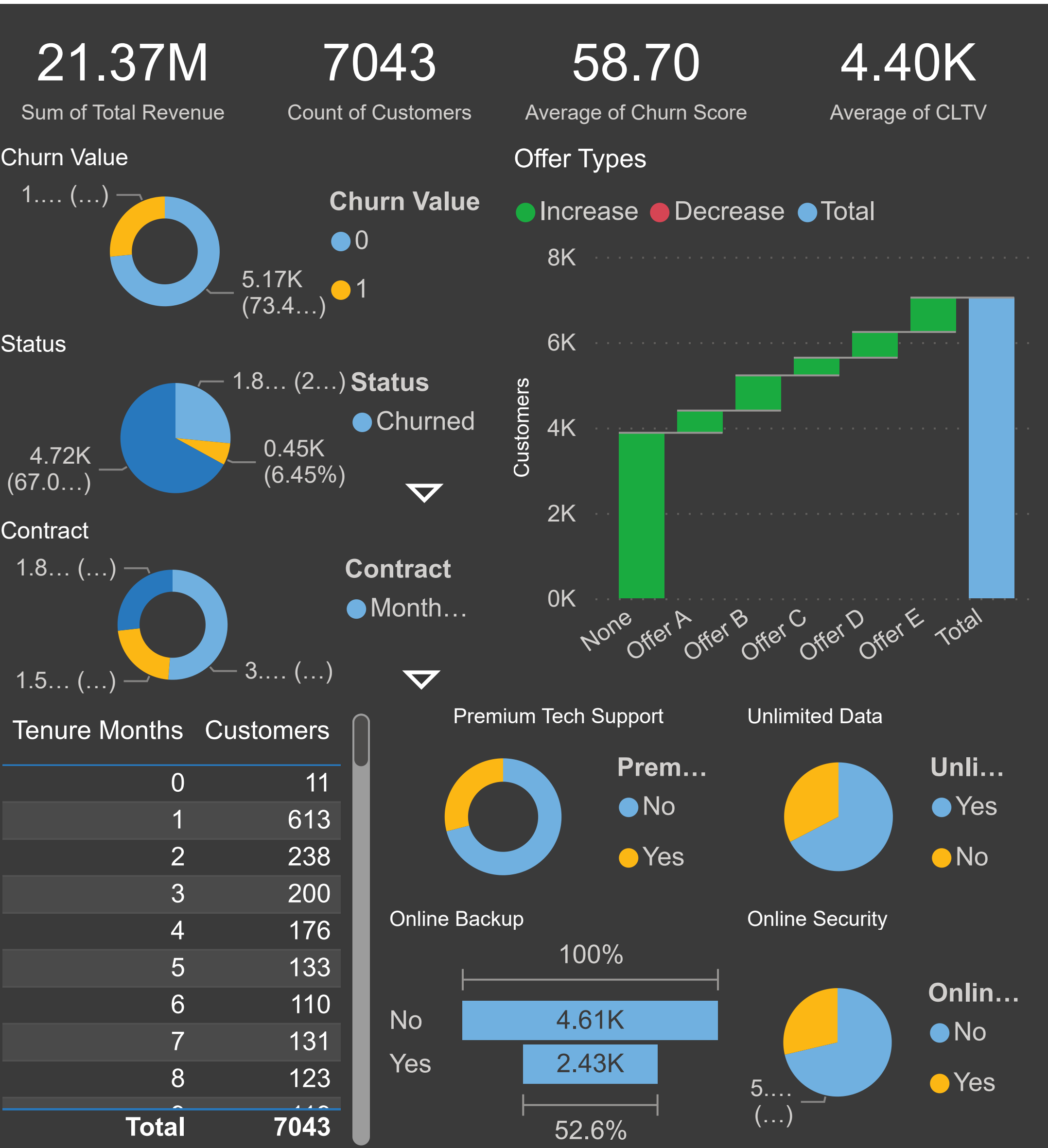
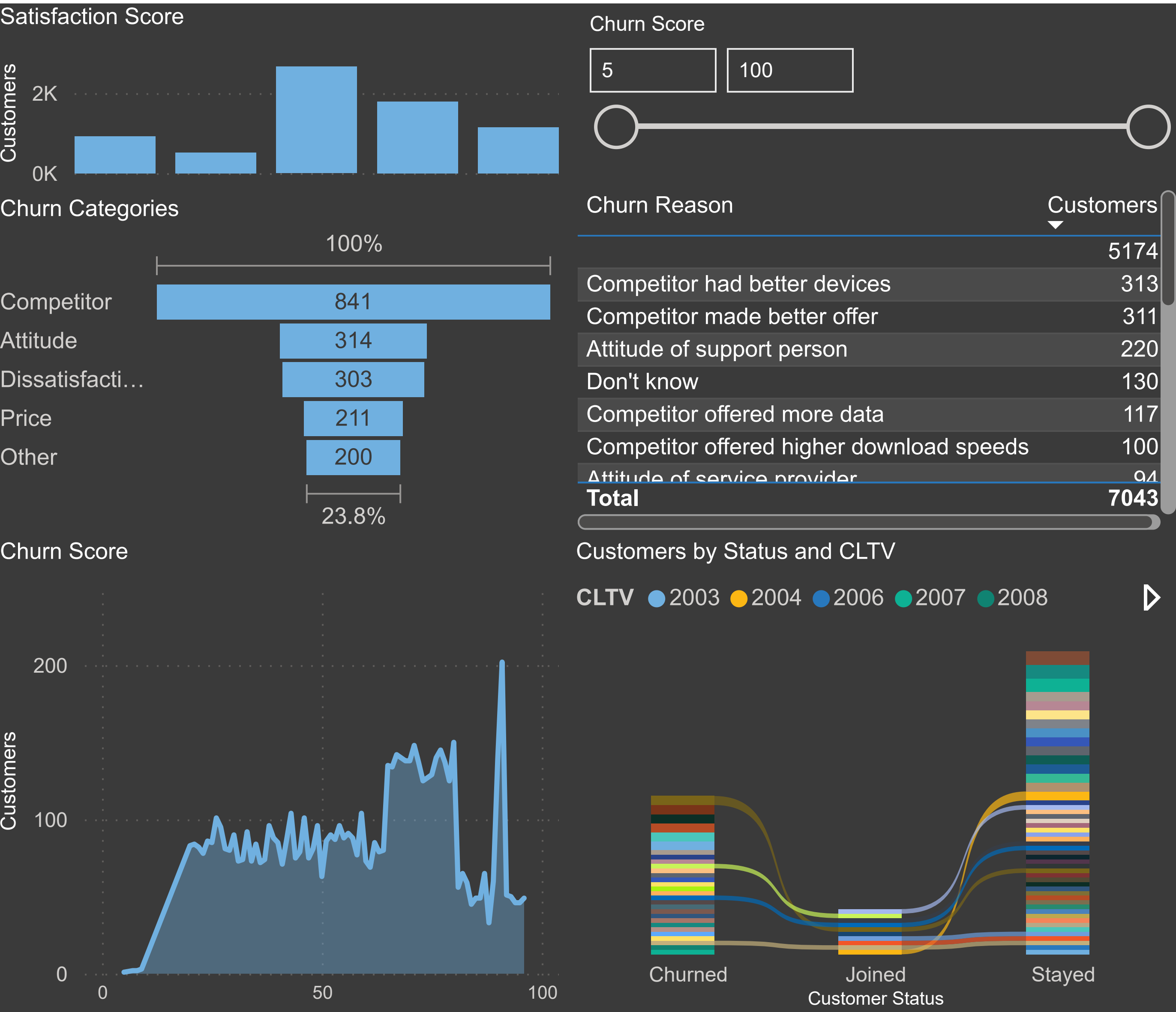


