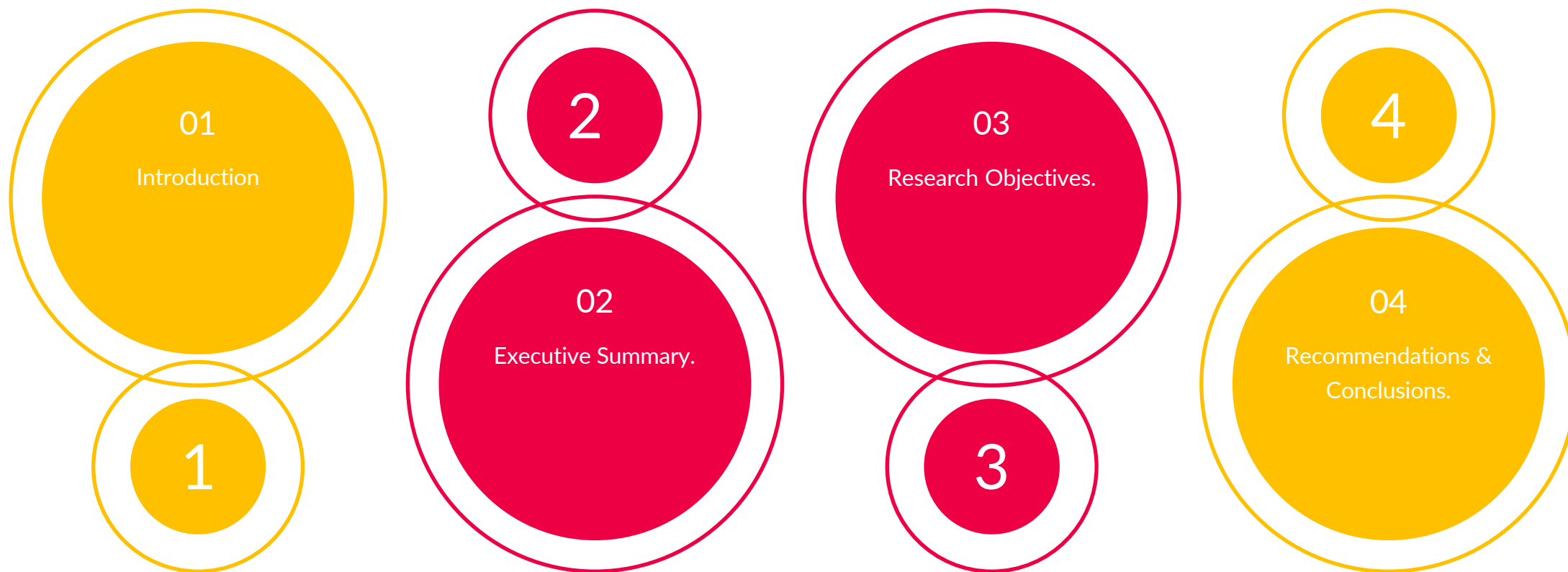


FACTORS THAT AFFECTING CUSTOMER CHURN.

Presentation By Sellah Otieno

CONTENTS



Research Objectives

Objective 01

Determine the percentage of customer retention during the analysis period.



Objective 02

Identify the State that the highest count of customer retention.



Objective 03

Determine the distribution of the different calls .



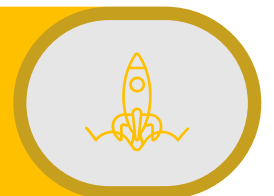
Objective 04

Determine the relationship between customer service calls and customer churn rate.



