

Maven Telecom Customer Churn Analysis

Report:

Sr.No.	Strategy	Insights	Suggestion	Warning
1.	San Diego-Competitor- Fibre Optic- Customer Feedback	Competitor of San Diego is giving better device, speed, offer	Should improve device, give more offers and data	Churn Rate is increasing
2.	Fibre Optic- Churn Rate	Giving Poor Service	Work on Optic Fibre	Churn Rate of customers using optic fibre is 40.72% which is very High
3.	Revenue(>7000)-Churn Rate	Churn Rate of valuable customers 13.8% and contract done with them is of Two Years and 75% of customers are married	Generally, Prefer to two years contract with high value customers	Give Better offers