Telco Customer Churn Analysis

OVERVIEW



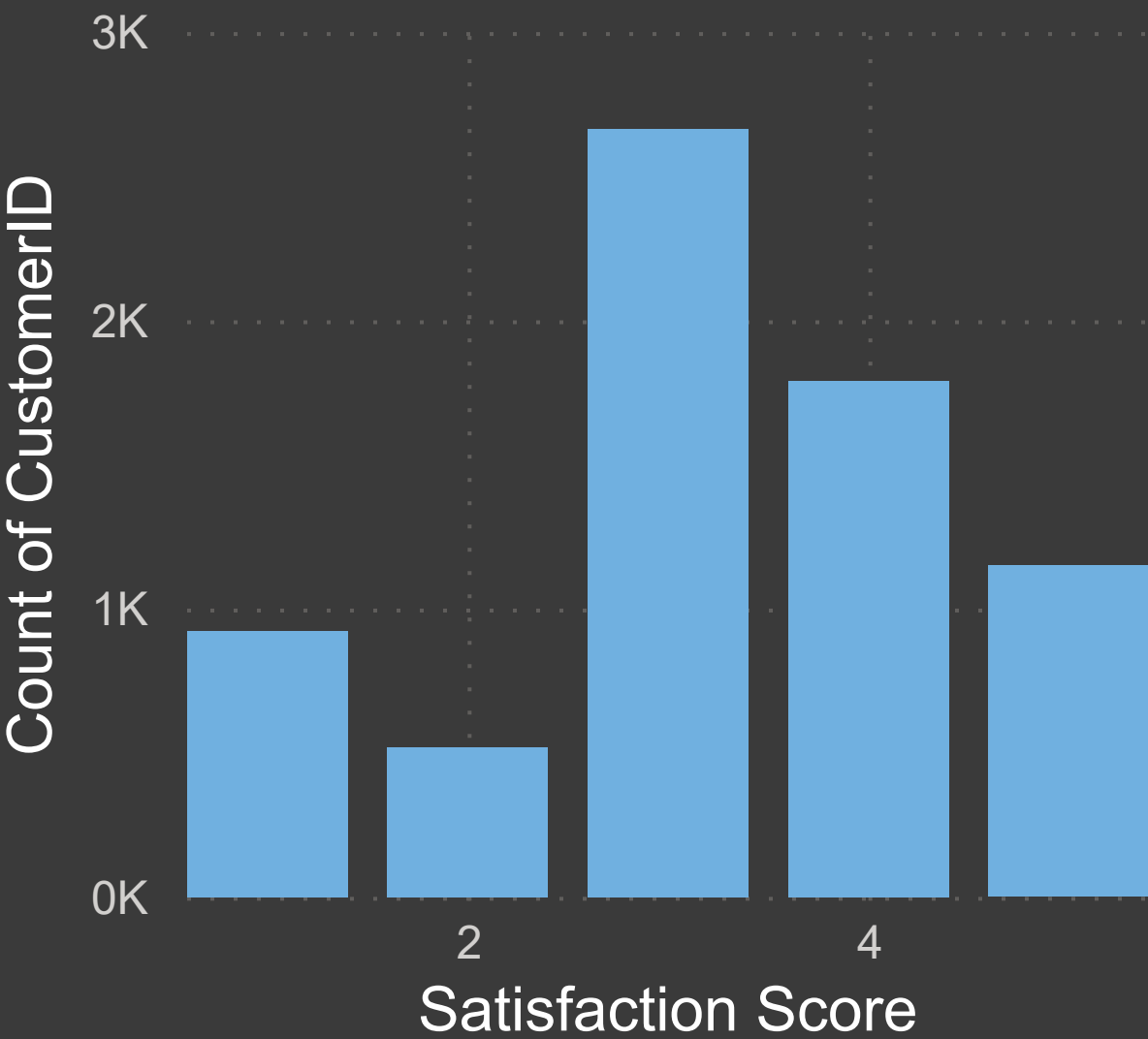
CHURN DETAILS



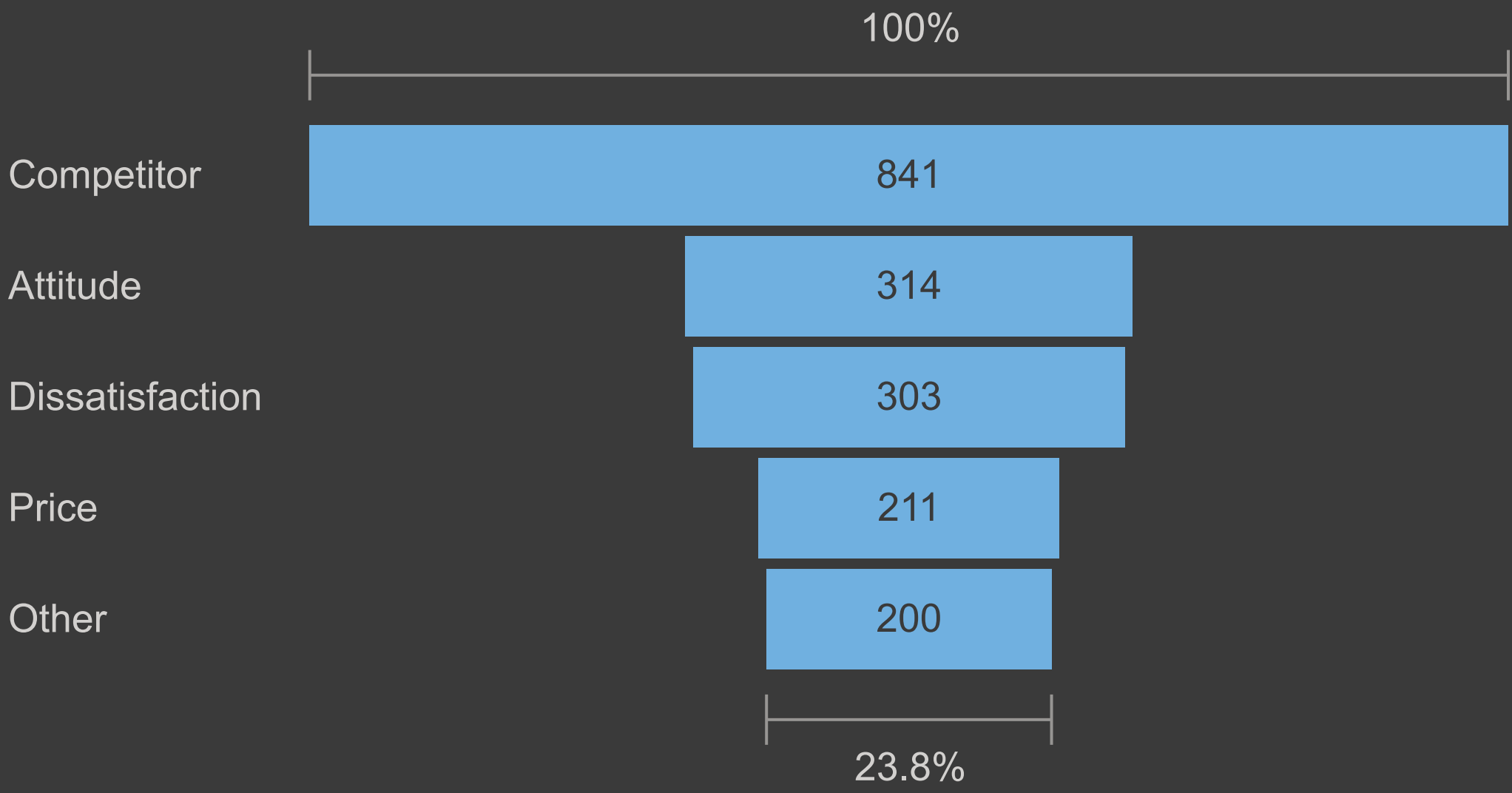
Telco Customer Churn Analysis

Churn Details

Satisfaction Score

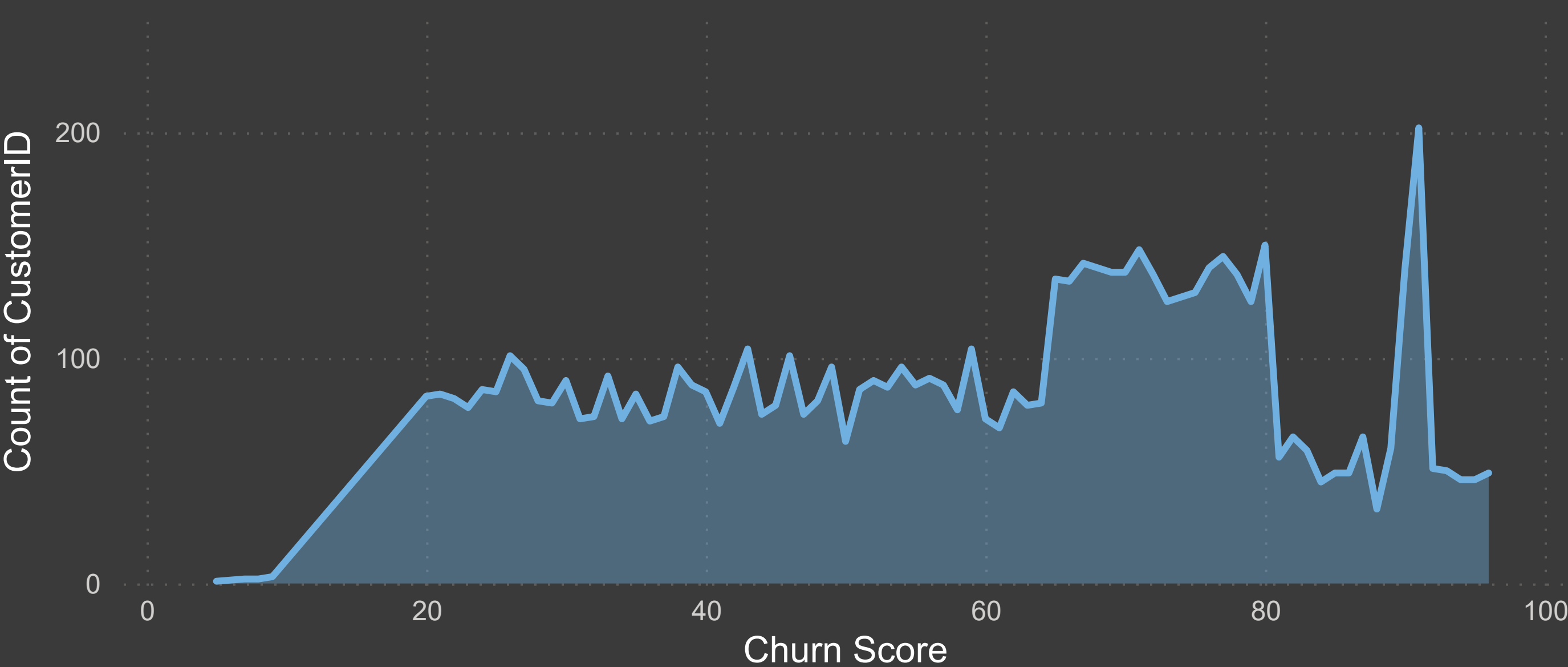


Churn Categories

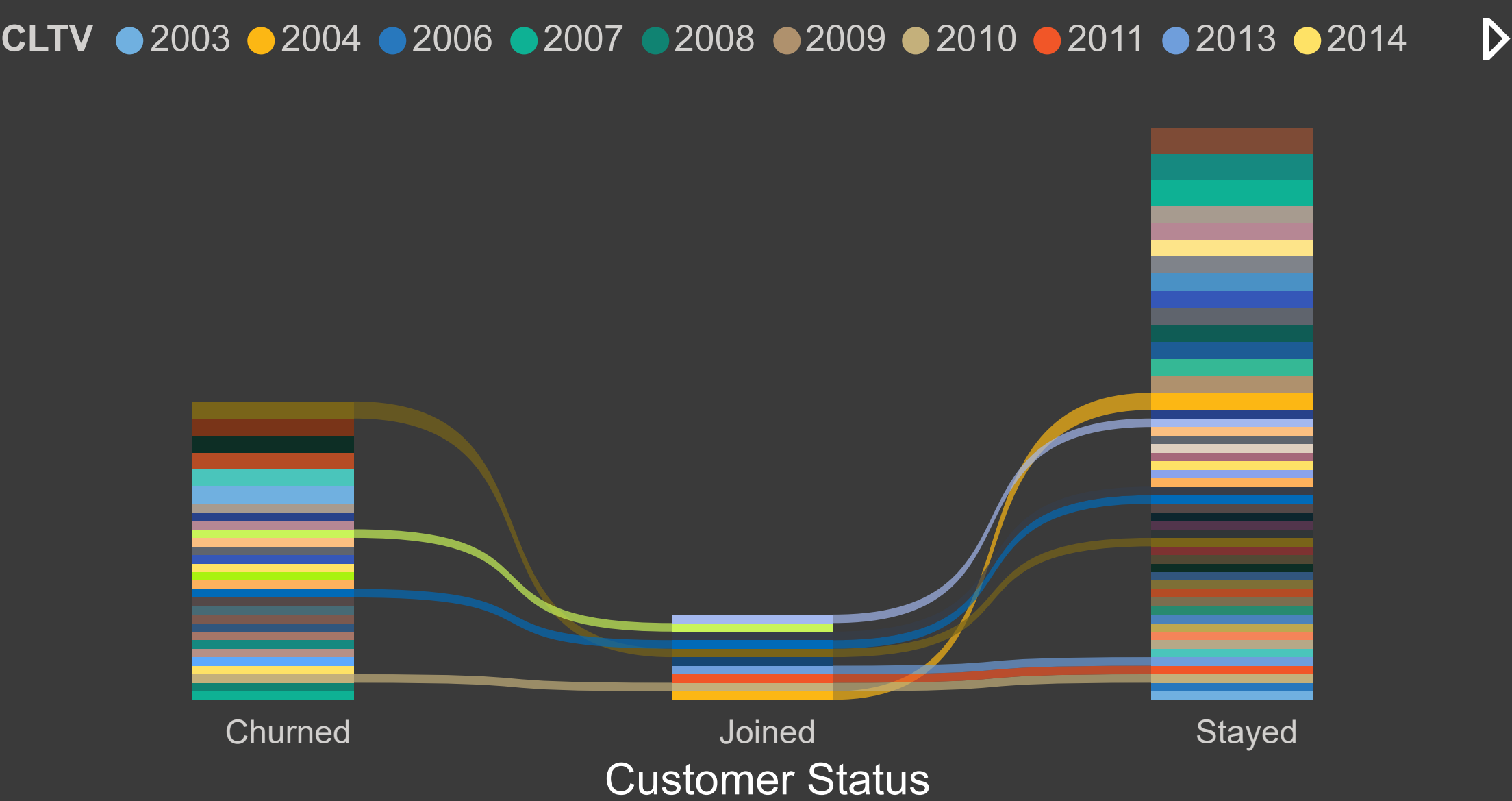


Churn Reason	Customers
	5174
Competitor had better devices	313
Competitor made better offer	311
Attitude of support person	220
