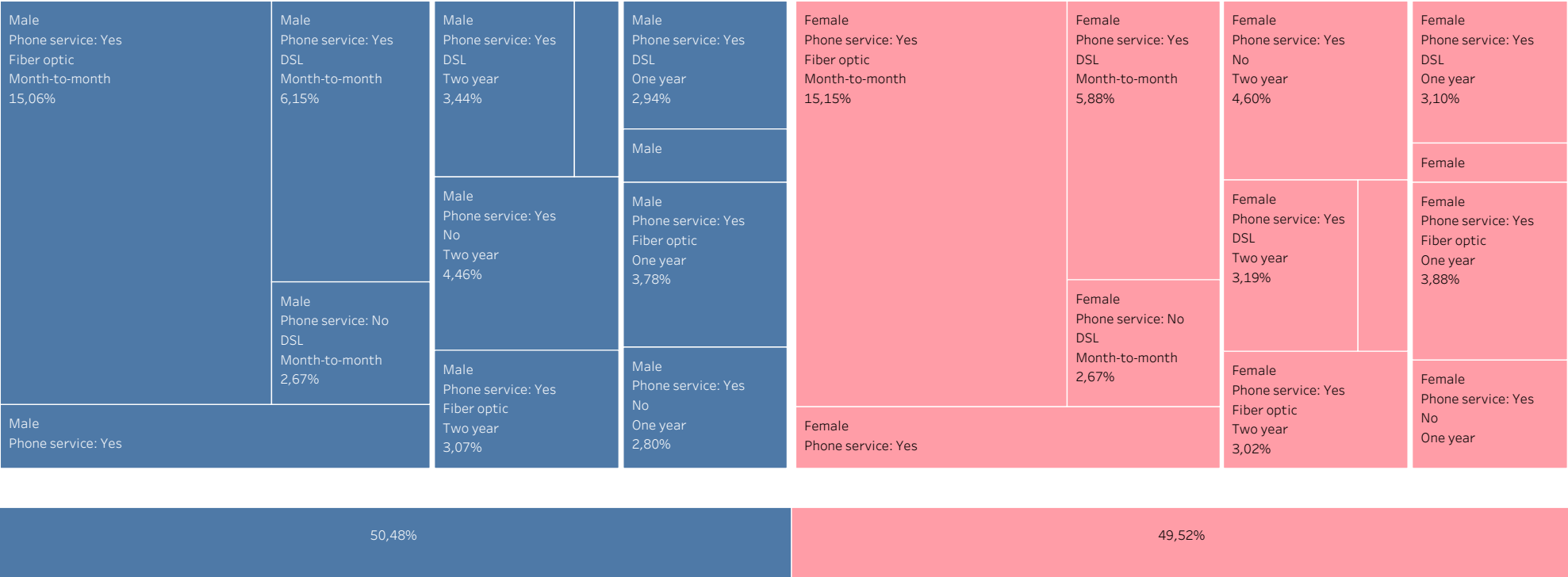
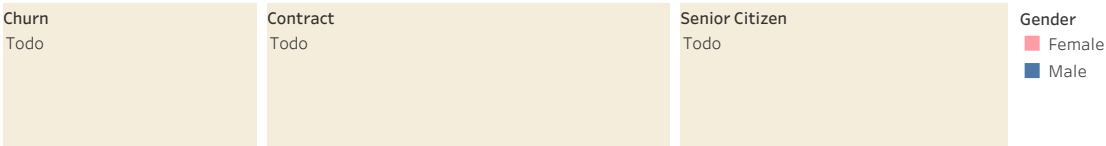


TELCO - Churn Rate

Customer Profile	Churn Rate	Stats & Info	Churn Rate - Internet Service	Conclusions
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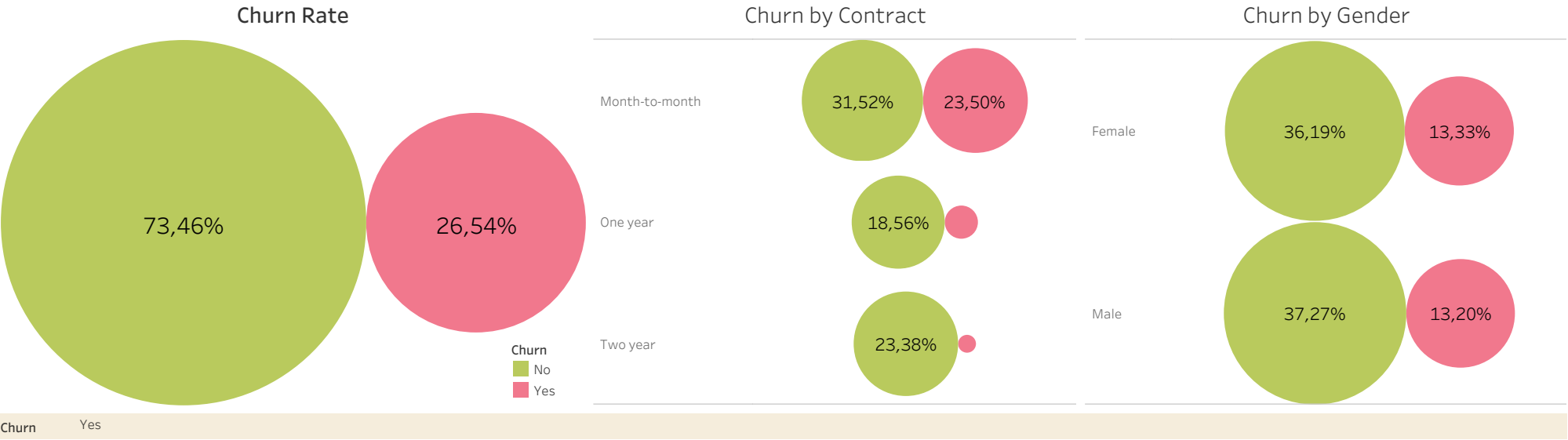
Customer Profile



