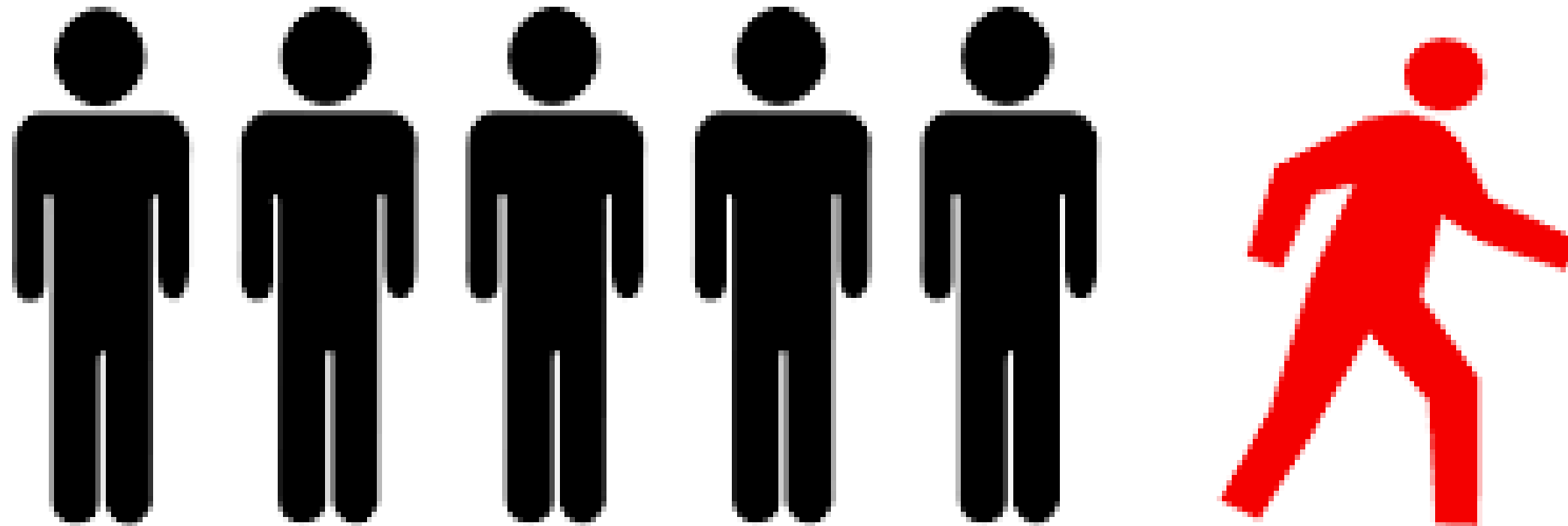


CUSTOMER CANCELLATION



AGENDA

- 01 Summary
- 02 Overview
- 03 Findings
- 04 Recommendation
- 05 Conclusion


*** An appendix is included at the end of the slides ***

SUMMARY

Focus on customers:


- Month to Month contract
- Only phone service

18.89 %
overall **churn**

58.59 % 
of cancellations occurred on
the first month of service

Recommendation:
An **incentive** for the **first 3 months**



Predict
11%
reduce churn 

OVERVIEW

- Telecom has a total of 524 customers with only phone service. (Chart 1)
- The cancelation is higher in customers with only one line. (Chart 2)

