

CHURNED CUSTOMERS SUMMARY REPORT

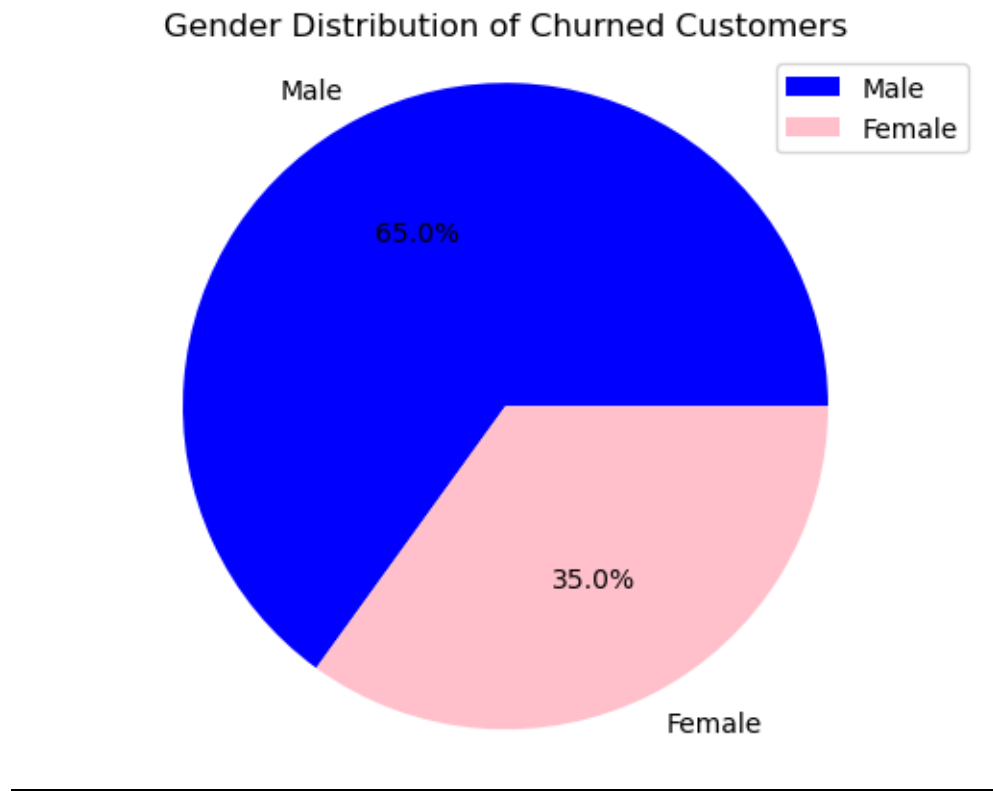


MADE BY: DataSense Solutions

MADE FOR: CommLink Telecom

DATE: 26th July 2023

