# Data Exploration

I enjoyed this part of the analysis. Here, I dug into the data, sliced, diced, and plotted charts to find patterns in the data for myself. I observed many patterns in the data, most of which correlated with my research.

## Customer status

**Stayed**

68.07%

**Churned**

26.63%

**Joined**

5.31%

| Customer Status | total customers |
|-----------------|-----------------|
| Churned | 266 |
| Joined | 53 |
| Stayed | 680 |
| **Total** | **999** |

### -49.6K
**Net customer loss**

Net customer loss = Total churn rate - Total growth rate

### 999
**Customers**

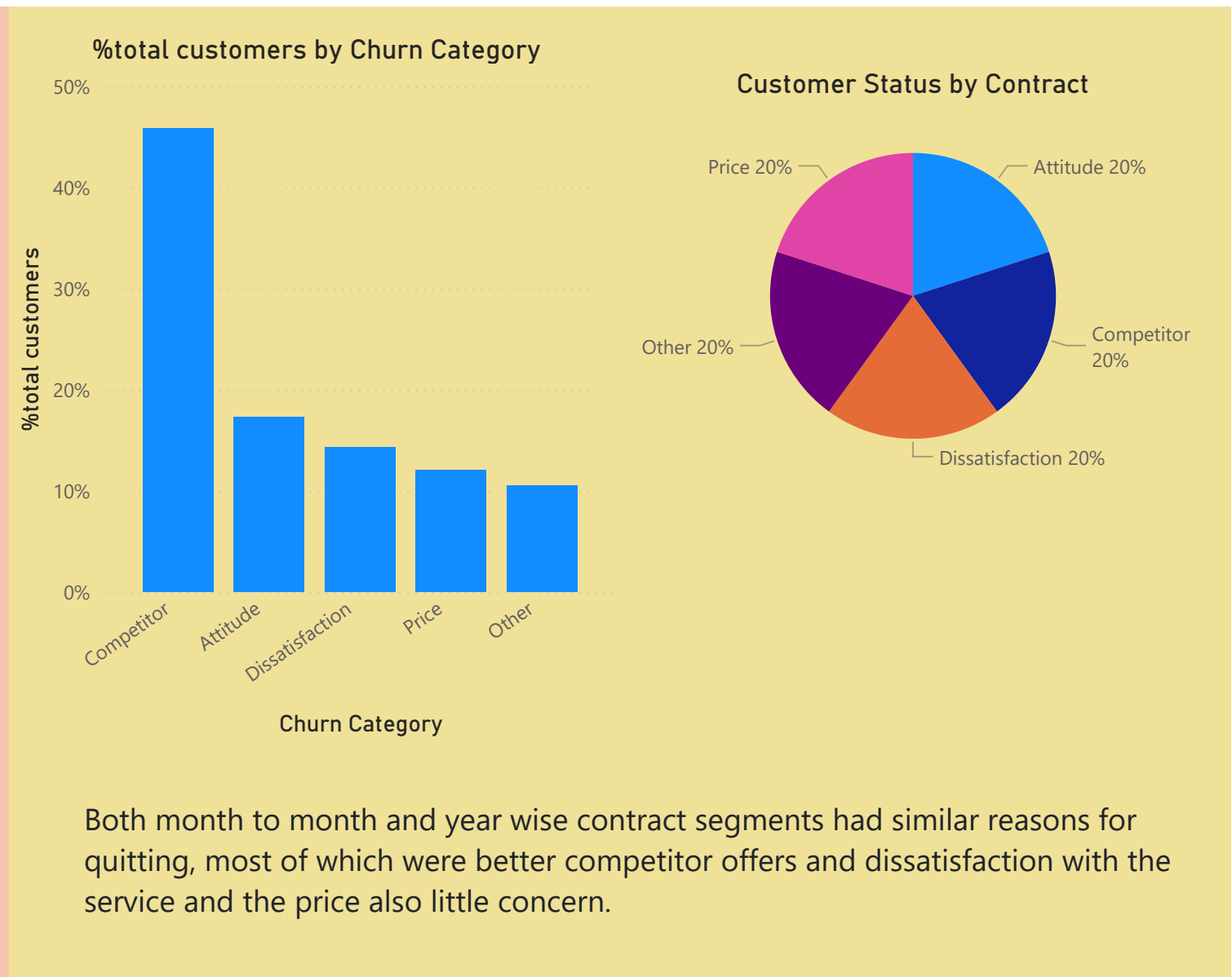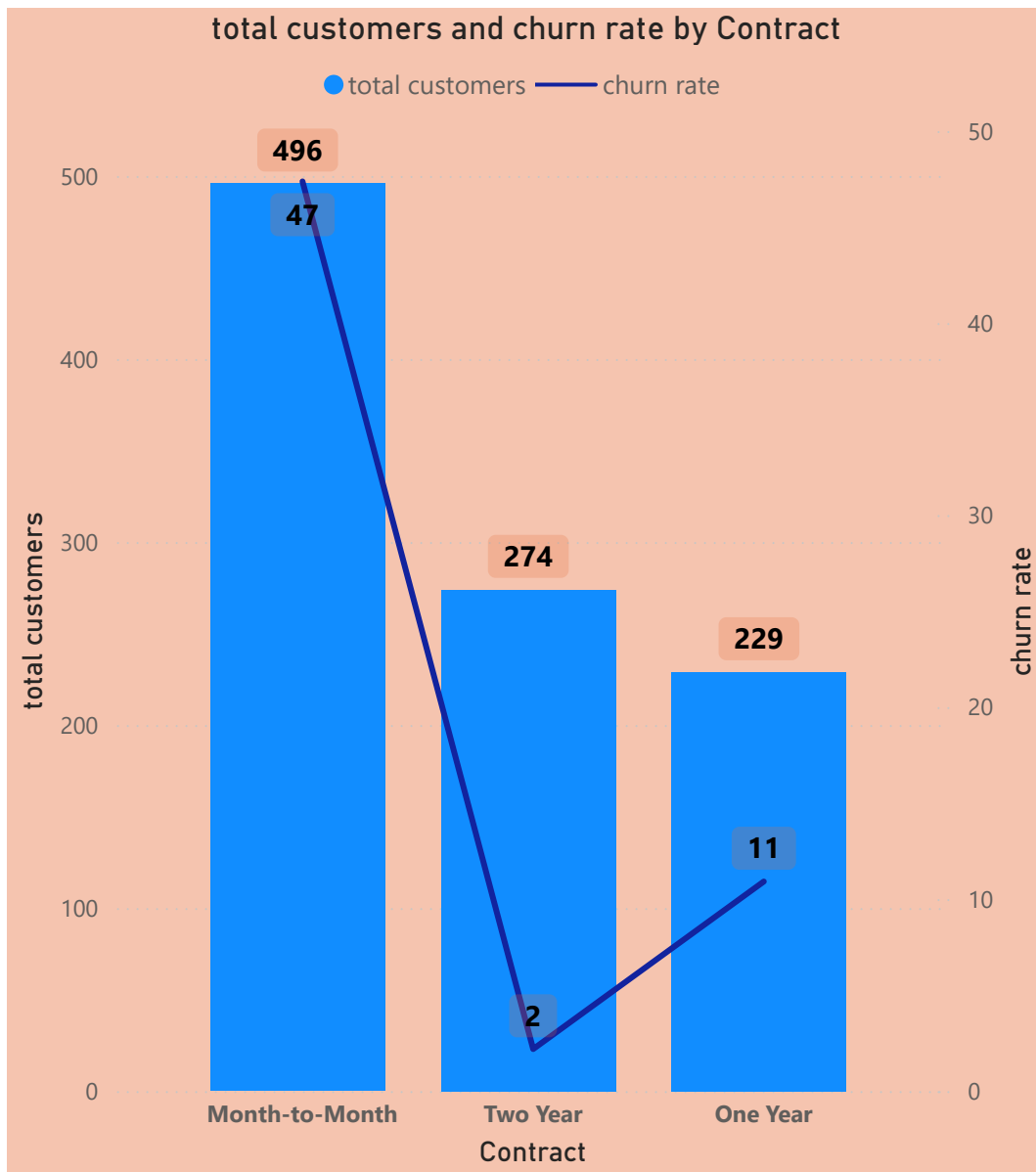There are 999 customers data's that we are going to explore.