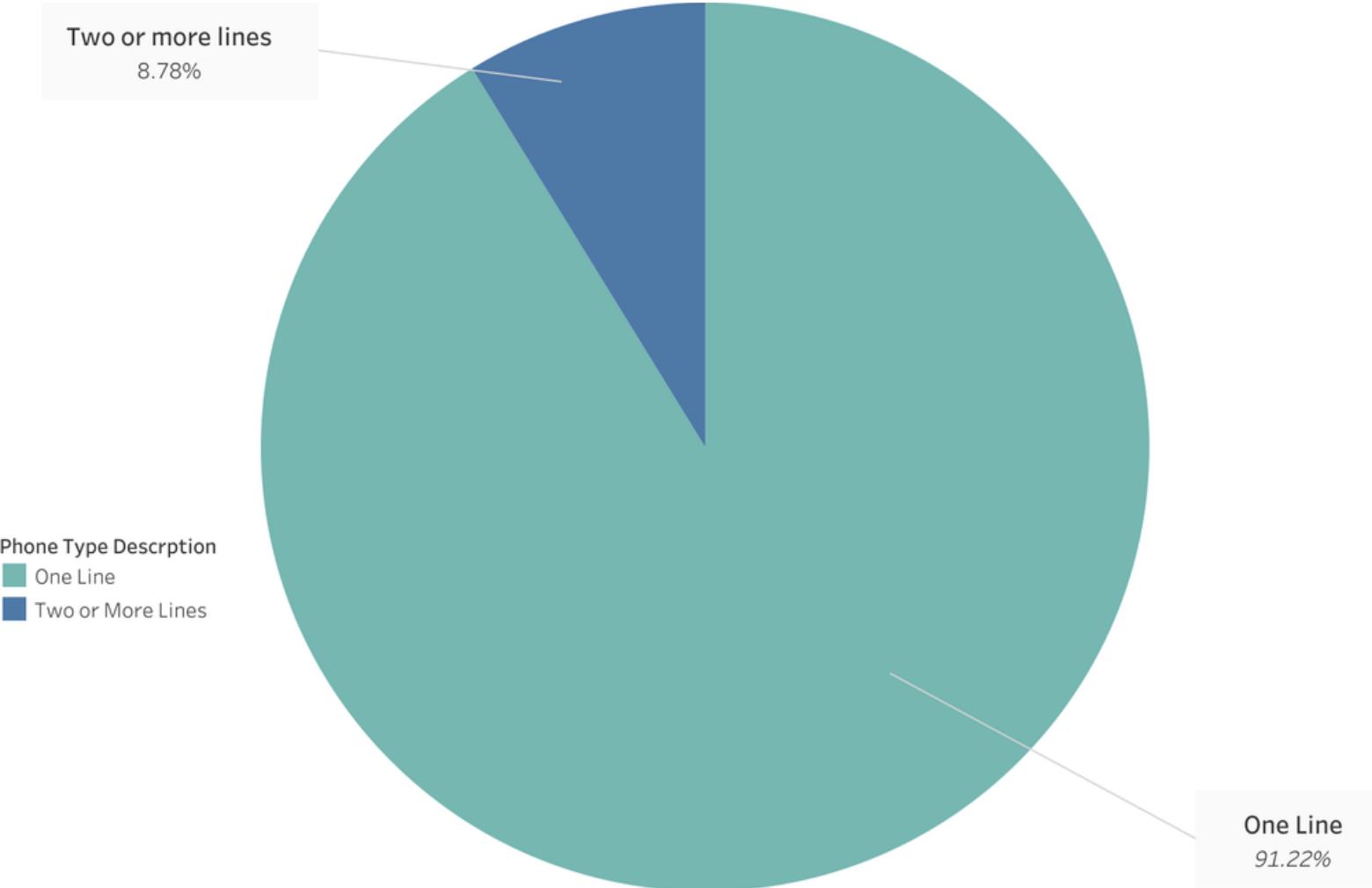


Chart 1

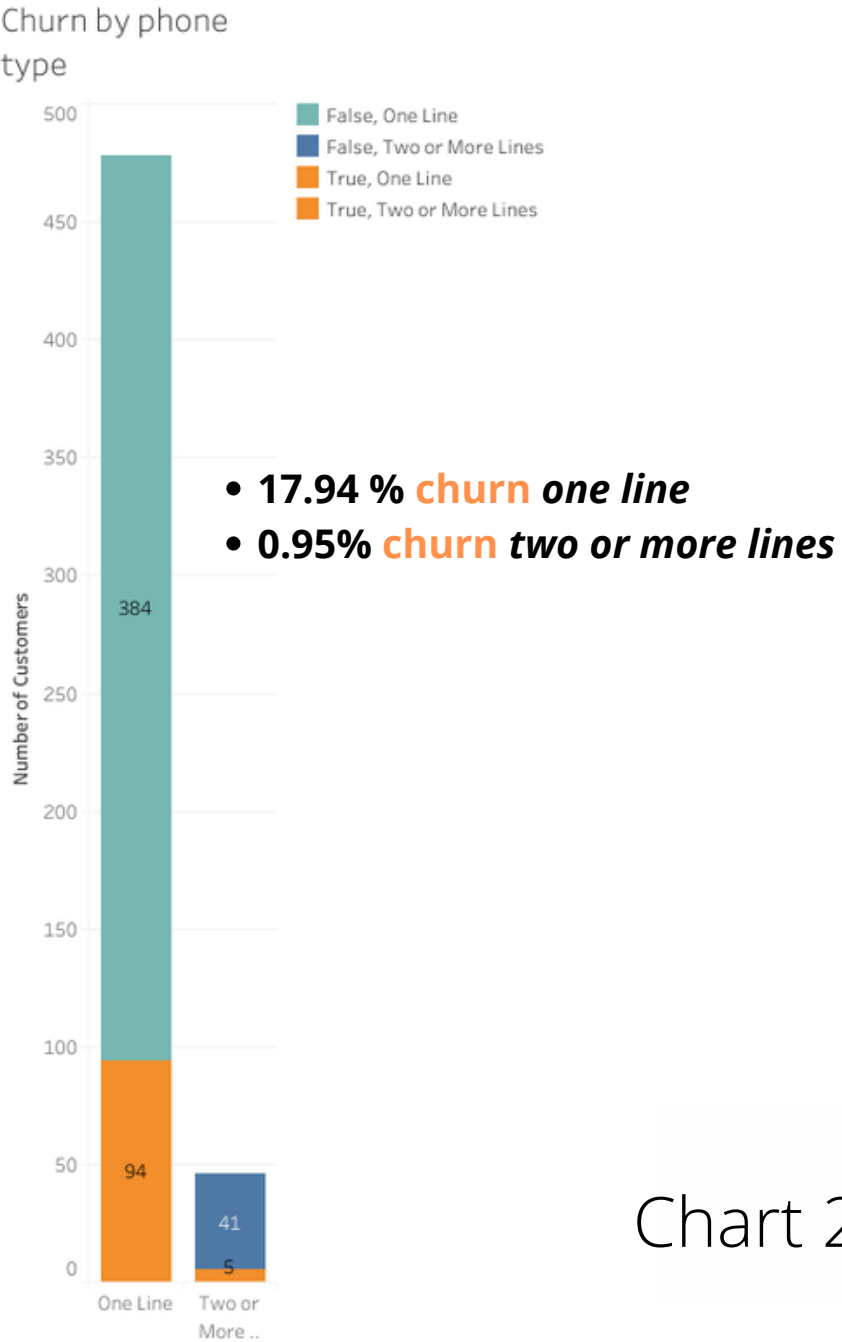


Chart 2

OVERVIEW

- *Monthly Charges*

There is **not a significant difference** between current customers and canceled customers
(Chart 3)

- *Median Tenure*

A **significant difference** between current customers and canceled customers
(Chart 4)