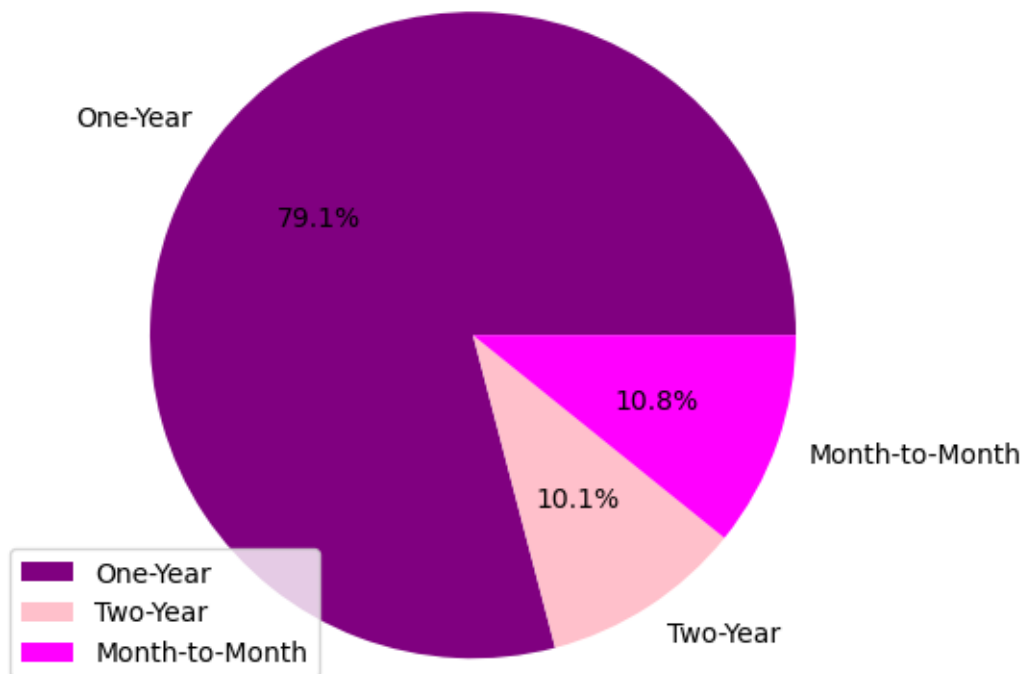
GENDER DISTRIBUTION



There are way more Male churned customers than female

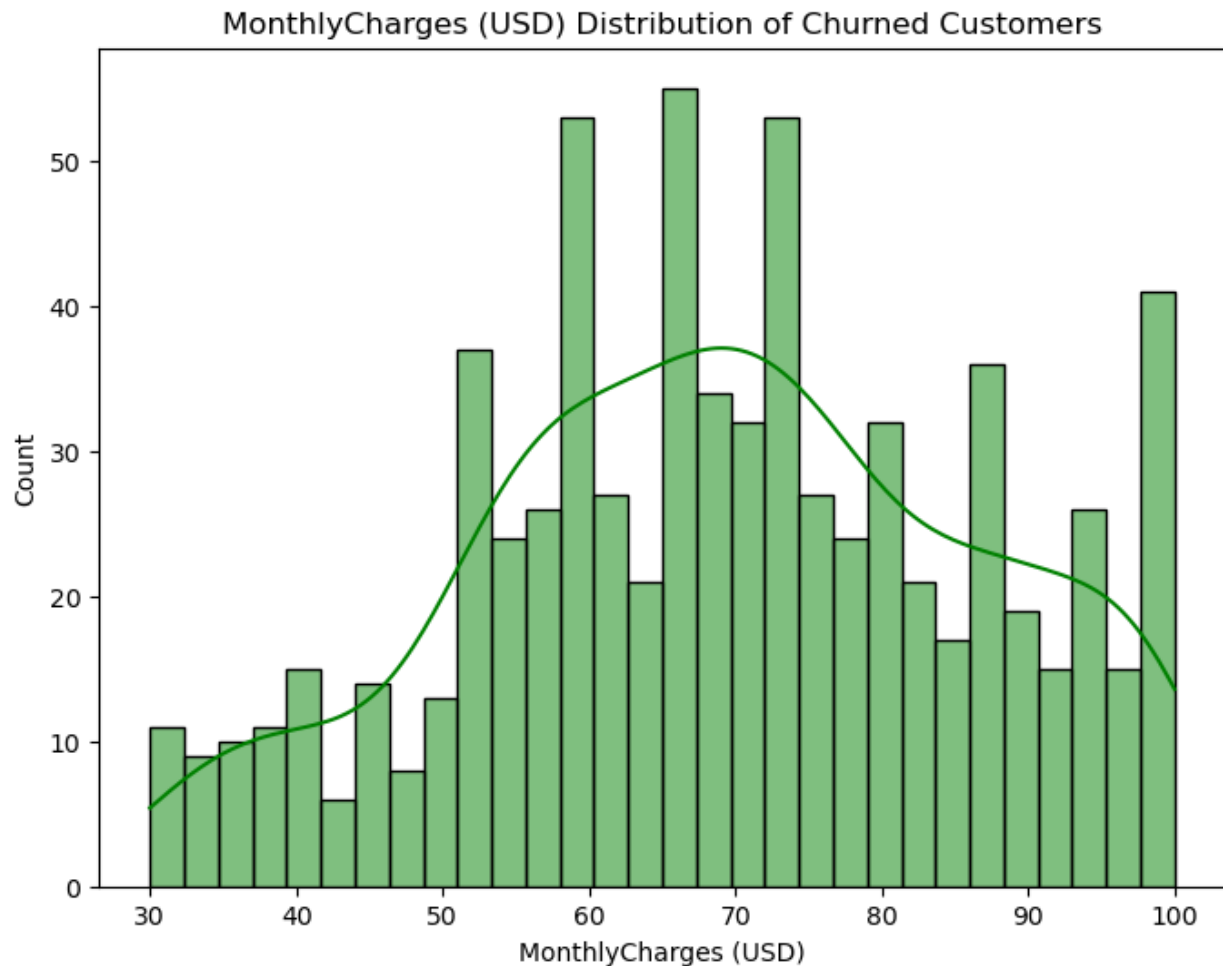