Don't know	130
Competitor offered more data	117
Competitor offered higher download speeds	100
Attitude of service provider	94
Price too high	78
Product dissatisfaction	77
Network reliability	72
Long distance charges	64
Service dissatisfaction	63
Total	7043

Churn Score



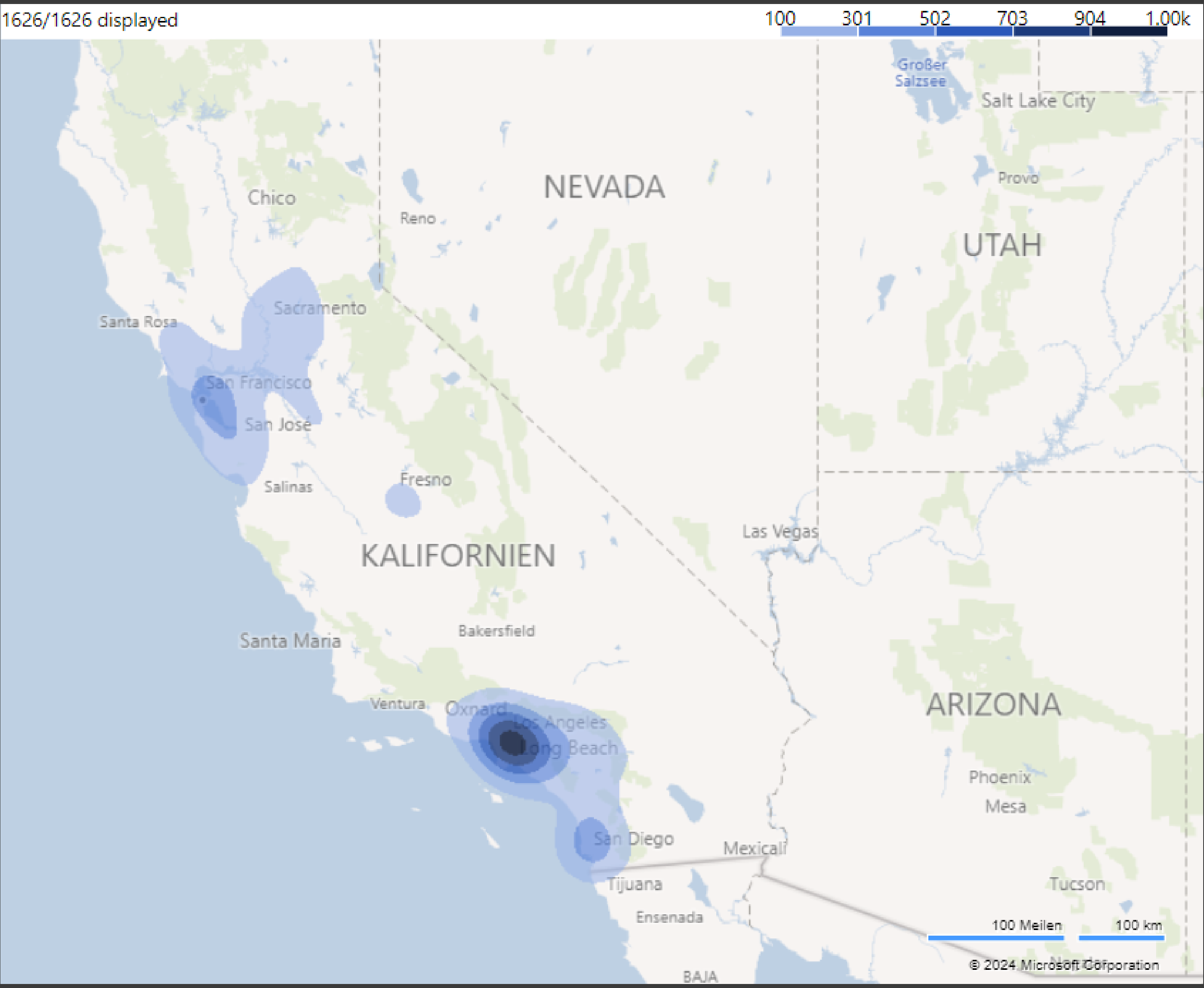
Customers by Status and CLTV



Telco Customer Churn Analysis

Location Details

Customers by Zip Code, Latitude and Longitude



City	Customers
Los Angeles	293
San Diego	285
San Jose	112
Sacramento	108
San Francisco	104
Fresno	61
Long Beach	60
Oakland	52
Escondido	51
Stockton	44
Fallbrook	43
Glendale	40
Bakersfield	39
Temecula	38
Berkeley	32
Riverside	32
Pasadena	30
Whittier	30
Anaheim	28
Irvine	28
Modesto	28
San Bernardino	28
Santa Barbara	28
Total	1594

Zip Code	Customers
92028	43
92027	38
92122	36
92117	34
92126	32
92592	30
92109	27
92130	22
92121	20
92129	16
Total	298