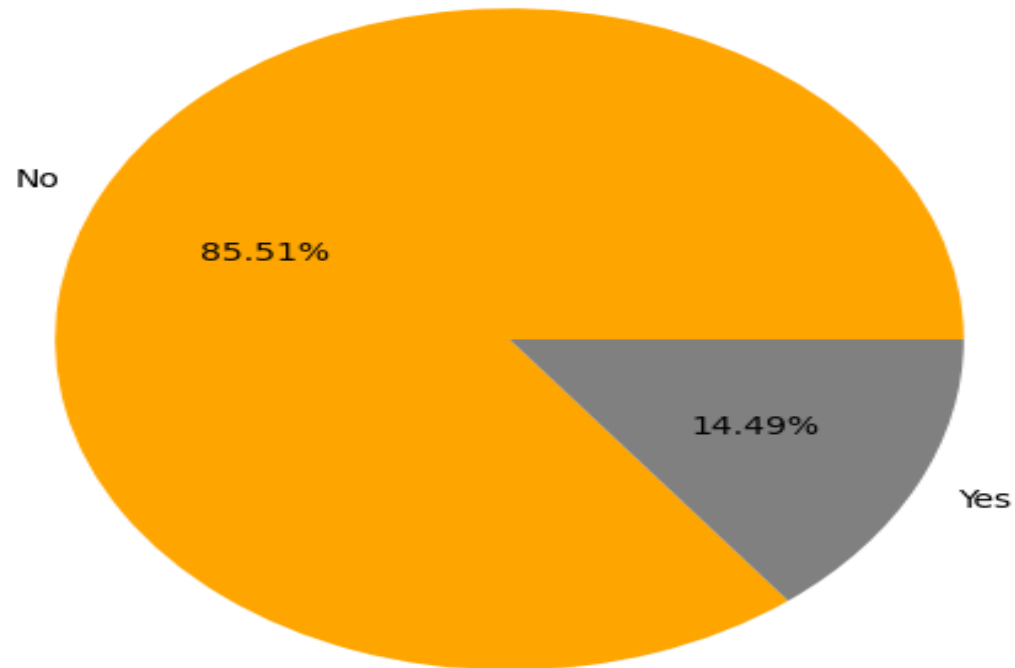
Objective 05

Investigate whether charges affect customer retention.