CONTRACT TYPE DISTRIBUTION

Contract Type Distribution of Churned Customers



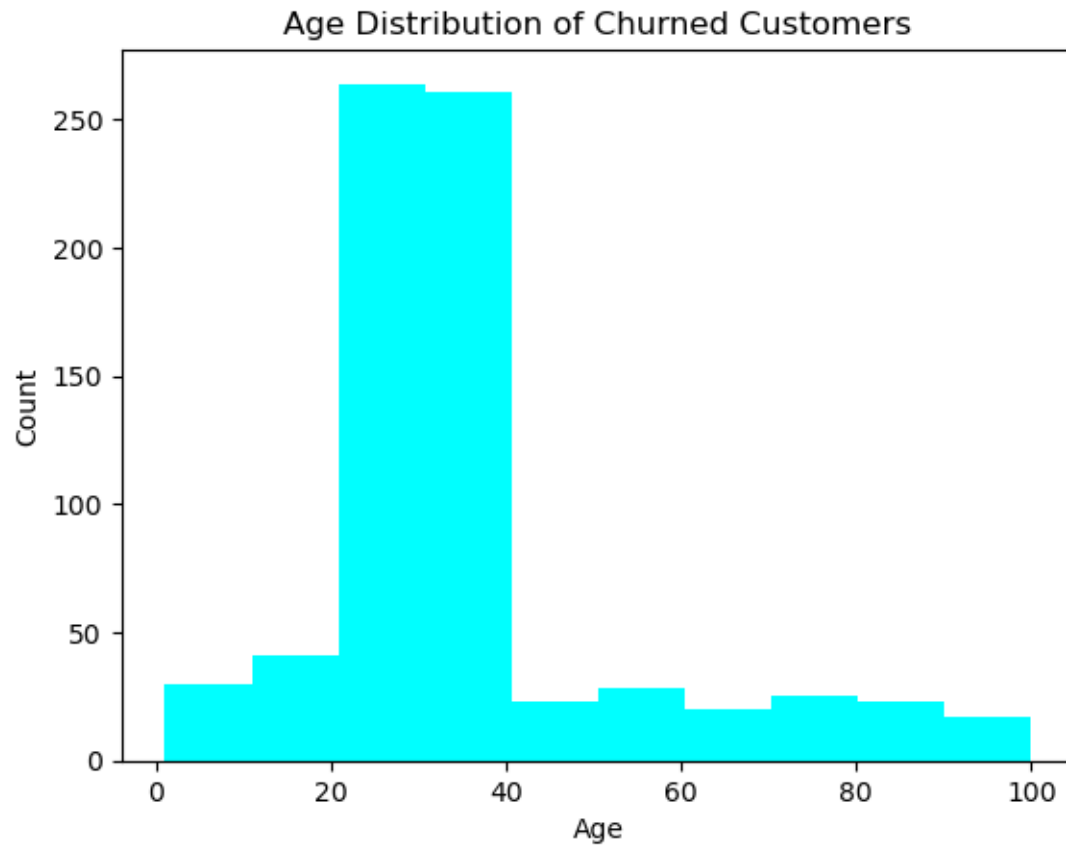
The customers who left used mostly the One-Year contract.