**churn rate**
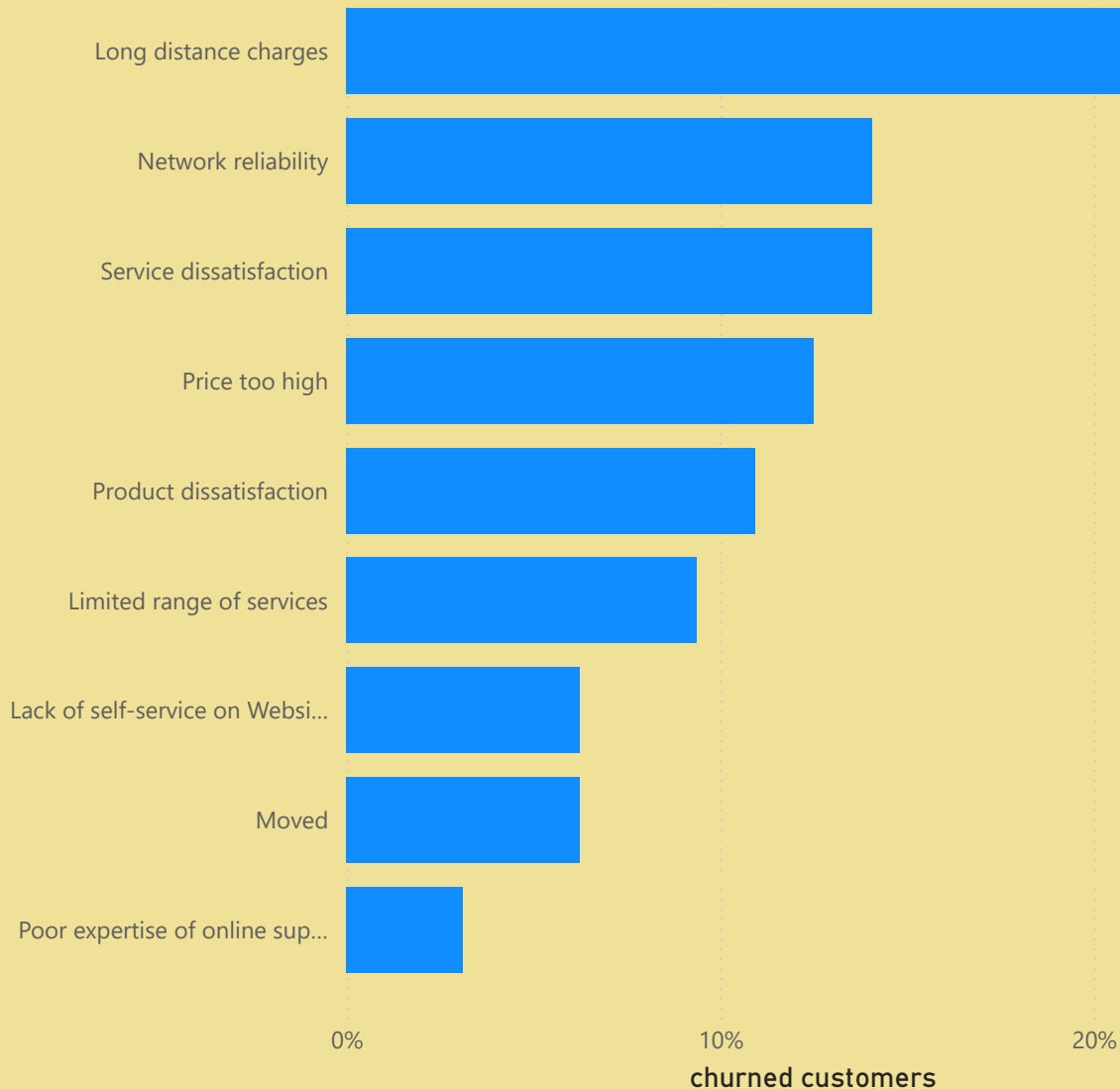
## 26.63

**churned customers**

## 266

I observed 26.6 per cent of Maven's customers churned in the last quarter. This was greater than the total amount who joined (14.9%) and resulted in a net loss of 11.7%.

# total customers and churn rate by Contract

● total customers — churn rate

**496**
**47**

**274**
**2**

**229**
**11**

total customers: 500, 400, 300, 200, 100, 0

churn rate: 50, 40, 30, 20, 10, 0

Contract: Month-to-Month, Two Year, One Year

# %total customers by Churn Category

%total customers: 50%, 40%, 30%, 20%, 10%, 0%

Churn Category: Competitor, Attitude, Dissatisfaction, Price, Other

## Customer Status by Contract

Price 20%
Attitude 20%
Other 20%
Competitor 20%
Dissatisfaction 20%

Both month to month and year wise contract segments had similar reasons for quitting, most of which were better competitor offers and dissatisfaction with the service and the price also little concern.