Average Monthly Charge

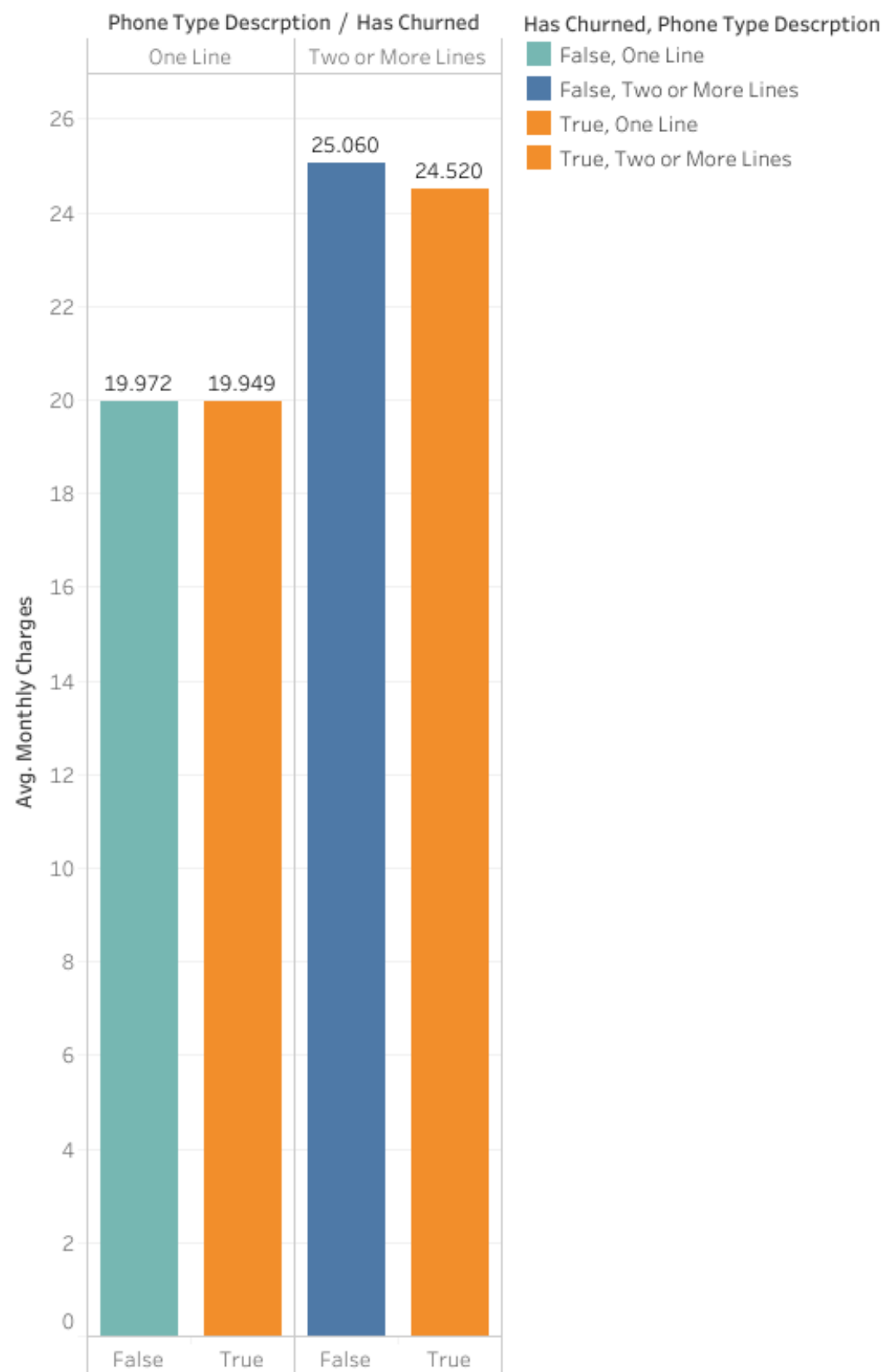


Chart 3

Median Tenure

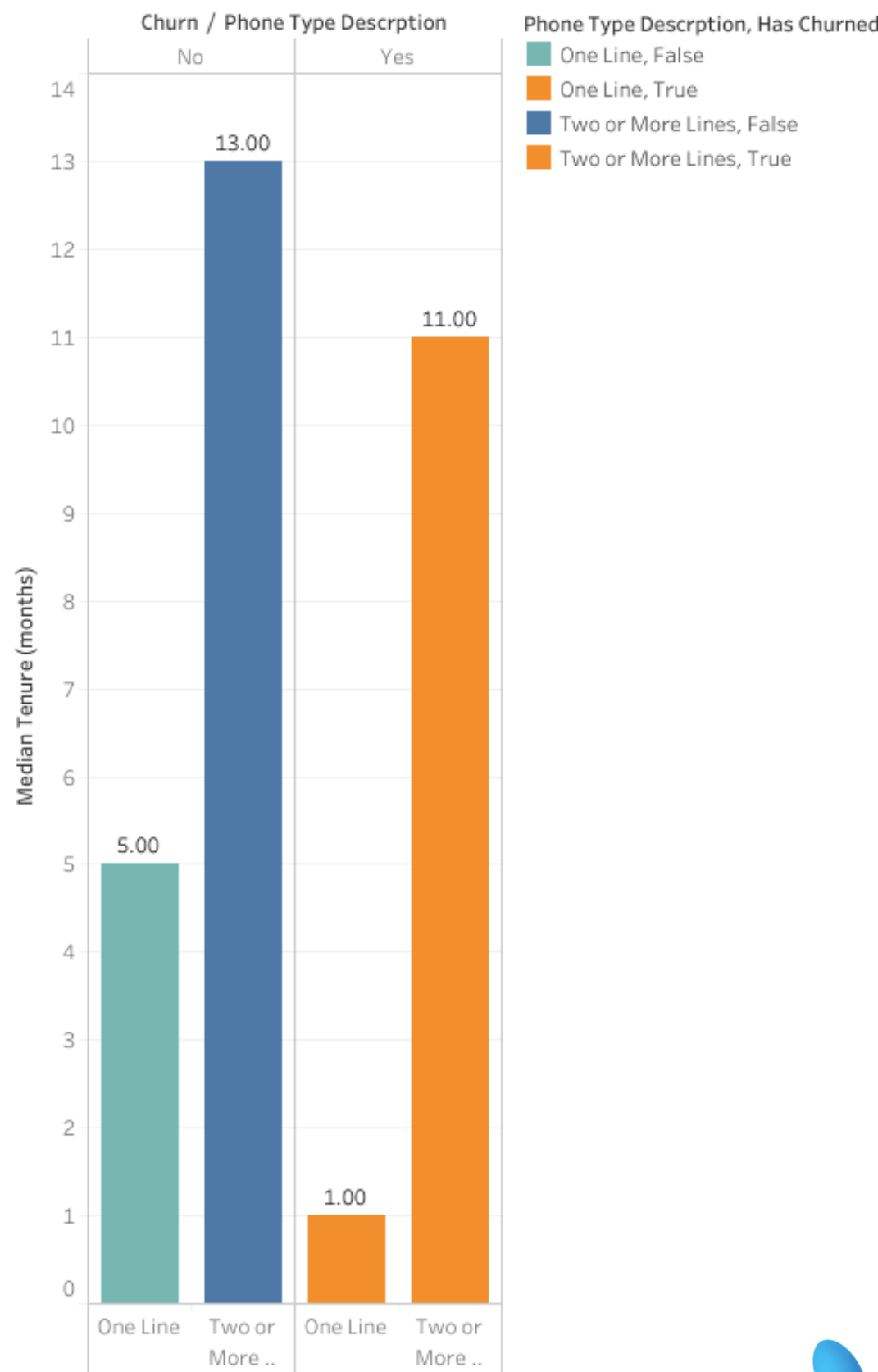


Chart 4

See Appendix : Median Tenure vs Average tenure

FINDINGS

58.59 %