MONTHLY CHARGES DISTRIBUTION



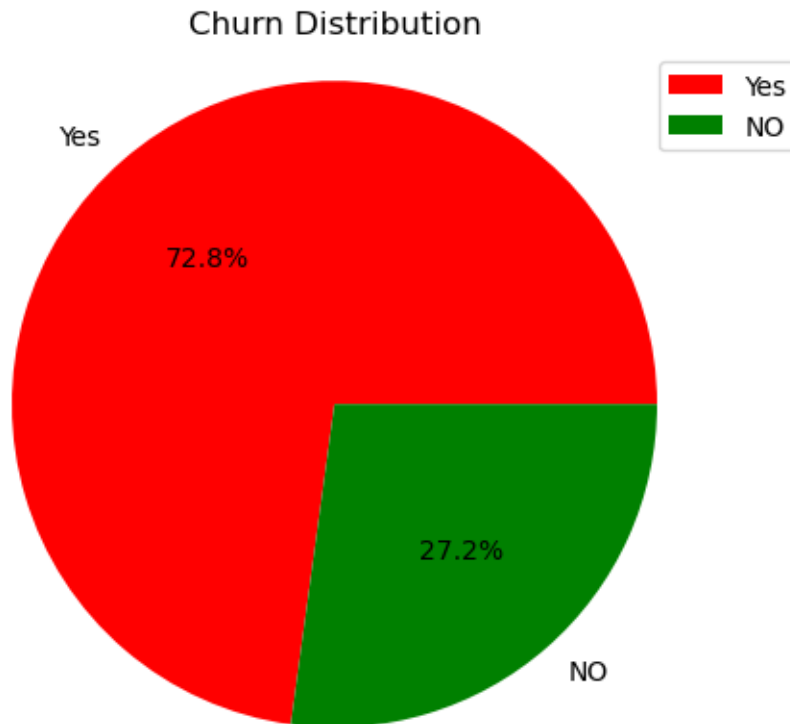
Most of the churned user's monthly charges are around 65 dollars. The company can reduce these to make sure they do not lose more customers.

AGE DISTRIBUTION



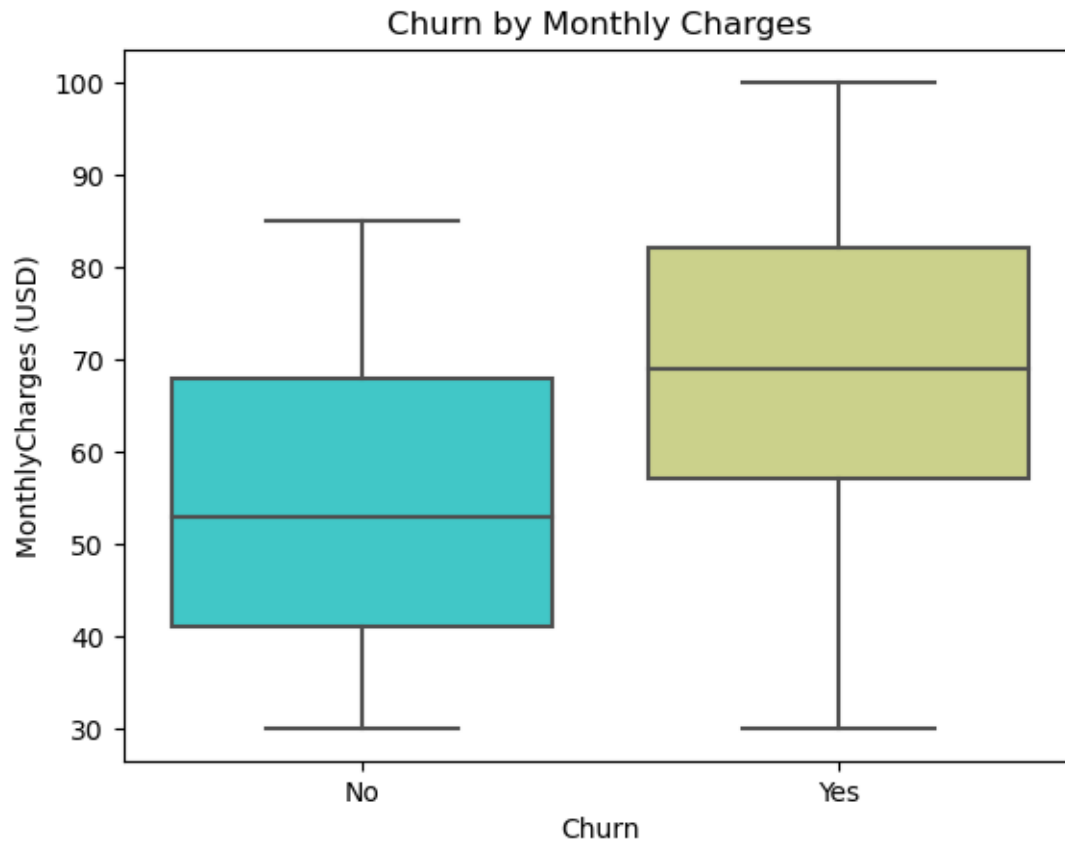
More of the churned customers belong to age group 20-40.

