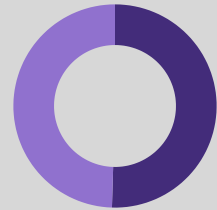


TELCO CUSTOMER

ALL CUSTOMERS PROFILE

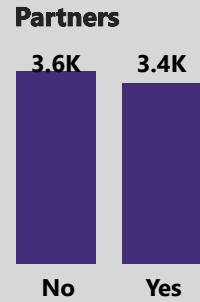
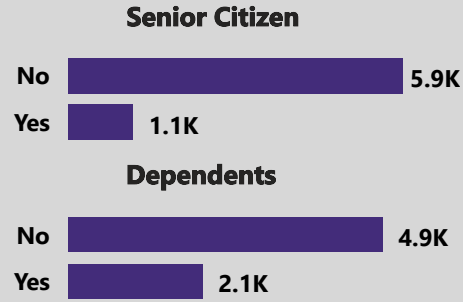
7,043

Demographics

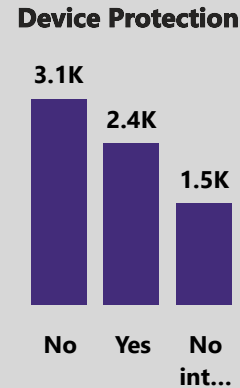
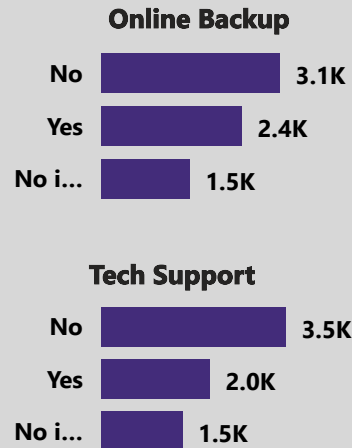
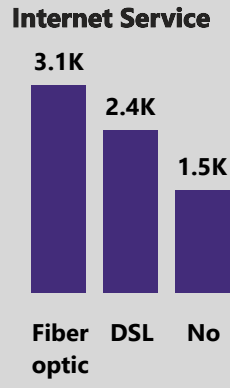
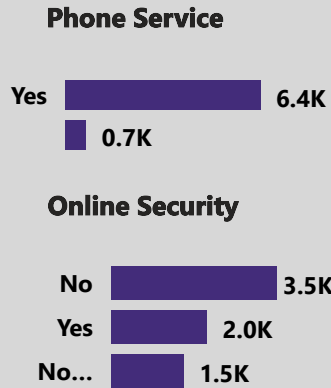


Female
3,488
49.52%

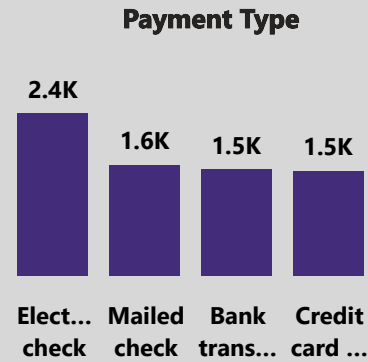
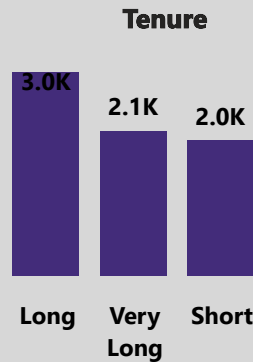
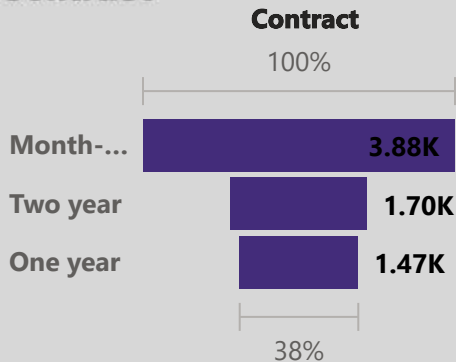
Male
3,555
50.48%