of the customers
cancel in the **first**
month of service

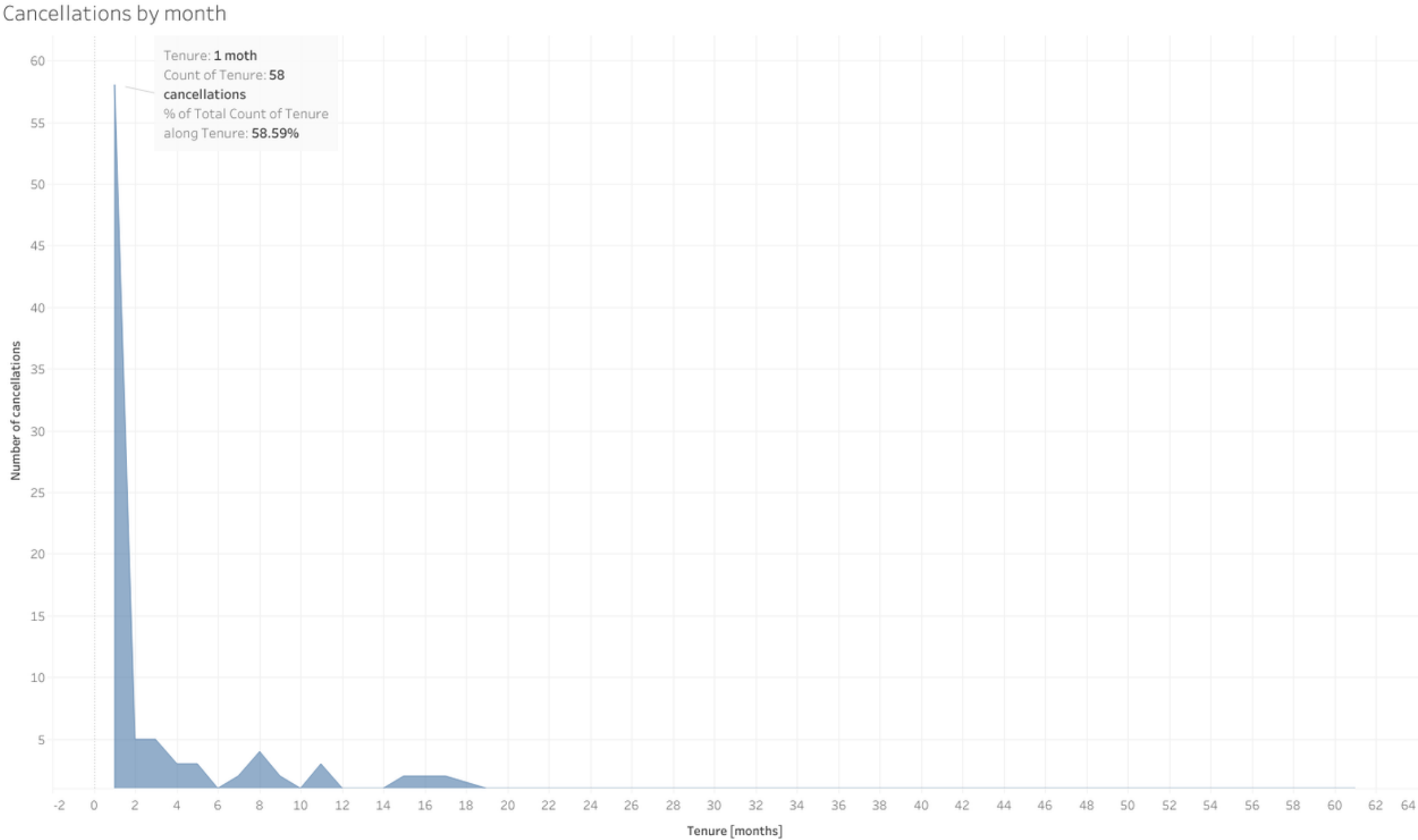


Chart 5

- See Chart 6 in Appendix to check each type of service

RECOMMENDATION

Earn a customer's loyalty, continuously.

