



# Customers Behavior Prediction

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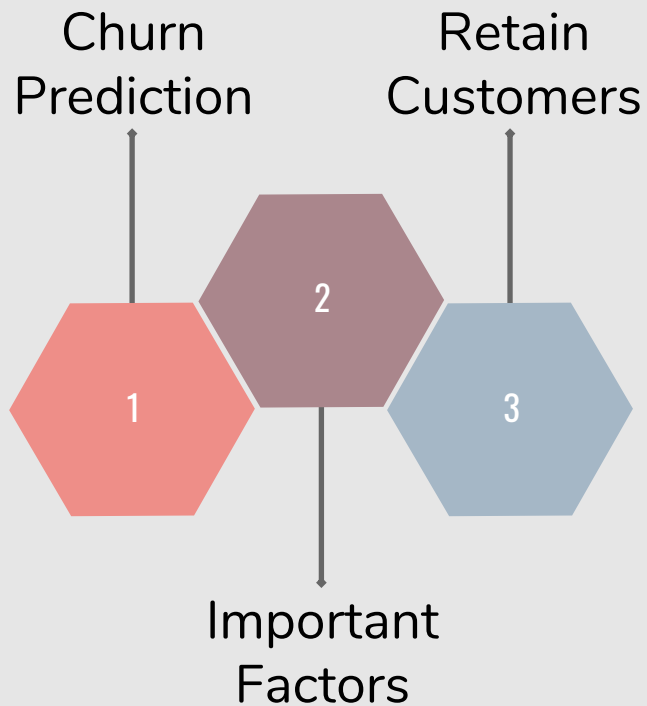
## SUMMARY AND FUTURE WORKS

Summary of recommendations

# **1 OBJECTIVES**

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# OBJECTIVES



# **2 INTRODUCTION**

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# WHAT INFORMATION WE HAVE?



## PERSONAL AND ACCOUNT INFORMATION

- ❖ Age
- ❖ Seniority
- ❖ Tenure & Contract Length
- ❖ Payment Method
- ❖ Billing Type
- ❖ Monthly Charge
- ❖ Total Charge



## SERVICES

- ❖ Phone & Multiple Lines
- ❖ Internet
- ❖ Online Security
- ❖ Online Backup
- ❖ Device Protection
- ❖ Tech Support
- ❖ Streaming TV & Movies

# 3 RESULTS

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**117000 \$**

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84 out of every 100 churners spotted



