Video Streaming Churn Project | Exploratory Data Analysis (Milestone 3)

Executive Summary Report

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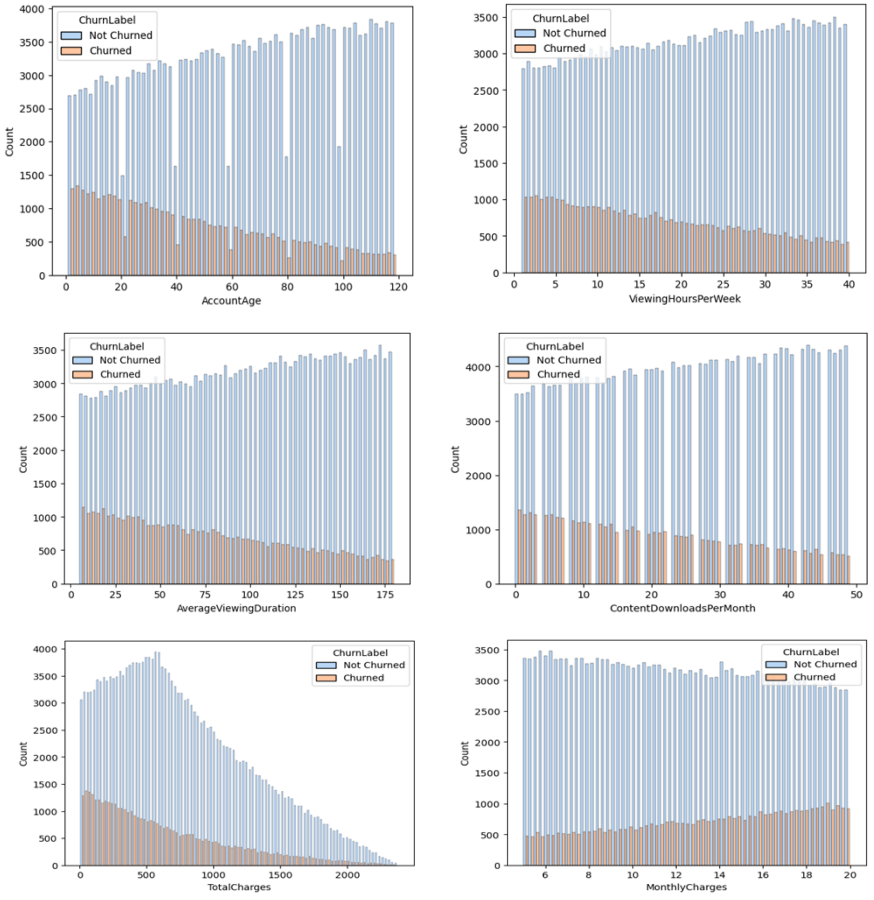
Project Overview

I'm currently developing a data analytics project aimed at increasing overall growth by preventing monthly user subscriptions churn on the video streaming service. Thorough exploratory data analysis (EDA) enables video streaming provider to make better decisions about how to proactively target users likely to churn, thereby improving retention and overall customer satisfaction. **This report offers details and key insights from Milestone 3, which impact the future development of the overall project.**

Milestone 3 - EDA results

- **The 'Churn' target variable is of object type with only two possible values: 0 – retained user or 1- churned user.**
- **The churn ratio among users is 18/82 which makes the churn class highly imbalanced.**
- **The churn rate decreases as the account age (tenure) in months, the number of viewing hours per week, the average viewing duration, the number of content downloads and the total charges rise.**
- **The churn rate increases as the monthly charges and the number of support tickets increase.**
- **The above 7 basic features bring the most predictive power to churn.**
- **I identified two variiables with blank characters among its possible values: 'PaymentMethod' and 'ContentType'. In order to avoid future problems, I dropped the blank character before I continue with modeling.**



Next steps

➔ **Through Feature Engineering reveal combine features from the basic predictive features which will discover trends and patterns of user engagement in video streaming service.**

➔ **Deeply explore their impact on user churn.**