- **Give an Incentive for the first 3 months of service**

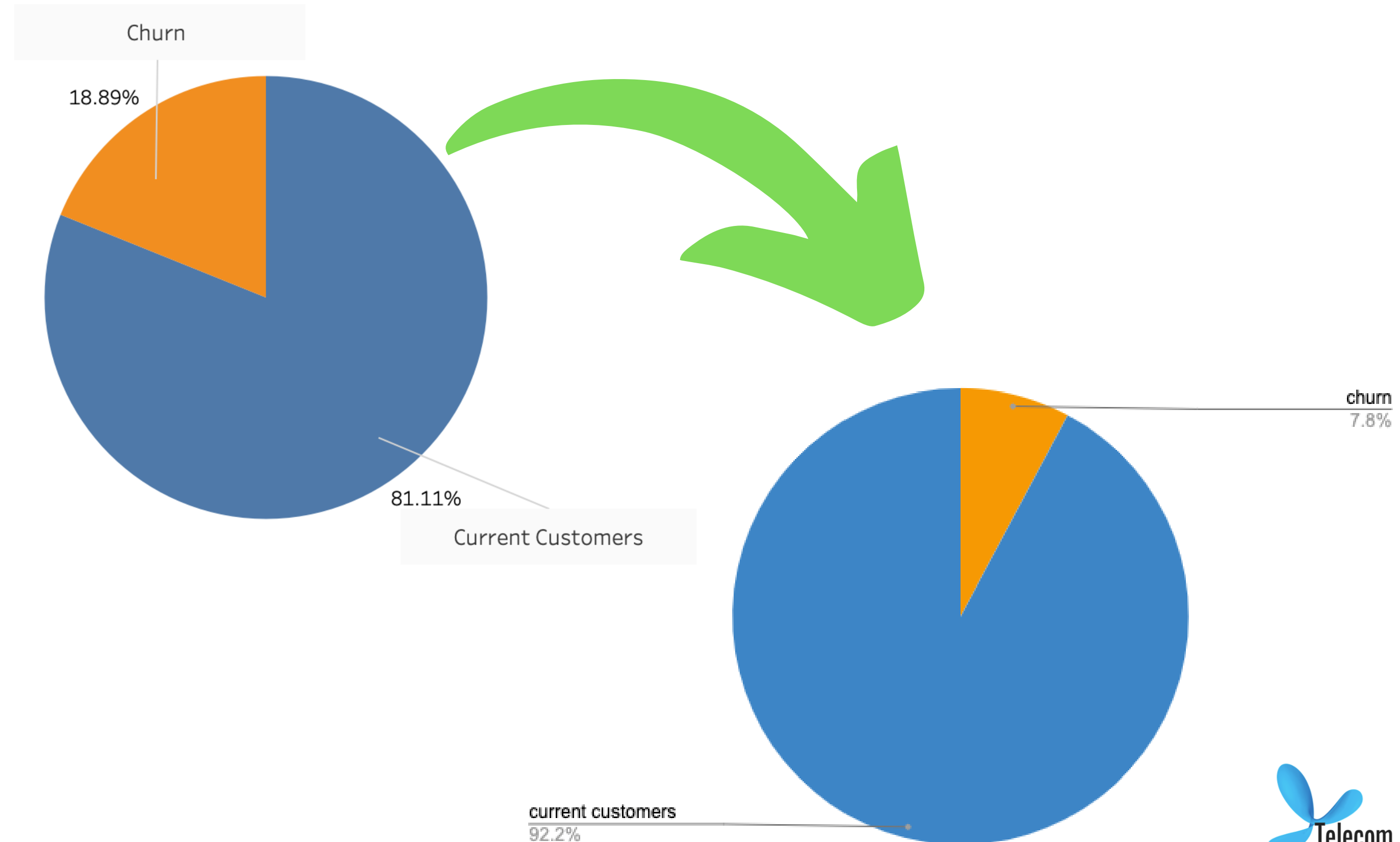
It's cheaper to keep existing customers than acquire new ones.

PREDICTION

If we keep at least the customers who tend to cancel on the first month of service

Churn
11%

- Target customers for the first month of service



CONCLUSION

Less time with the service = more likely to cancel

With more time, I would like to analyze the type of payment of the customers who canceled

"Smart companies have realized that customer loyalty is the most powerful sales and marketing tool that they have."