Phone Services



Contract

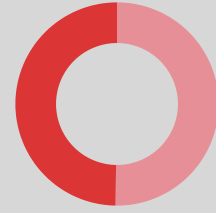


CHURN ANALYSIS



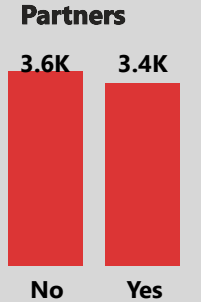
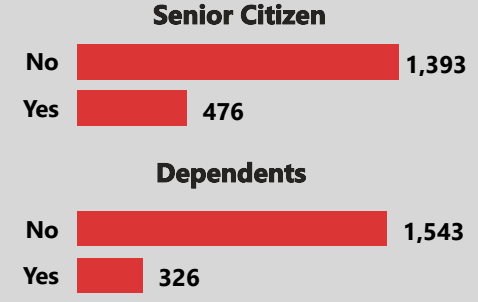
CHURNED CUSTOMERS PROFILE 1,869

Demographics

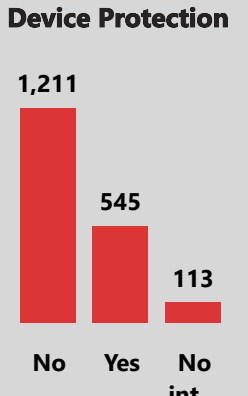
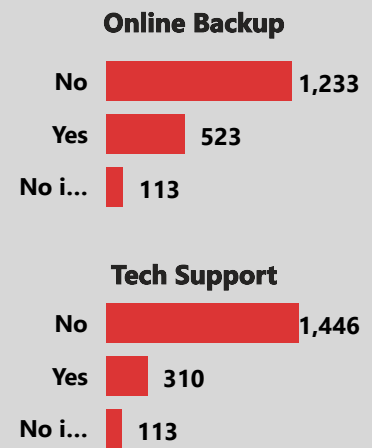
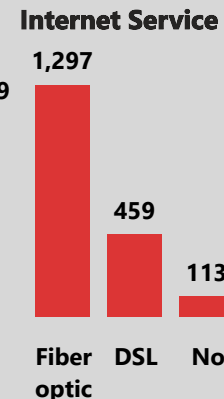


Female
939
50.24%

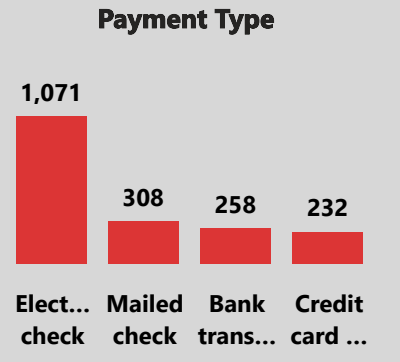
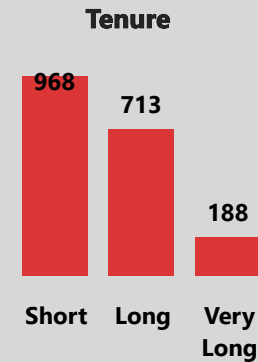
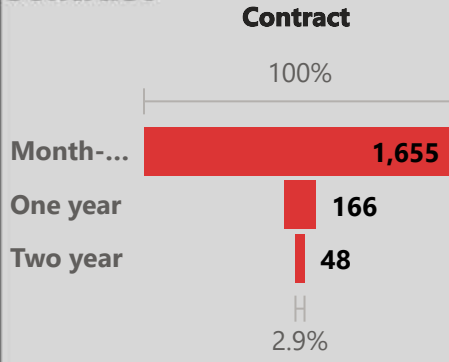
Male
930
49.76%



Phone Services



Contract



CHURNED CUSTOMER DETAILS

Customer ID: 0004-TLHLJ



Personal Details

ID: 0004-TLHLJ

Gender: Male

Senior Citizen: No

Phone Services

Phone Service: Yes

Internet Service: Fiber optic

Tech Support: No

Online Backup: No

Device Protection: Yes

Other Details

Partner
No

Dependent
No

Recommendations

- The **Month-To-Month Contract** Type should be given more attention as customers that have subscribed for that contract tend to Churn.
- Customers that have used between **0-10 Months** tend to Churn.
- Customers using **Fiber Optic internet service** tend to churn more.
- Customer using the **Electronic check payment method** tends to Churn.
- Customer without **Online Support** Churn more often.
- Customer without **Tech Support** Churn more often.
- Customer without **Device Protection** tend to Churn more often.

_More attention should be given to the categories highlighted above

Contract

Type
Month-to-month

Tenure
4

Payment Method
Electronic check