Those who subscribed to the month-to-month subscription had much higher churn rates than the 1-year and 2-year subscribers. The high-value customers churned much less and mainly did the one or two-year subscription. Low-value customers were high-risk customers—they churned quickly—and largely subscribed on a month-to-month basis.

# Top 10 reasons for leaving



Churn Reason (top to bottom):
- Long distance charges
- Network reliability
- Service dissatisfaction
- Price too high
- Product dissatisfaction
- Limited range of services
- Lack of self-service on Websi...
- Moved
- Poor expertise of online sup...
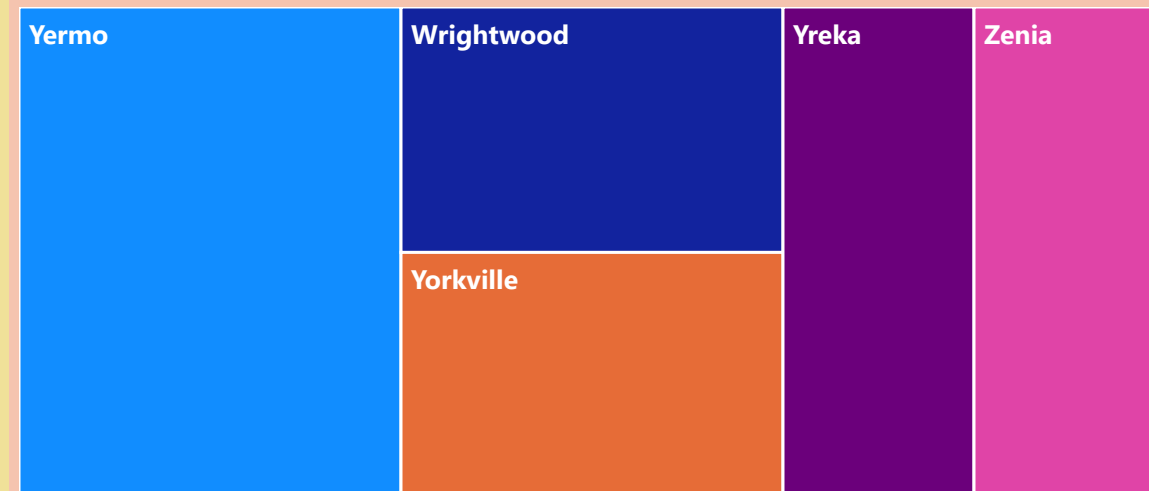
x-axis: churned customers (0%, 10%, 20%)

I analysed the top reasons customers gave for leaving. Concernedly, many persons churned because charges might be high and service dissatisfaction.

# churned customers by Internet Type



y-axis: churned customers (0%, 20%, 40%, 60%)
x-axis: Internet Type — Fiber Optic, DSL, Cable, No Internet
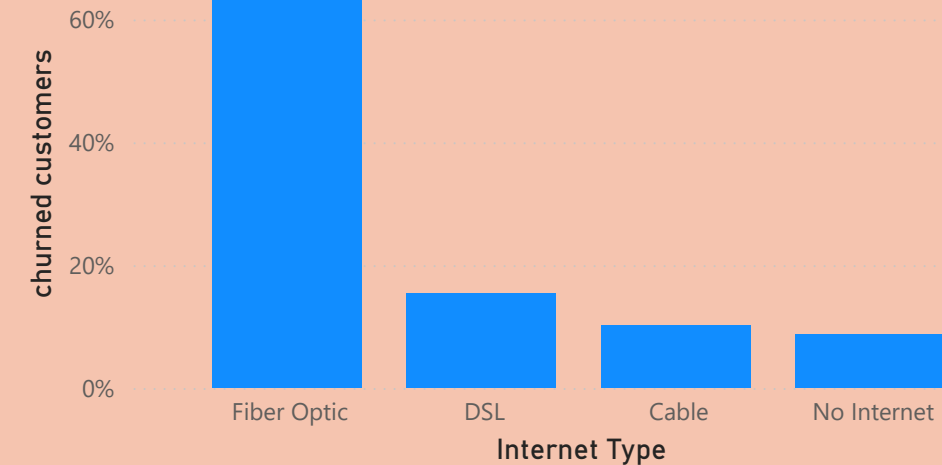
I dived deep into the top reasons for churn saw that fibre-optic internet service is a source of concern. Some improvements need to be made to the fibre-optic internet service.