Telco Customer Churn Analysis

Key Influencers

Key influencers Top segments

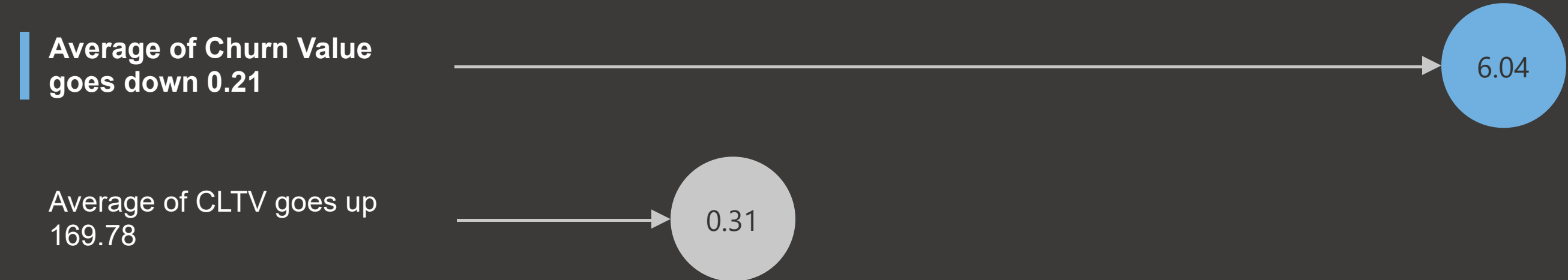


What influences Average of Churn Score to

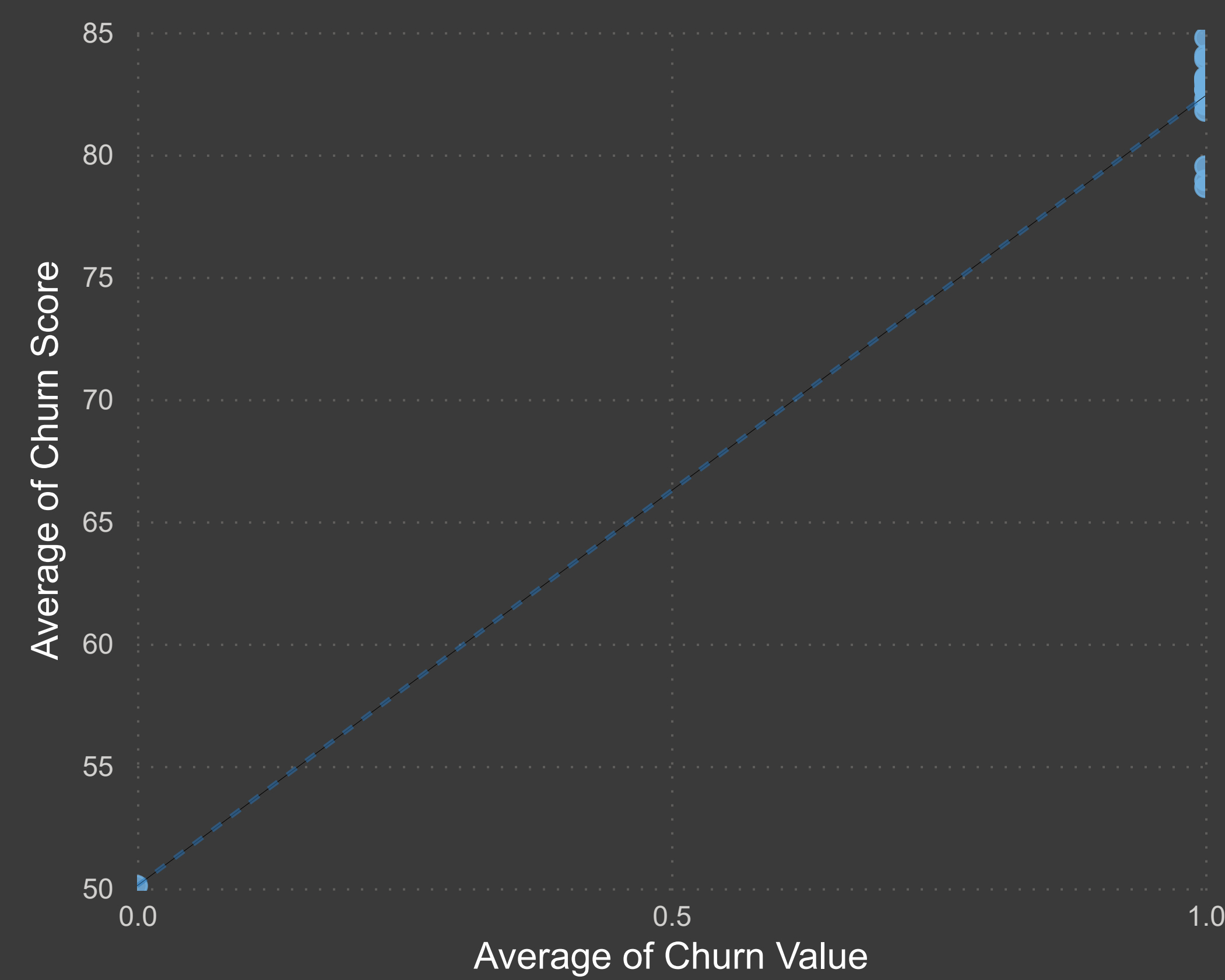
Decrease

 ?

When...
.....the average of Average of Churn Score decreases by



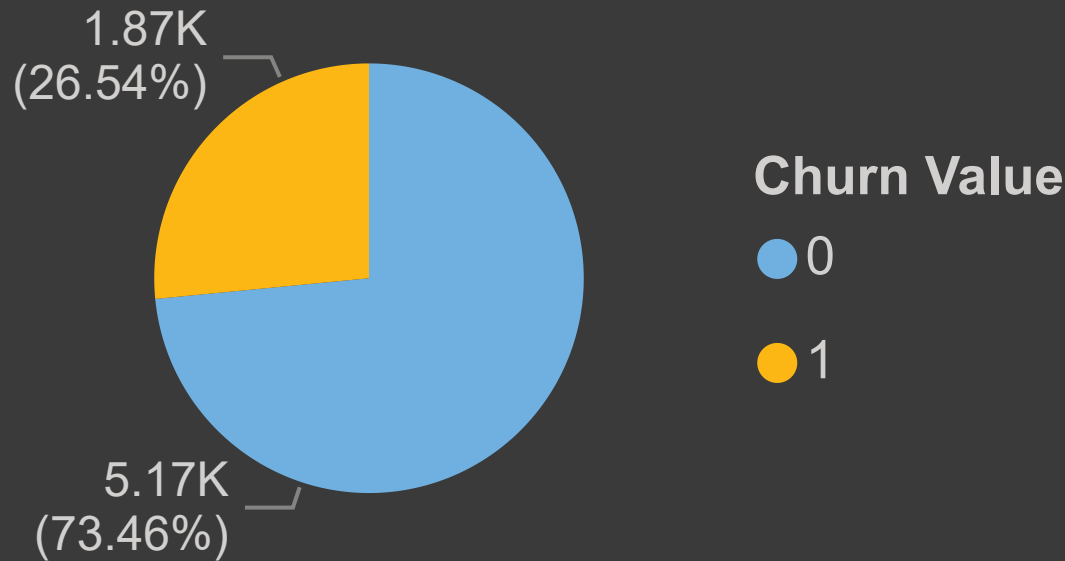
← On average when Average of Churn Value decreases, Average of Churn Score also decreases.