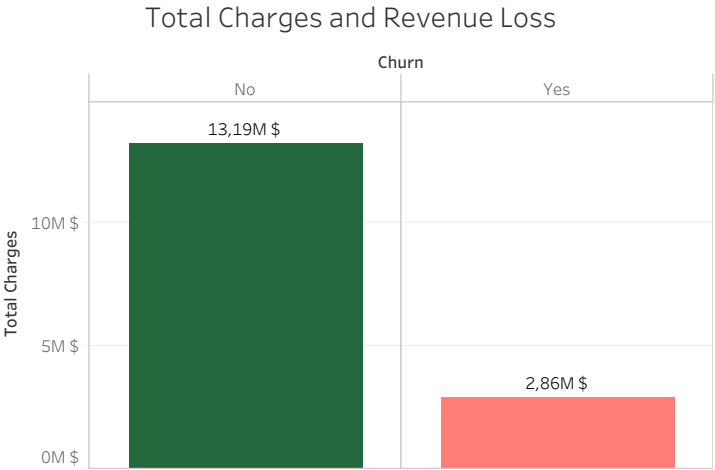
Customer Count: 7.043 (100,0 %)

TELCO - Churn Rate

Customer Profile	Churn Rate	Stats & Info	Churn Rate - Internet Service	Conclusions
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Type of contract and internet service						
Churn	Contract	Internet Service	Avg. Monthly Charges	Avg. Tenure (months)	Customer Count	
Yes	Month-to-month	Fiber optic	86,47 \$	16,3	1.162	62,17%
		DSL	46,62 \$	9,6	394	21,08%
		No	20,18 \$	4,9	99	5,30%
	One year	Fiber optic	101,65 \$	51,4	104	5,56%
		DSL	63,33 \$	35,8	53	2,84%
		No	21,14 \$	24,6	9	0,48%
	Two year	Fiber optic	104,71 \$	62,5	31	1,66%
		DSL	67,14 \$	64,8	12	0,64%
		No	22,70 \$	45,2	5	0,27%



TELCO - Churn Rate

Customer Profile	Churn Rate	Stats & Info	Churn Rate - Internet Service	Conclusions
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Stats