# Users living in the top 5 cities



Yermo, Wrightwood, Yreka, Zenia, Yorkville

# Data Visualization

## churned customers
**266**

### Customer status
☐ Churned
☐ Joined
☐ Stayed

**999** Customers

## churn rate
**26.6**

## total customers and churn rate by Contract

- ● total customers
- — churn rate

| Contract | total customers | churn rate |
|---|---|---|
| Month-to-Month | 496 | 47 |
| Two Year | 274 | 2 |
| One Year | 229 | 11 |

## Customer Status by Contract

- Price 20%
- Attitude 20%
- Competitor 20%
- Dissatisfaction 20%
- Other 20%
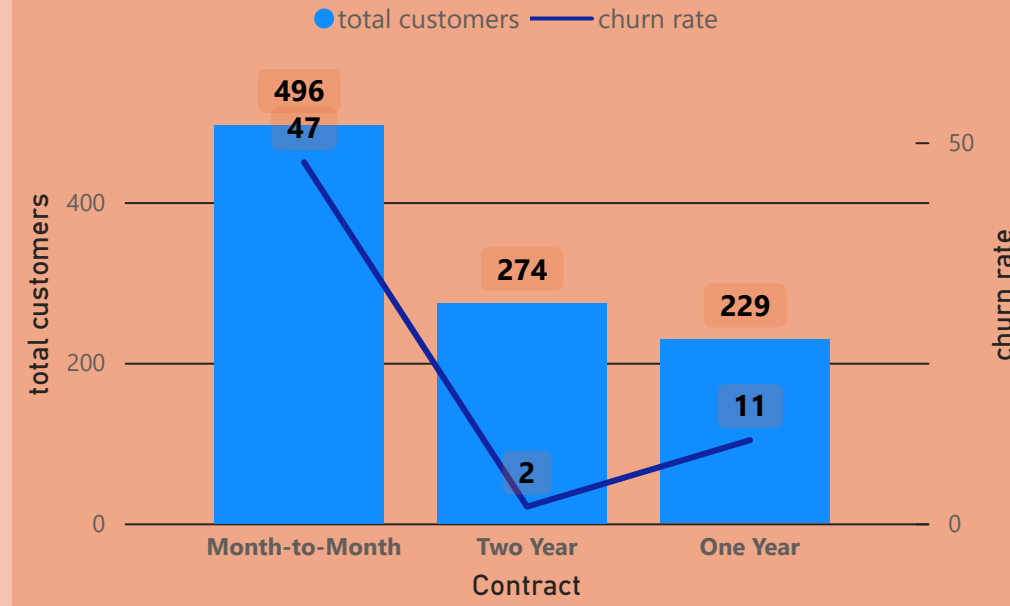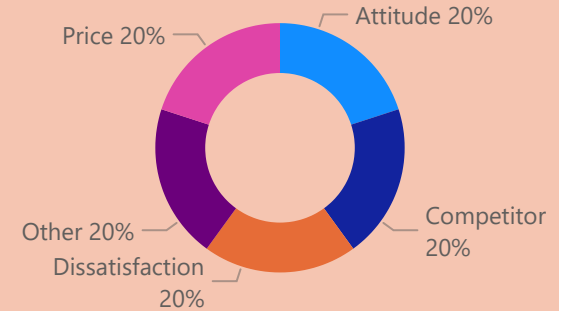
## total customers by Customer Status

- Joined
- Churned
- Stayed

## churned customers by Internet Type

| Internet Type | churned customers |
|---|---|
| Fiber Optic | 50%+ |
| DSL | |
| Cable | |
| No Internet | |

## Top 10 reasons for leaving

Churn Reason:
- Long distance charges
- Network reliability
- Service dissatisfaction
- Price too high
- Product dissatisfaction
- Limited range of ser...
- Lack of self-service o...
- Moved
- Poor expertise of onl...

## total customers by Churn Category

| Churn Category | %total customers |
|---|---|
| Competitor | ~45% |
| Attitude | ~17% |
| Dissatisfaction | ~14% |
| Price | ~12% |
| Other | ~11% |