# THE 4 MOST IMPORTANT FACTORS

CONTRACT TYPE



TYPE OF INTERNET SERVICE



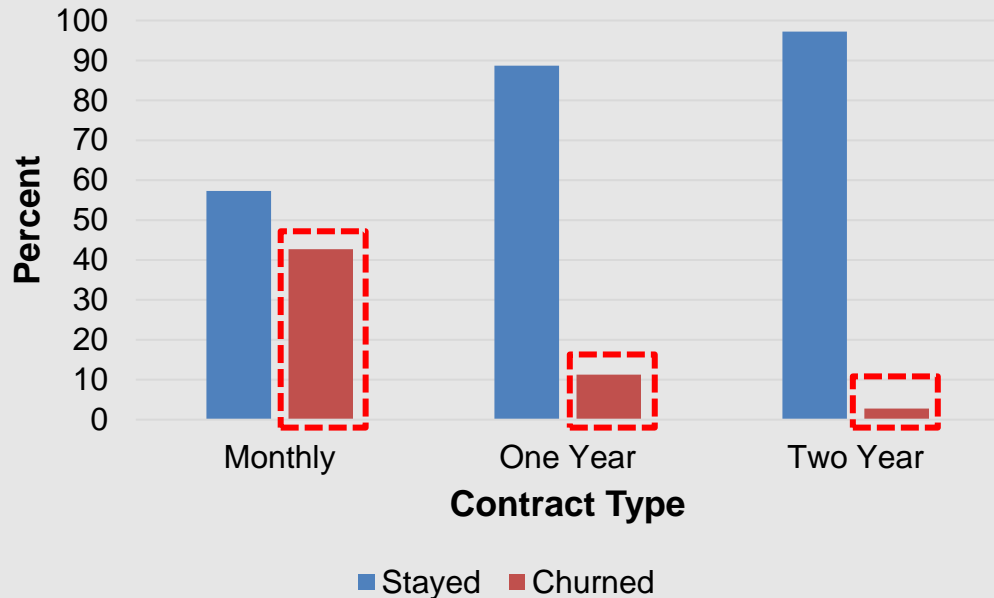
TENURE



MONTHLY CHARGES



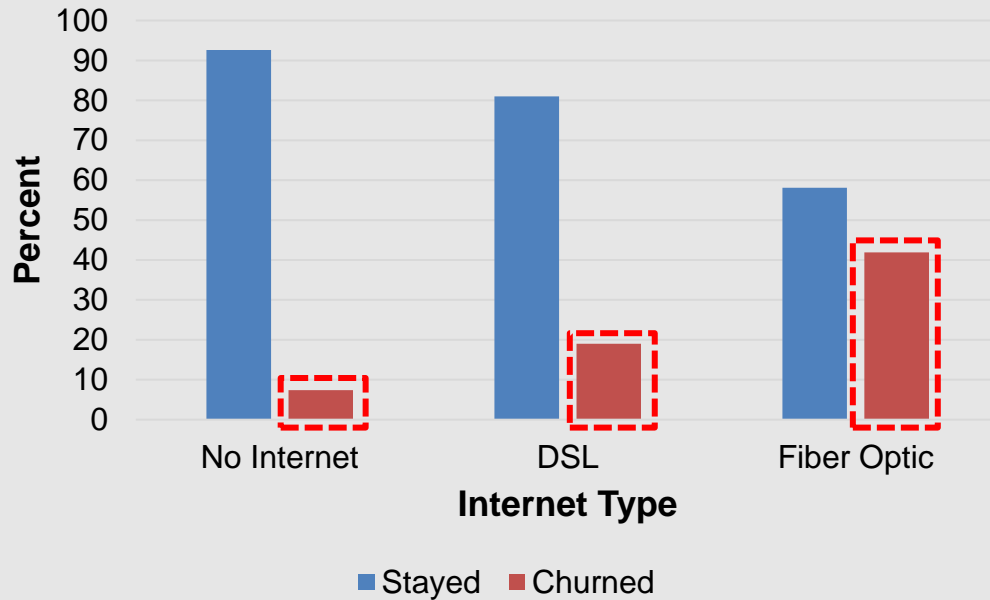
# THE LONGER CONTRACT THE LOWER CHURN RATE