Objective 1

Percentage Churn Rate



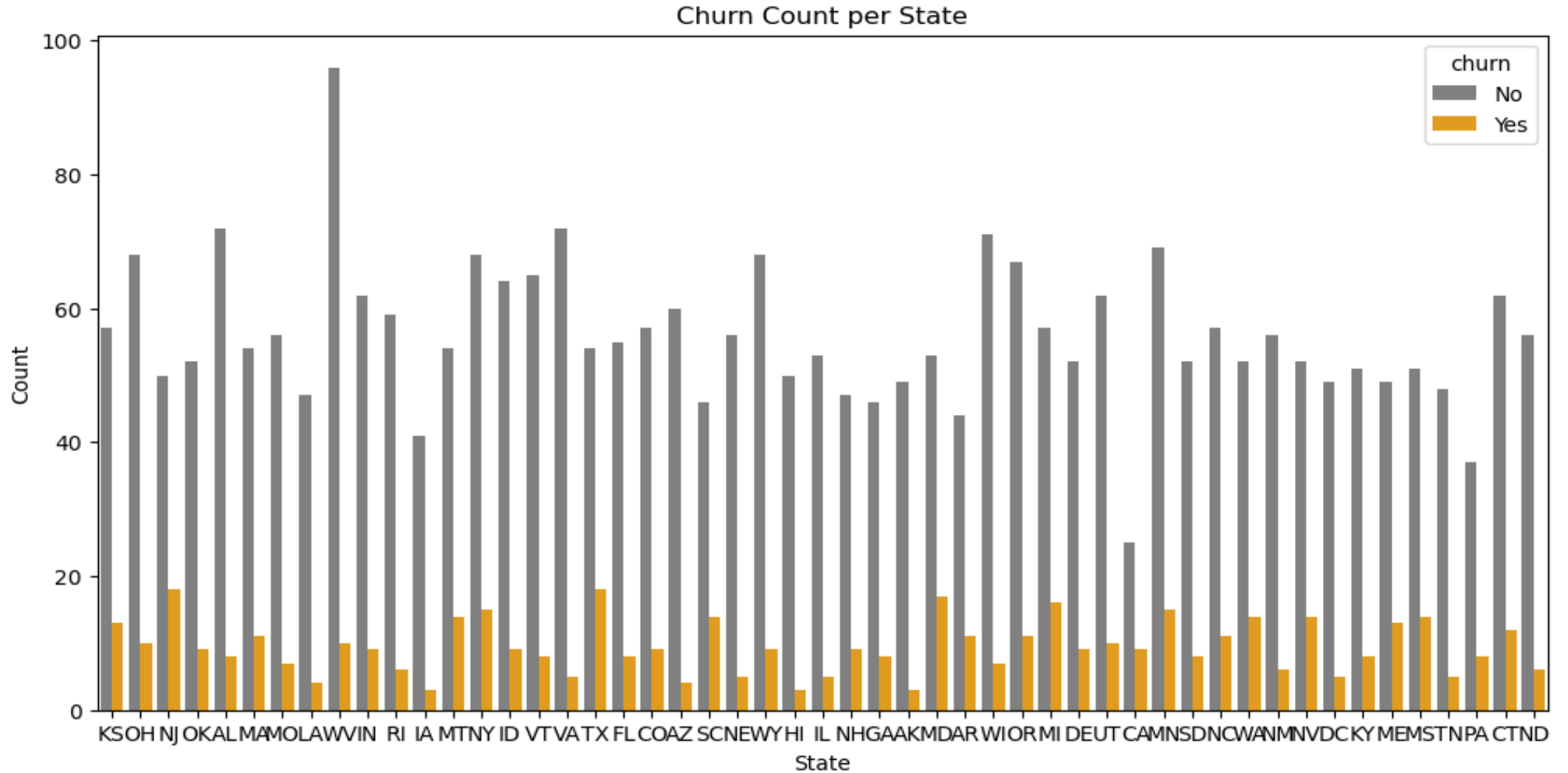
Retained Customers

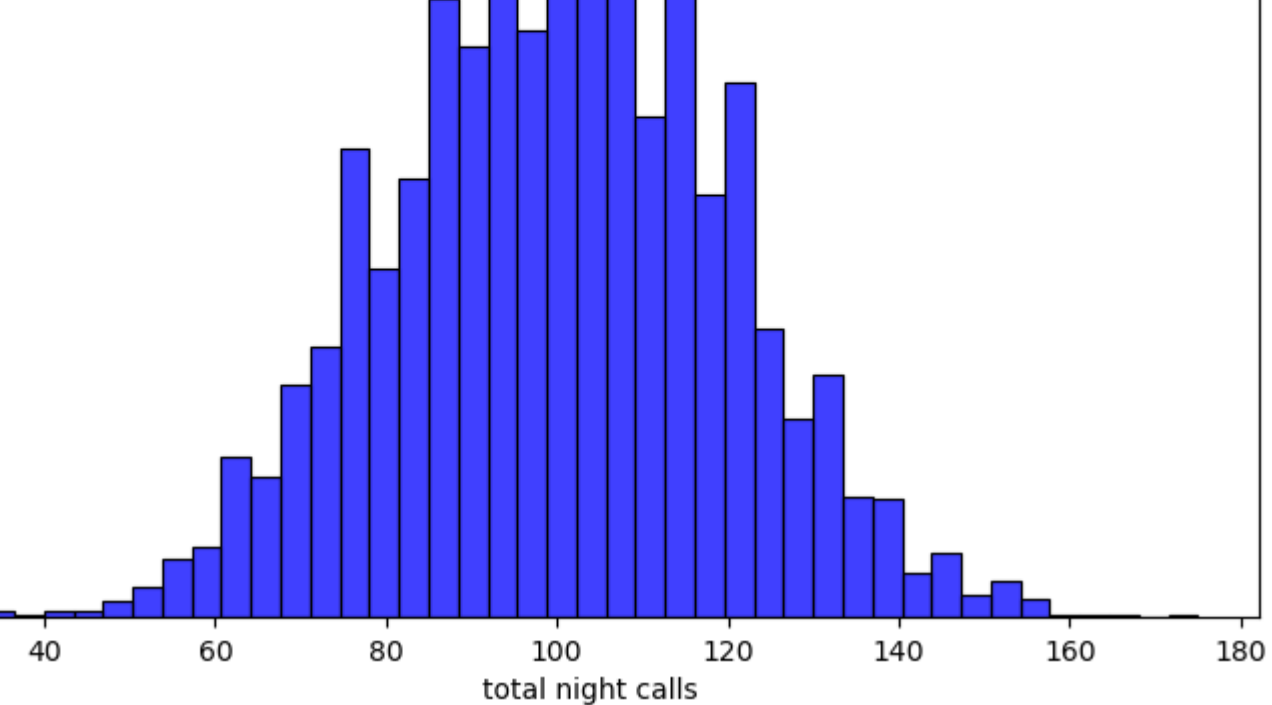
The company retained 85.51% of the distribution