Telco Customer Churn Analysis

Tenure/Status

Churn Value



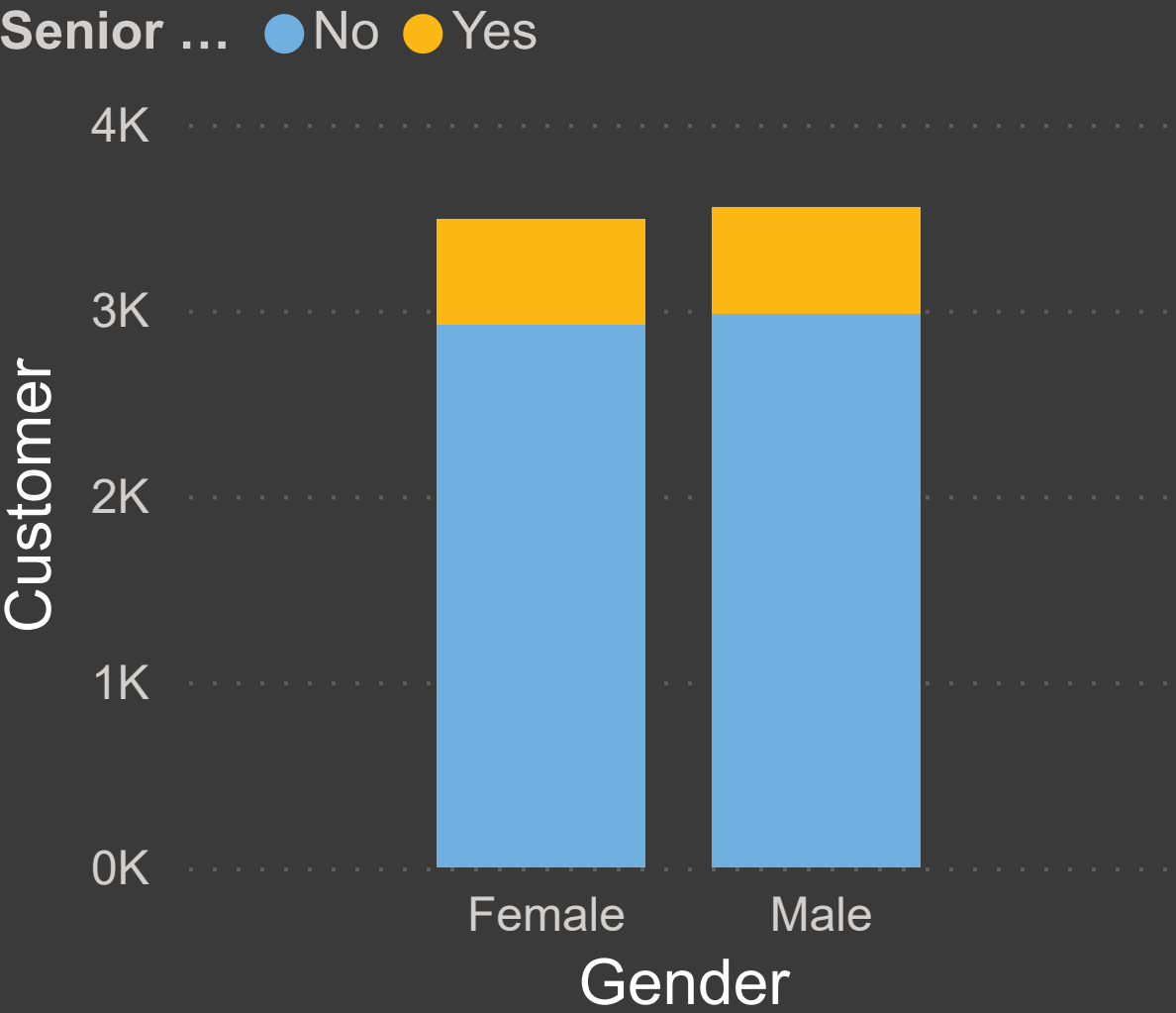
Offer by Status

Offer	0	1
None	2826	1051
Offer A	485	35
Offer B	723	101
Offer C	320	95
Offer D	441	161
Offer E	379	426

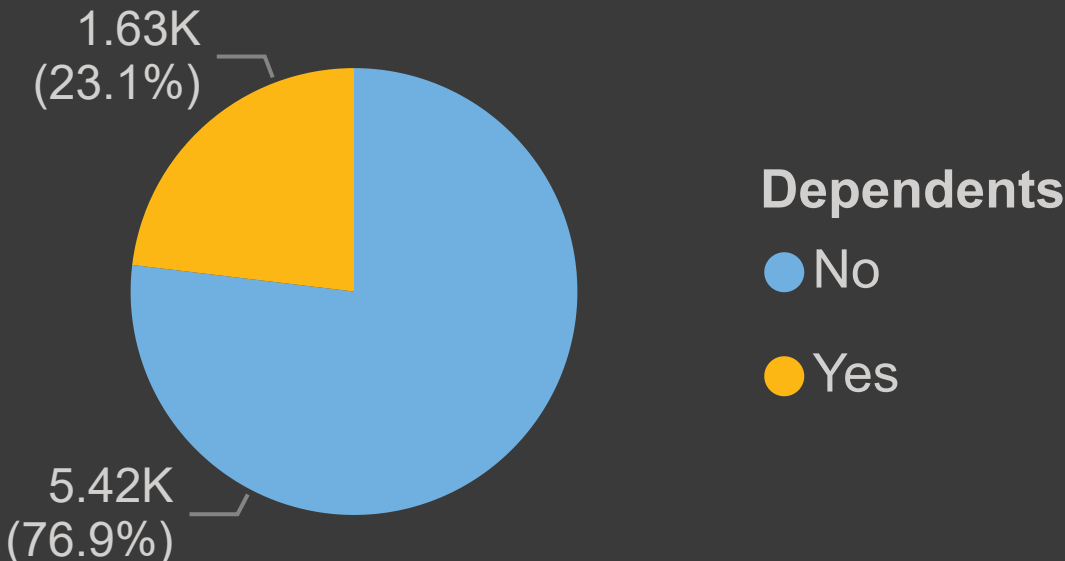
Tenure Months Customers

0	11
1	613
2	238
3	200
4	176
5	133
6	110
7	131
8	123
9	119
10	116
11	99
12	117
13	109
14	76
15	99
16	80
17	87
18	97
19	73
20	71
21	63
22	90
23	85
24	94
25	79
26	79
27	72
28	57
29	72
30	72
Total	7043