## Recommendations:

- ❖ Discount on longer contracts
- ❖ More variations in contracts

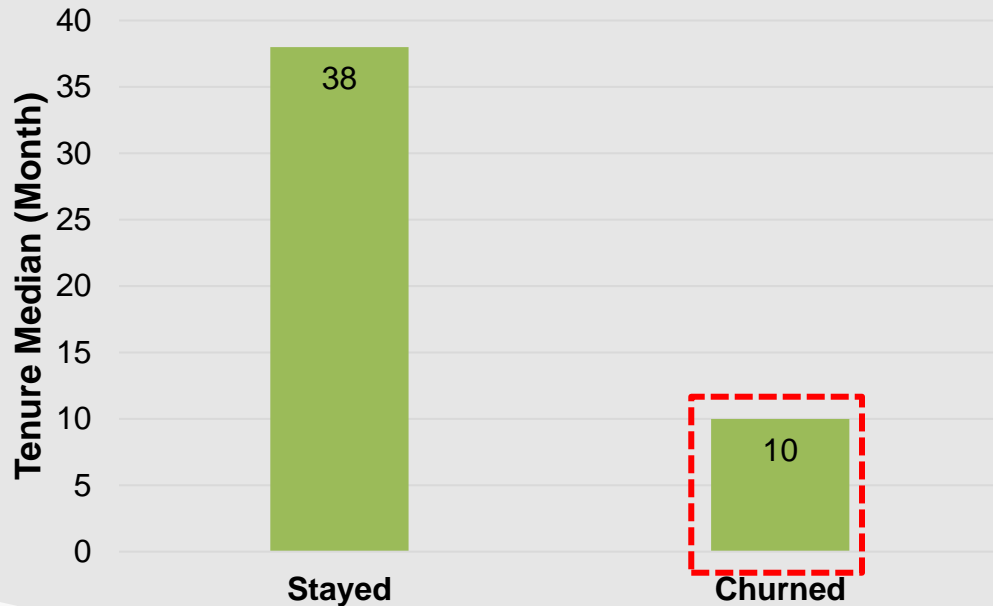
# FIBER OPTIC USERS CHURN **MORE**



## Recommendations:

- ❖ Fiber optic quality investigation
- ❖ Price investigation
- ❖ DSL promotion

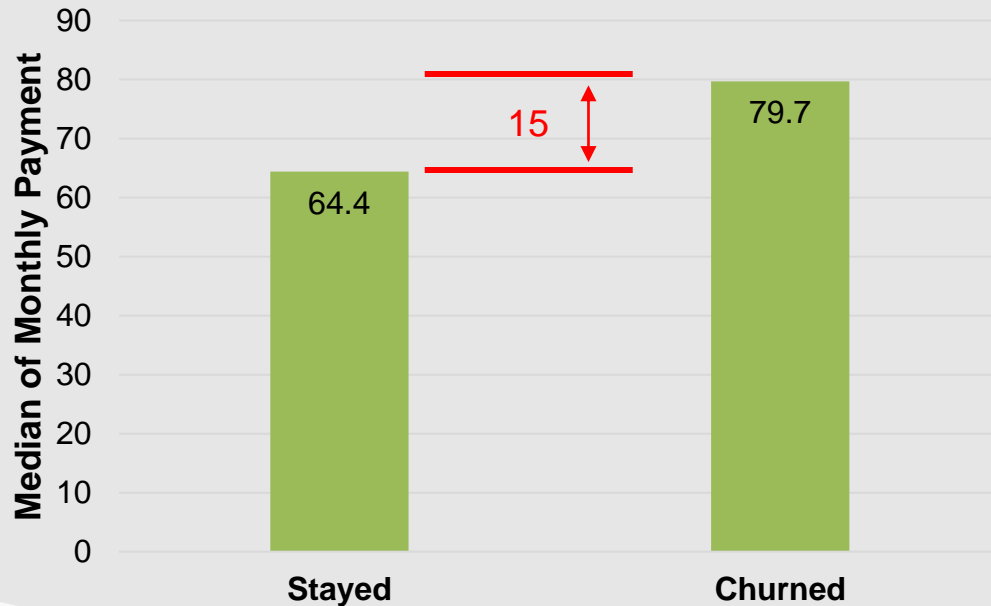
# HALF OF CHURNERS STAY LESS THAN 10 MONTHS



## Recommendations:

- ❖ Evaluate new customers satisfaction continuously
- ❖ Focus on the new customers for giving promotions

# CHURNERS PAY **15 \$ MORE** EACH MONTH ON MEDIAN



Recommendations:

- ❖ Suggest similar cheaper services

# 4 SUMMARY AND FUTURE WORKS

# SUMMARY OF RECOMMENDATIONS

- ❖ Longer term contracts
- ❖ More variation in contracts terms
- ❖ Fiber optic service quality assessment
- ❖ Focus on new customers
- ❖ Similar cheaper services suggestion

# FUTURE WORKS

- ❖ Provide us with price break down
- ❖ Cluster each group of customers



# Thanks!

Does anyone have any questions?

