

Summary for business stakeholders

Business Insights

- After analyzing data there are 1512 with no internet service that means 1512 customers don't have any service depending on internet
e.g [OnlineSecurity', 'OnlineBackup', 'DeviceProtection', 'TechSupport']
- there are 3814 customers have month-to-month contract that means probabilities of churn high
- After customer segmentation there are (2471 Loyal Promoters, 2235 At-risk Detractors, 2213 Passive Neutrals)

Recommendation

- Marketing for services depending on internet service to get more customer
- Add features for one-year and two-year contracts to get high tenure
- Add features for Multiple Lines to encourage customers to use more services