Lost Customers

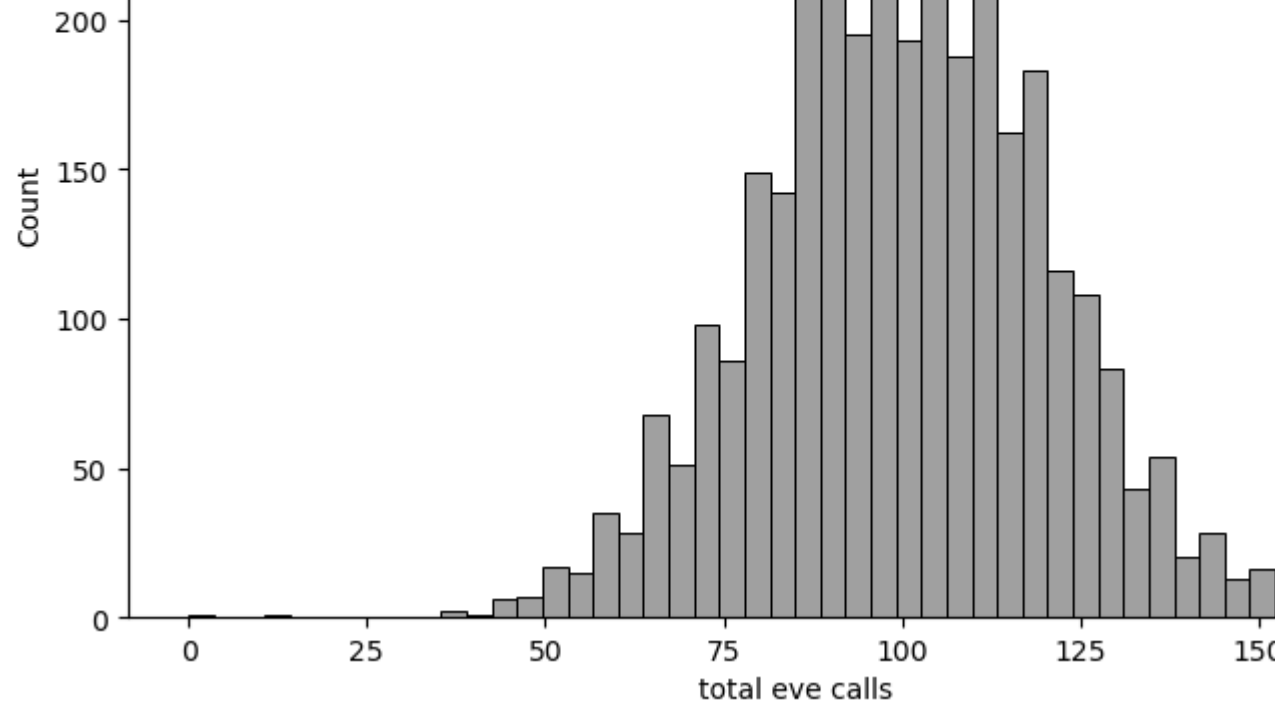
The Company lost 14.49 % of the customers in the distribution