Churn	Yes
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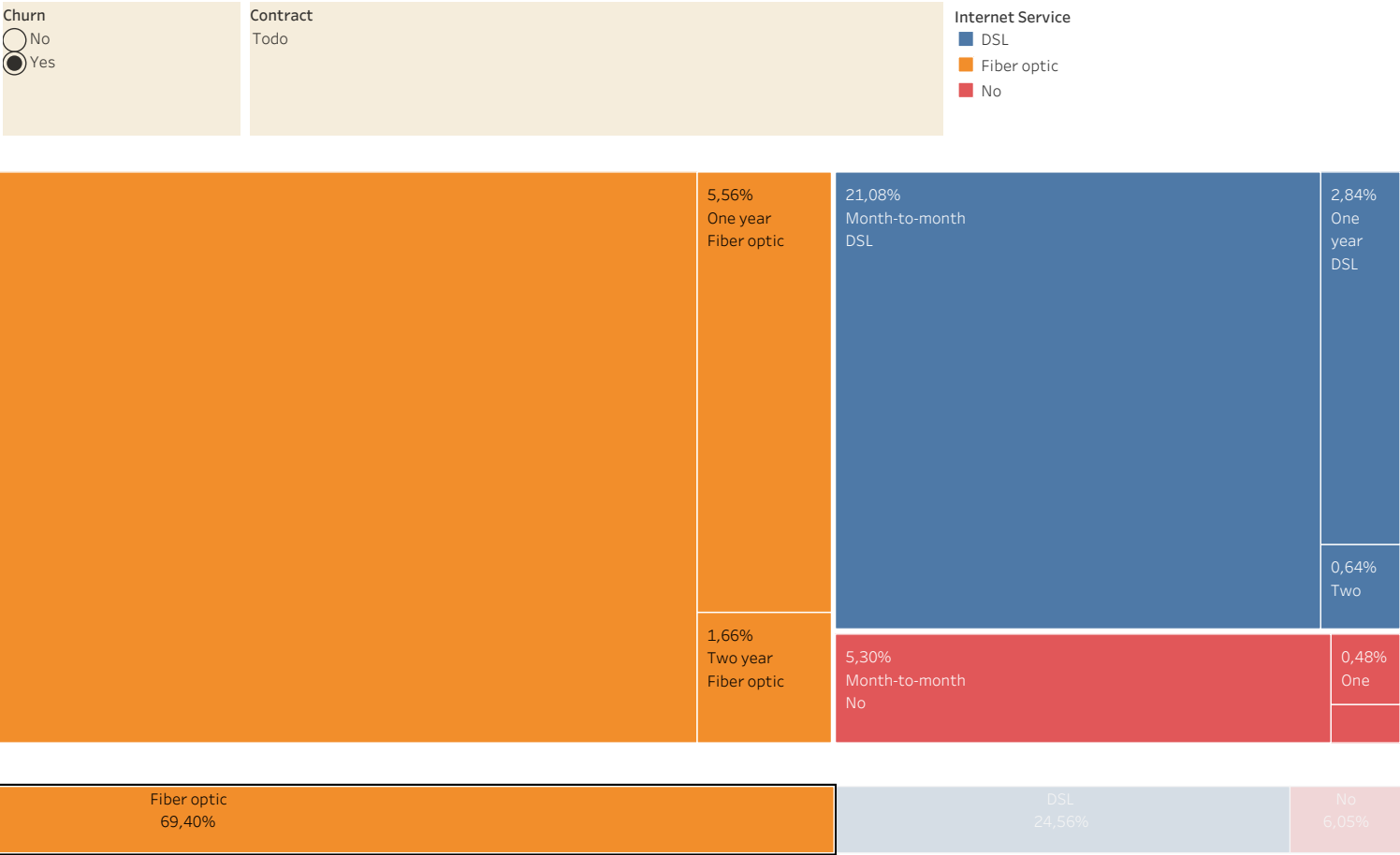
Customers						Payment & Billing				
Gender	Partner	Dependents	% de total Customer Count	Avg. Monthly Charg..	Total_Charges	Payment Method	Paperless Billing	% de total Customer Count	Avg. Monthly Charges	Total_Charges
Female	No	No	31,41%	73,48 \$	633.433 \$	Bank transfer (automatic)	No	3,85%	63,21 \$	115.048 \$
		Yes	1,77%	67,75 \$	31.167 \$		Yes	9,95%	83,55 \$	470.563 \$
	Yes	No	10,01%	81,43 \$	432.216 \$	Credit card (automatic)	No	3,42%	68,26 \$	139.217 \$
		Yes	7,06%	73,14 \$	256.264 \$		Yes	8,99%	80,82 \$	406.043 \$
Male	No	No	28,68%	70,10 \$	602.856 \$	Electronic check	No	10,91%	71,65 \$	253.973 \$
		Yes	2,35%	63,63 \$	39.321 \$		Yes	46,39%	80,36 \$	1.313.603 \$
	Yes	No	12,47%	83,45 \$	593.335 \$	Mailed check	No	6,90%	47,17 \$	53.115 \$
		Yes	6,26%	77,47 \$	274.336 \$		Yes	9,58%	59,88 \$	111.364 \$

Phone Services					Internet Services			
Phone Service	Multiple Lines	% de total Customer Count	Avg. Monthly Charges	Total_Charges	Internet Service	% de total Customer Count	Avg. Monthly Charges	Total_Charges
No	No phone service	9,10%	37,53 \$	116.805 \$	DSL	24,56%	49,08 \$	360.017 \$
Yes	No	45,43%	67,18 \$	679.250 \$	Fiber optic	69,40%	88,13 \$	2.483.257 \$
	Yes	45,48%	89,07 \$	2.066.872 \$	No	6,05%	20,37 \$	19.653 \$

TELCO - Churn Rate

Customer Profile	Churn Rate	Stats & Info	Churn Rate - Internet Service	Conclusions
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Internet Service



Customer Count: 1.869 (26,54 %)

# TELCO - Churn Rate

Customer Profile	Churn Rate	Stats & Info	Churn Rate - Internet Service	Conclusions
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## Conclusions

Churn Rate: 26,54 %

- The **loss of revenue** for customers who churned amounts to **\$2.86 million**.
- **Gender** or **senior citizen** are not variables that significantly influence churn rate.
- 90 % of total customers have **phone service** and (one or multiple lines) and 78% have **internet service** (Fiber optic or DSL).

### Principal Churn Driver:

- **69 % of the customers who churned had signed up for Fiber Optic.**
- **62 % of the customers who churned not only had Fiber Optic but also paid monthly** instead of choosing yearly options.
- **60 % of the total customers who churned have no partner and/or dependents.**
- **46% of the total customers who churned paid by electronic check and selected paperless billing.**
- **On average**, customers who churned and had one or more of the highlighted features stayed with the company for **no longer than 24 months**.

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### Churn Customer Profile:

Contract	Internet Service	Payment Method	Prom. Tenure	Customer Count	% of Total Churned Customers	Avg. Monthly Charges	Total_Charges
Month-to-month	Fiber optic	Electronic check	15 months	789	42,22%	86,54 \$	1.118.078 \$