
930
49.76%

Female
939
50.24%

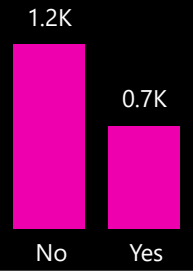
Senior citizens



Depends



Partners

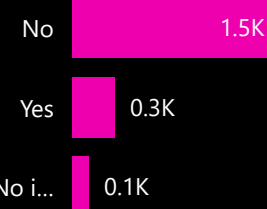


Phone Services

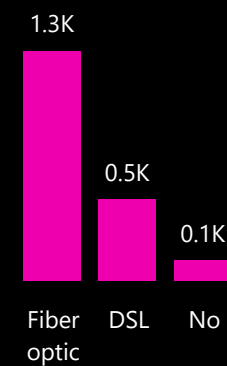
Phone Service



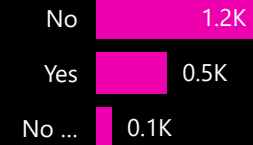
Online Security



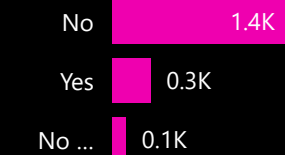
Internet Service



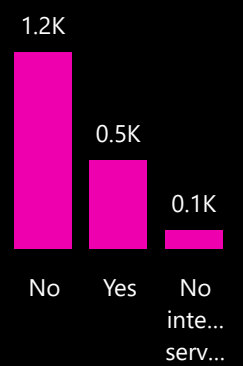
Online Backup



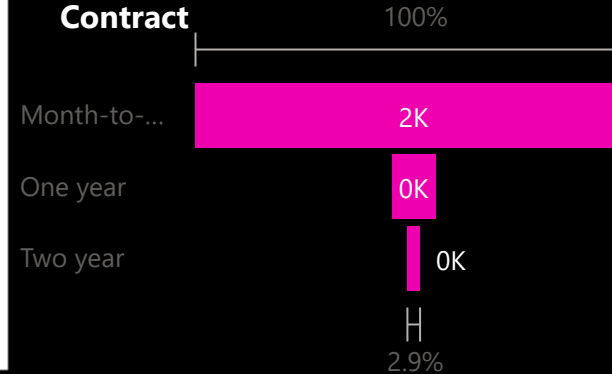
Tech Support



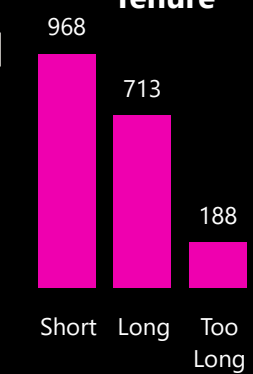
Device Protection



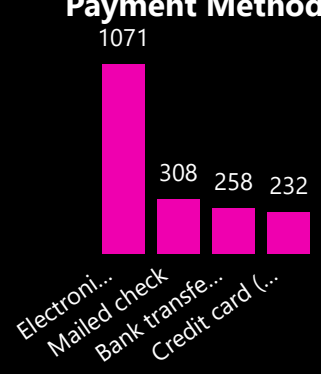
Contract



Tenure



Payment Method



CHURNED CUSTOMER DETAILS

Customer ID: 0023-HGHWL

Personal Details	Phone Services	Other Details
ID: 0023-HGHWL	DSL: No	Partner: No
Gender: Male	Internet Service: No	Dependent: No
Senior Citizen: Yes	Tech Support: No	
	Online Backup: No	
	Device Protection: No	

Recommendations

- The Month-To-Month Contract Type should be given more attention as customer that have subscribed for that contract tend to Churn
- Customers that have used between 0-10 Month
- Customers using Fiber Optic internet Service trend to Churn more
- Customers using the Electronic check Payment method trend to Churn
- Customer without online backup Churn more
- Customer without Tech Support Churn more often
- Customer without Device Protection trend to Churn

Contract Type
Tenure: Month-to-month
Payment Method: 1

- The Month-To-Month Contract Type should be given more attention as customer that have subscribed for that contract tend to Churn
- Customers that have used between 0-10 Month
- Customers using Fiber Optic internet Service trend to Churn more
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- Customer without Device Protection trend to Churn