Objective 2

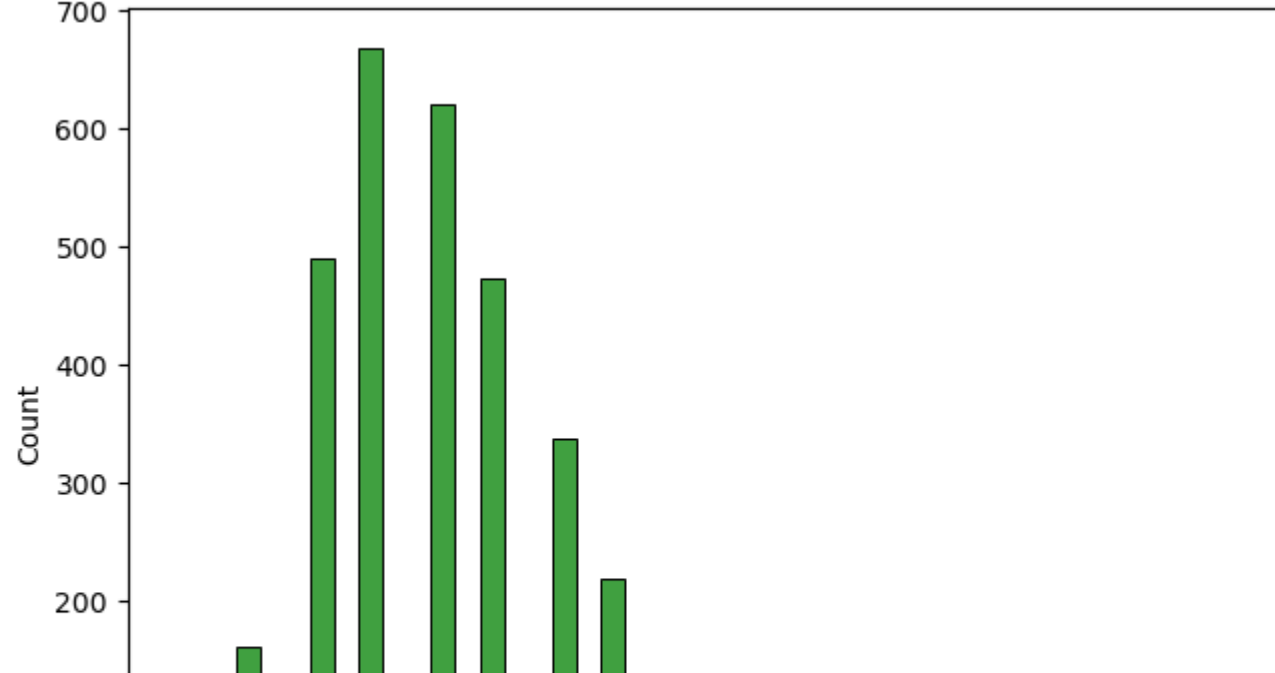




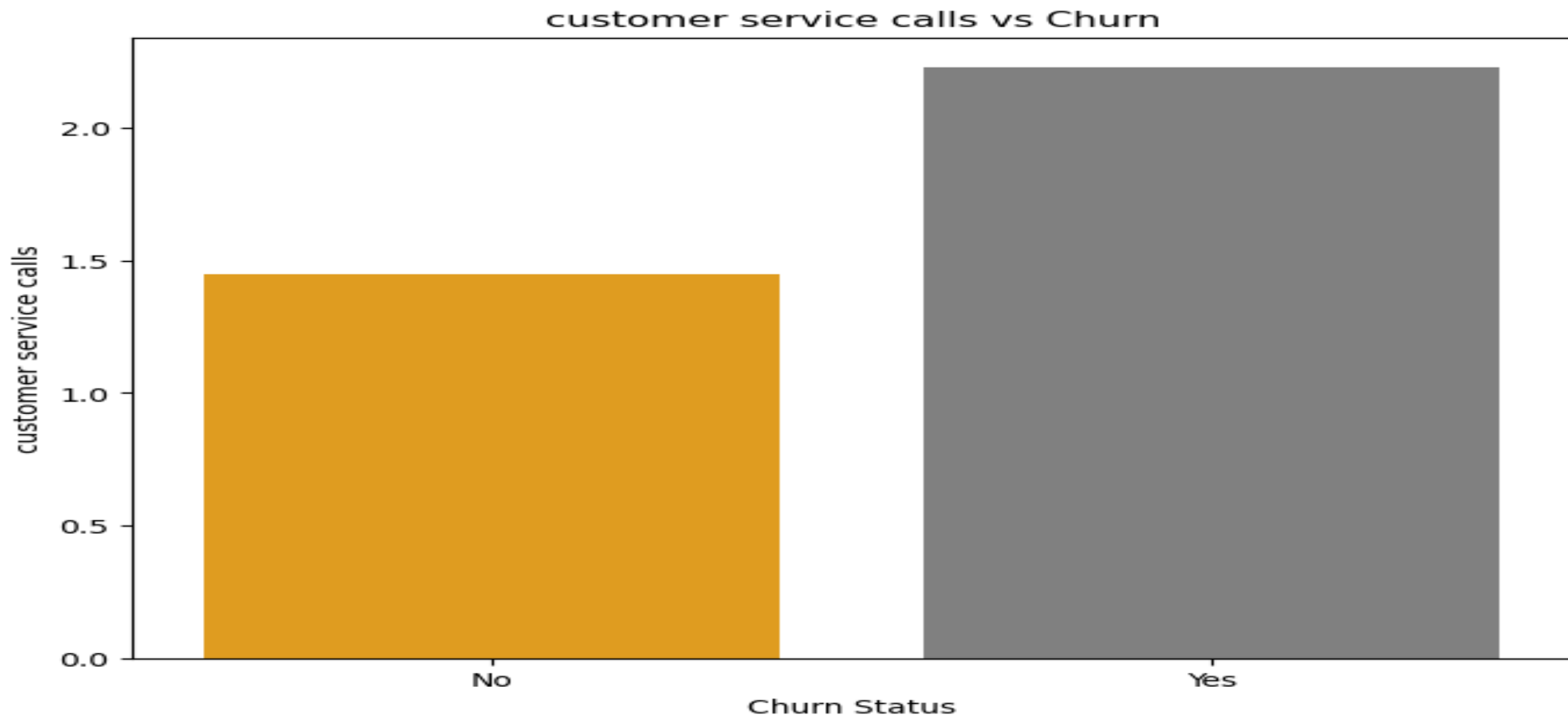
Total Day Calls



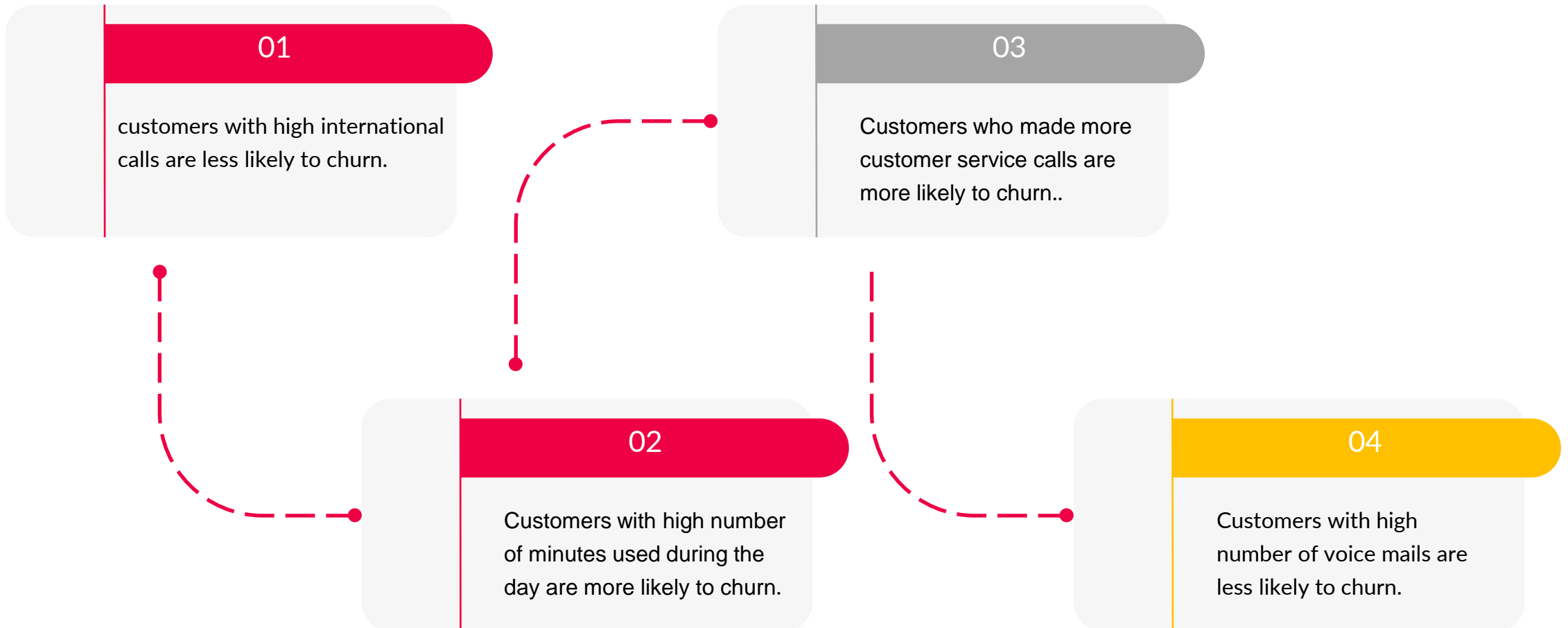
Total Intl Calls



Objective 4



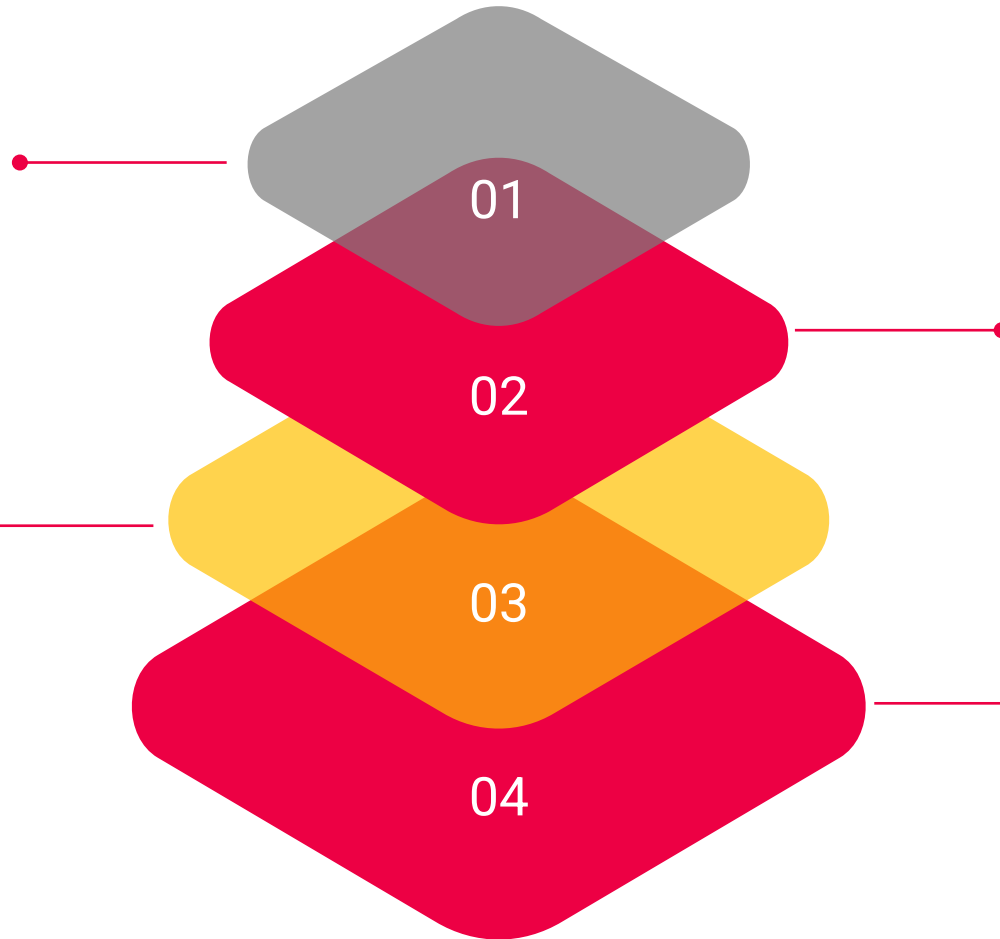
FINDINGS



RECOMMENDATIONS & CONCLUSION

The company should encourage customers to use voice mails. This is because the company retained the customers.

The company should focus on lowering charges charged during the day. Customers with high number of minutes used during the day are more likely to churn. Moreover, customers with a high charge on day time usage are more likely to churn.



The company should therefore focus on resolving complains made by customers. Because, Customers who made more customer service calls were more likely to churn.

The company should focus on lowering charges charged during the day. customers with a high charge on day time usage are more likely to churn.

THANK YOU