Gender and Senior Citizen



Customers by Dependents



Churn Score



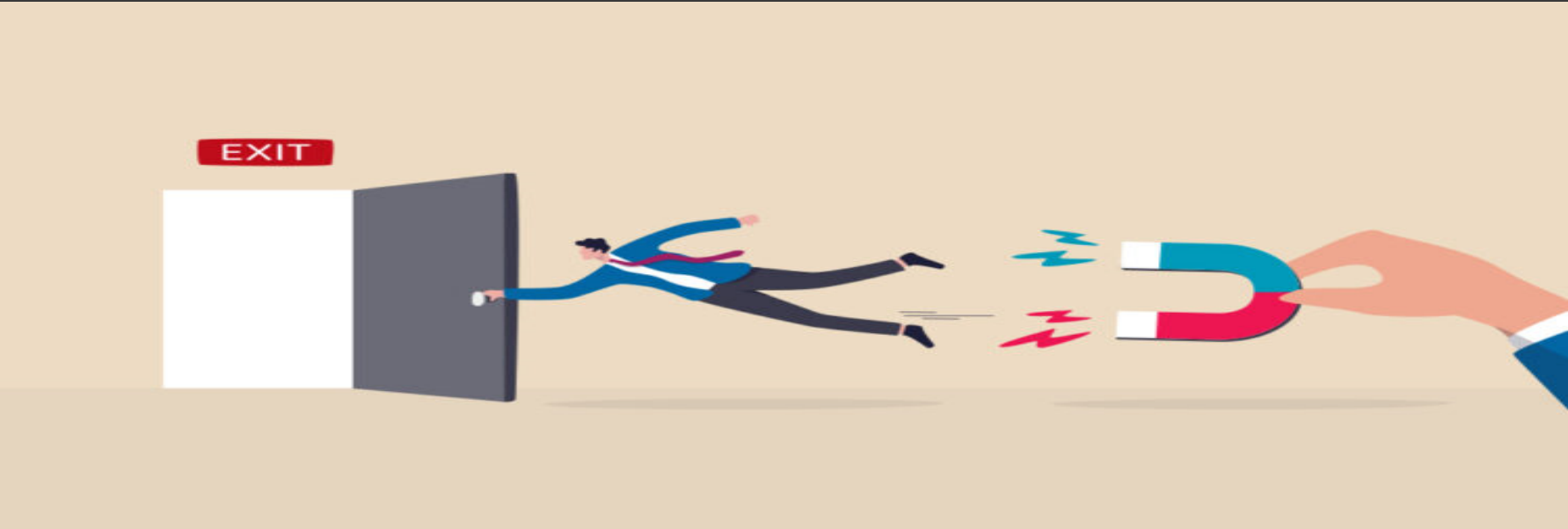
Telco Customer Churn Analysis

Others



4.40K

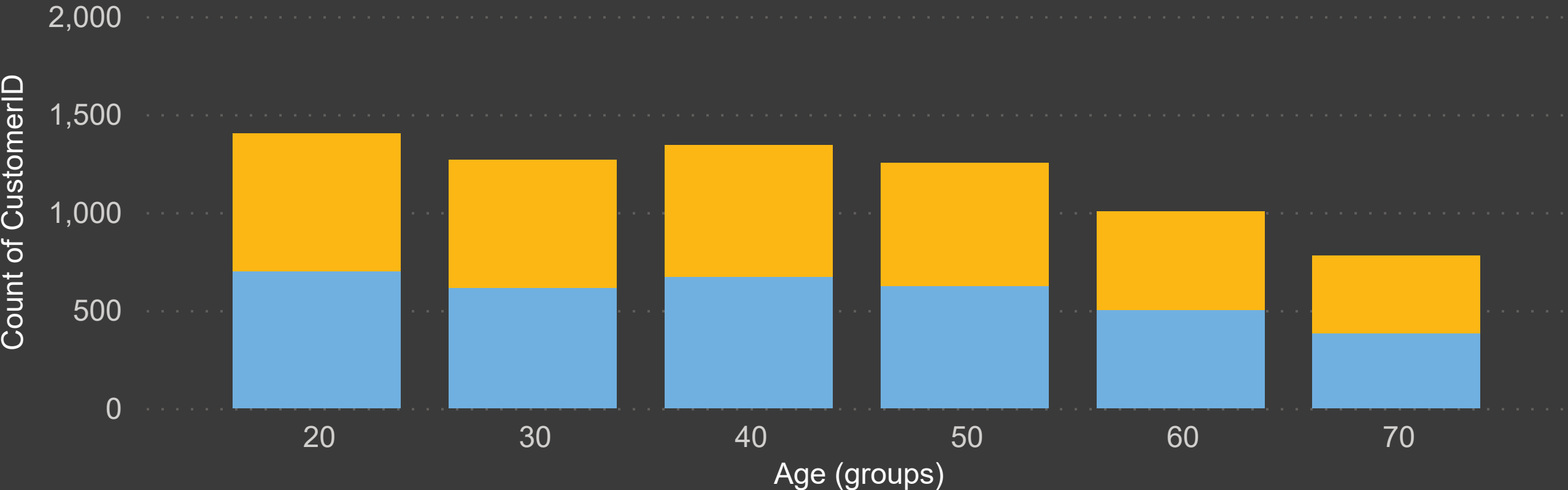
Average of CLTV



Customers by Age

Gender

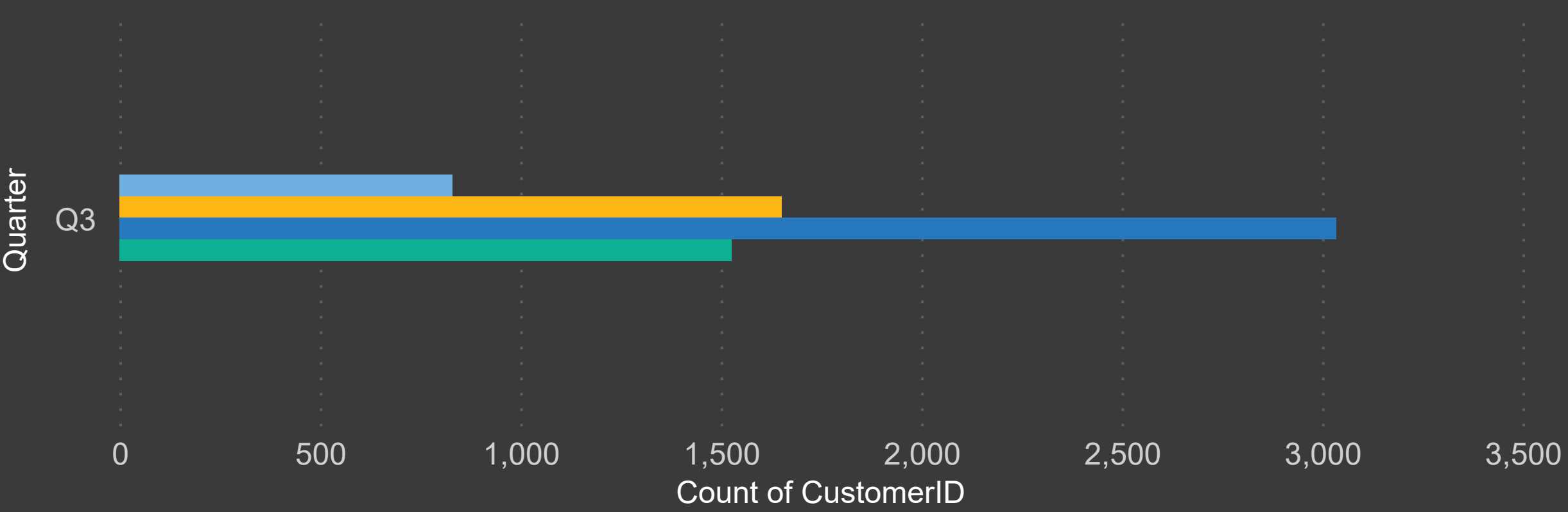
- Female
- Male



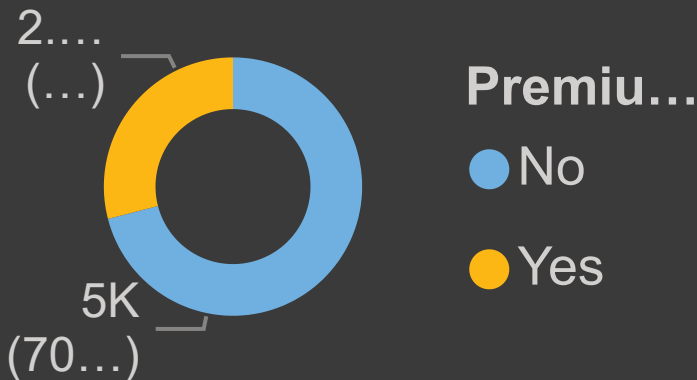
Customers by Quarter and Internet Types

Internet Type

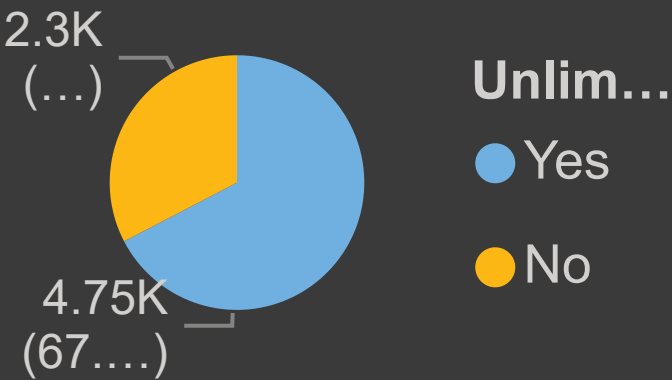
- Cable
- DSL
- Fiber Optic
- None



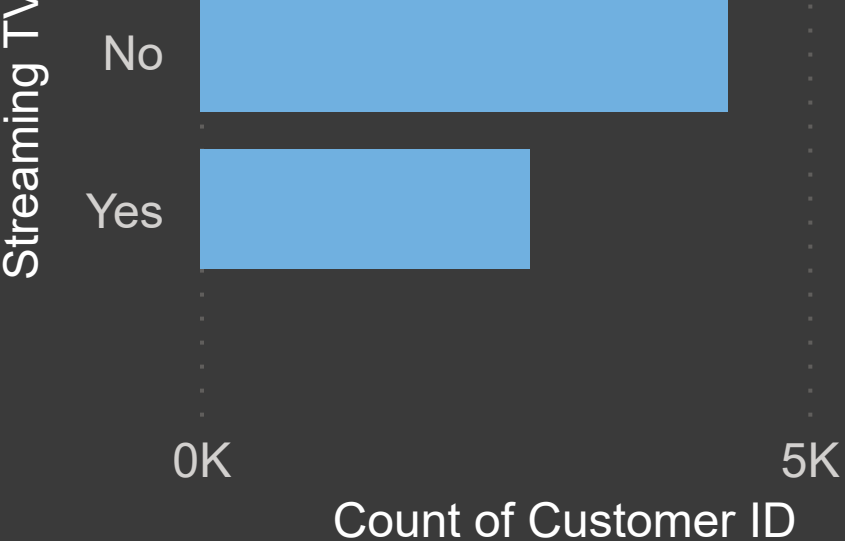
Premium Tech Support



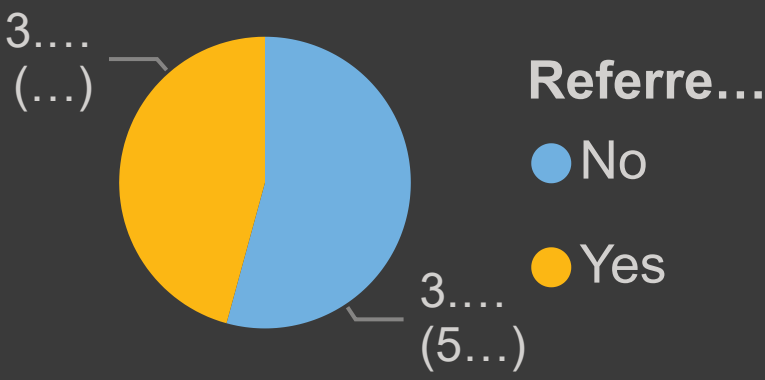
Unlimited Data



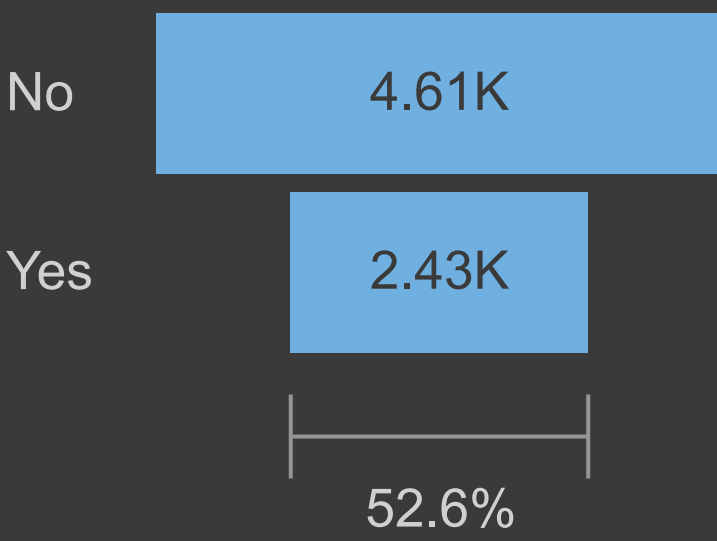
Streaming TV



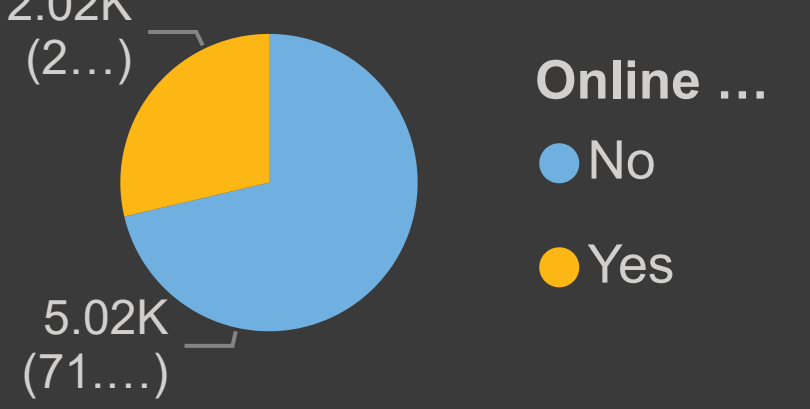
Referred a Friend







Online Backup



Online Security



 Demographics  

 Age (groups)

Age

Count

Customer ID


Dependents


Gender



Married

Number of Dependents

Senior Citizen


[Collapse](#) 



Telco_Churn






Churn Label

Churn Reason


 Churn Score


 Churn Value

 City

 CLTV

Contract

 Count

 Country

CustomerID


Dependents


Device Protection

Gender

Internet Service

Lat Long

 Latitude

[Collapse](#)


Status

Churn Category

Churn Label

Churn Reason

Churn Score

Churn Value


CLTV



Count

Customer ID

Customer Status

Collapse

Service



Avg Monthly GB Download

Avg Monthly Long Distance Ch...

Contract

Count

Customer ID


Device Protection Plan


Internet Service

Internet Type


Monthly Charge


Collapse







Location









City




Count




Country




Customer ID




Lat Long




Latitude




Longitude



State



Zip Code



Collapse ^

Population

ID

Population

Zip Code

Collapse ^