CHURN DISTRIBUTION



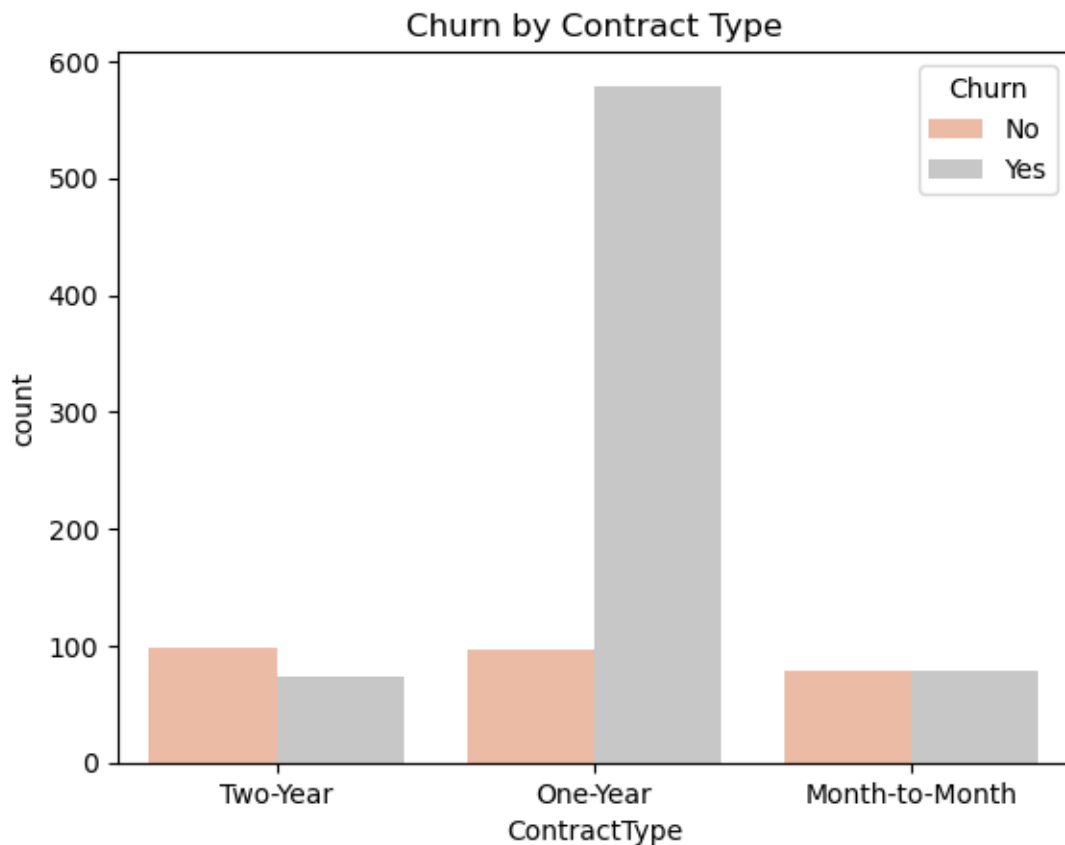
There are around 72 % churned customers. A very high number for any company.

CHURN BY MONTHLY



CommLink Telecom's customers that churned had high monthly prices than those that didn't. It suggests that they need to lower the prices to retain customers in the future. Churned customers had monthly charges mainly around \$70

CHURN BY CONTRACT TYPE



CommLink Telecom's customers having month-to-month contract were equally likely to churn. However more one-year contract type customer's churned.

Conclusion:

CommLink Telecom seems to have been not doing so well in the market. The customer's that mostly left so far include males around the age of 20 till 40 years old. The company has not managed to attract a variety of customers & mainly a specific group of people seem to be targeted. Most of customer's reason to leave seems to be high prices of the company & customer's who left had on average \$70 monthly charges. Which should be reduced if the company wants to retain customers in the future.

This report has provided valuable insights into CommLink Telecom 's data, highlighting key areas of focus for strategic decision-making. By leveraging these insights and implementing the recommended actions, The company can surely position itself for continued growth and success in the market.