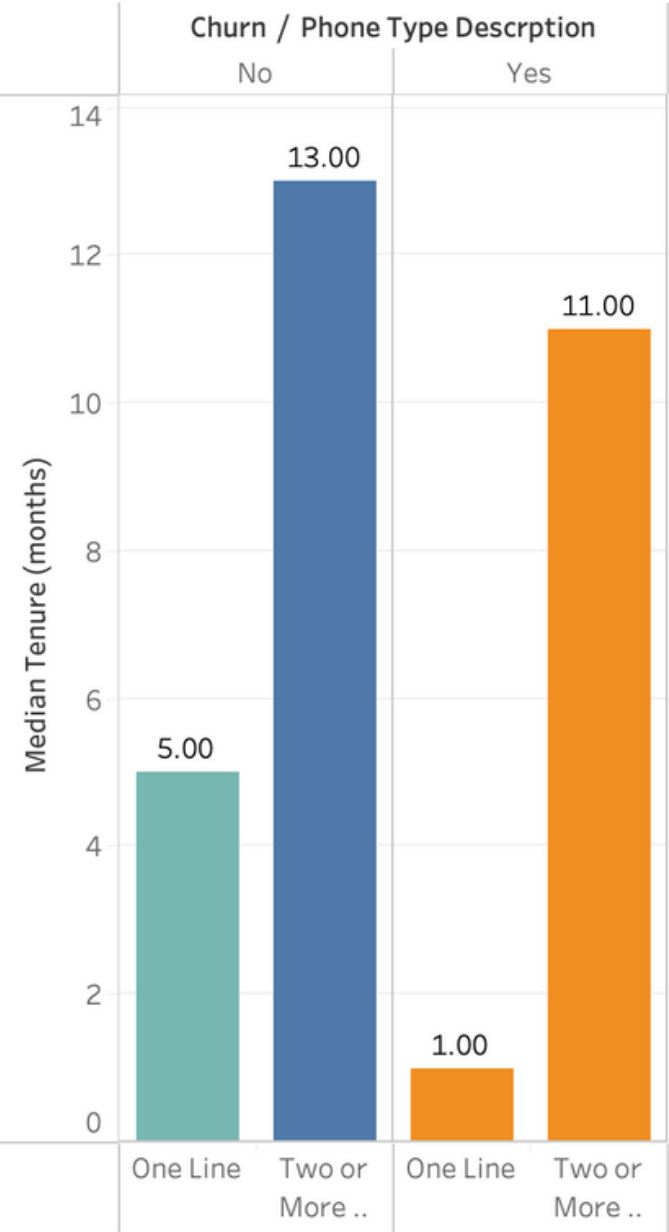
BILL PRICE

A solid blue square is located on the left side of the image. A thin orange horizontal line spans the top of the image, starting from the right edge of the blue square.

*THANK
YOU*

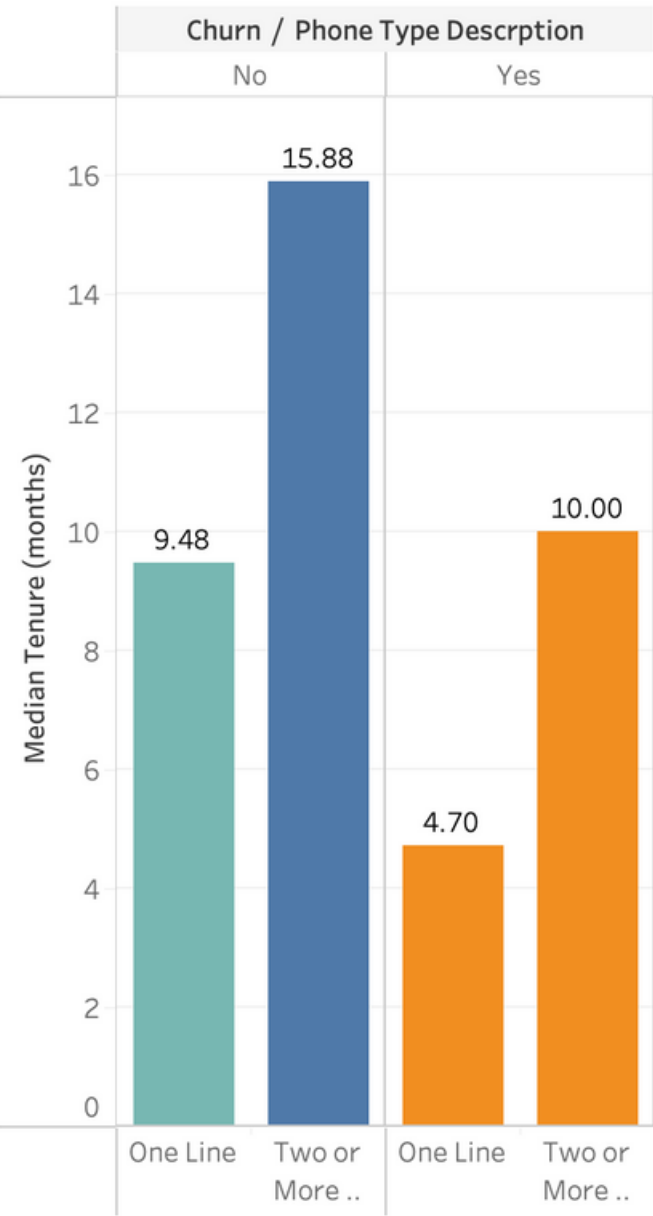
APPENDIX

Median Tenure



Vs

Average Tenure (2)



The median tenure gives a better representation of the tendency when the cancellations occurred mostly.

APPENDIX

- One Line
60.64% churn
1st month
- Two or more lines
20% churn
1st month

Cancellations by month

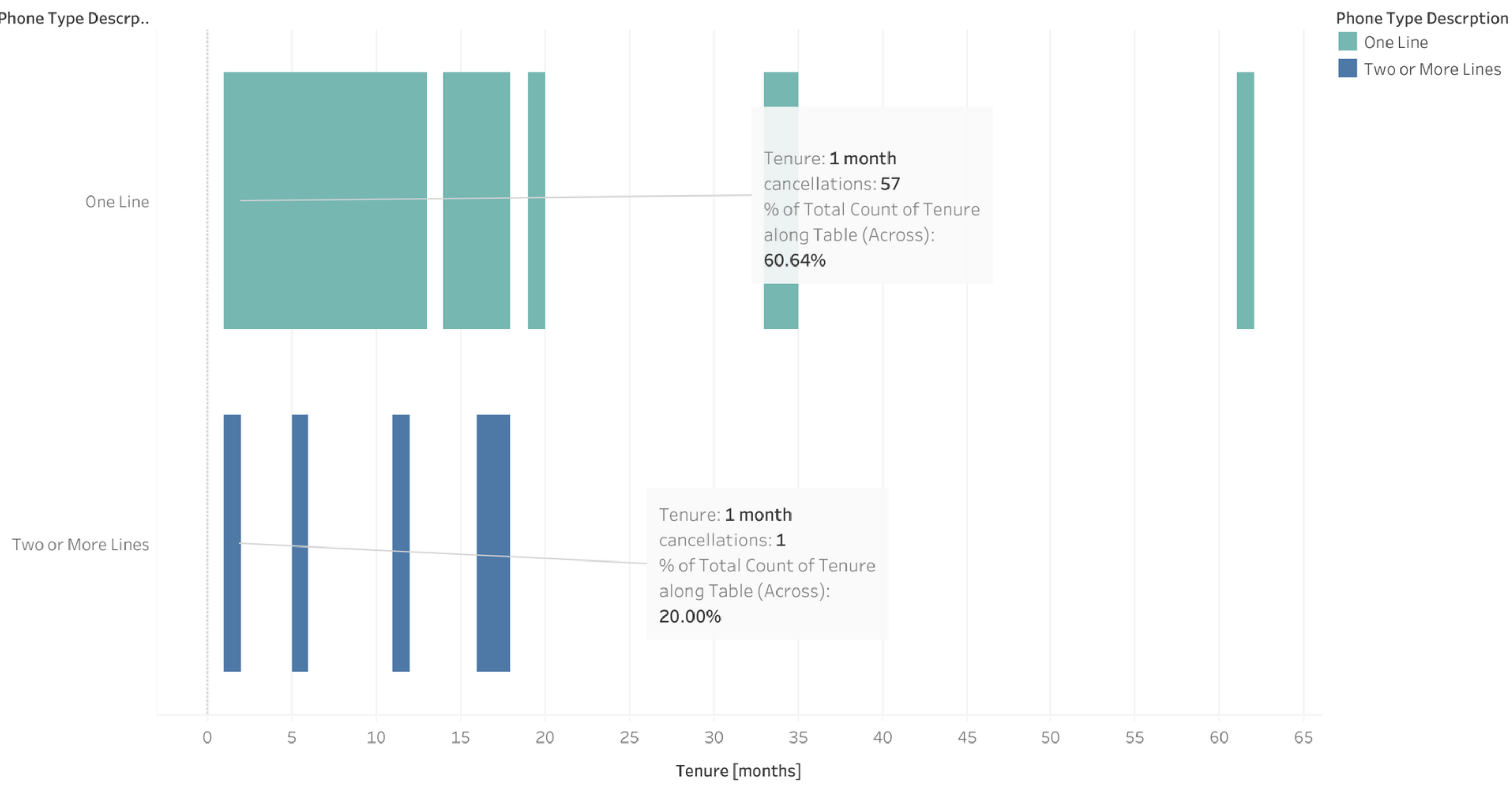


Chart 6

APPENDIX

Tableau Charts links

<u>Chart 1</u>	Customers with only phone service
<u>Chart 2</u>	Churn by phone type
<u>Chart 3</u>	Average monthly charges
<u>Chart 4</u>	Median tenure
<u>Chart 5</u>	Cancellations by month