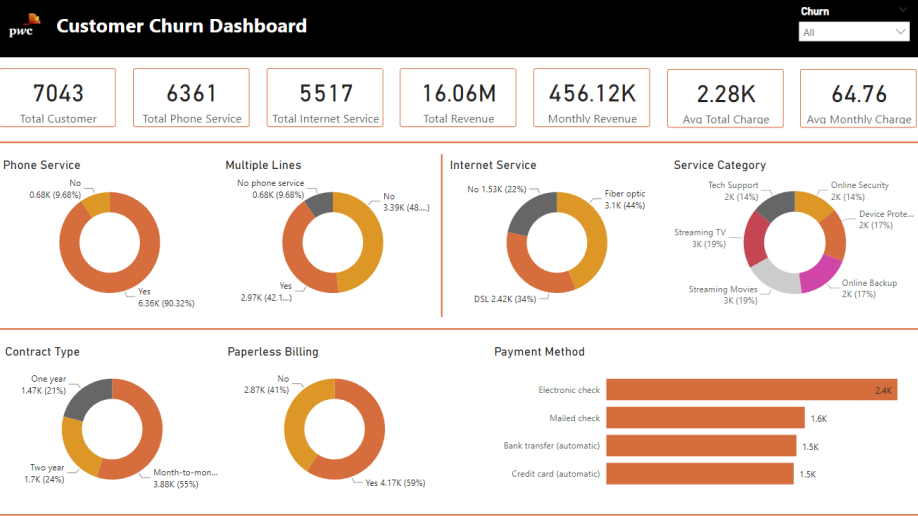


## Customer Overview:

- Gender Distribution:** The analysis shows that there is no significant difference in the gender distribution among all customers. Both male and female customers are fairly evenly represented.
- Customer Type:** The majority of customers are non-senior and independent. The presence or absence of a partner does not appear to have a noticeable impact on the customer base.
- Tenure Distribution:** Most customers have a tenure of less than 17 units, suggesting a higher concentration of relatively new customers.

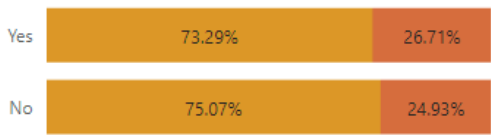


## Service Overview:

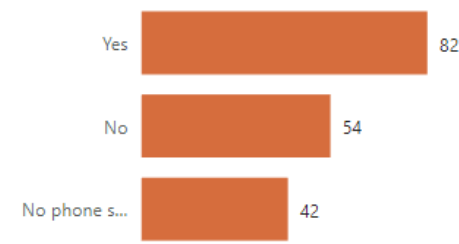
- Phone Services:** It reveals a high percentage of customers (around 90%) who subscribe to phone services. Additionally, over 40% of customers have multiple phone lines, indicating a demand for multi-line services. Notably, approximately half of the phone service customers are on month-to-month contracts, suggesting a potential area of focus for improving contract terms and reducing churn.
- Internet Services:** Among customers with internet services, there is a higher prevalence of Fiber optic connections compared to DSL. It is worth noting that Fiber optic service appears to come with a higher cost compared to DSL, which may influence customer preferences and churn rates for internet services.
- Preferred Payment Method:** The majority of customers prefer electronic check as their payment method compared to other available options.

### Churn by Phone Service

Churn ● No ● Yes

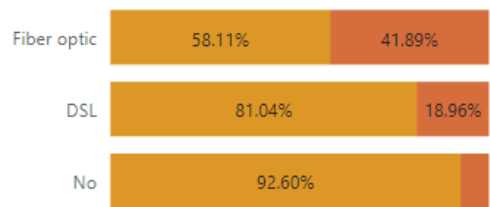


### Monthly Charges by MultiLines

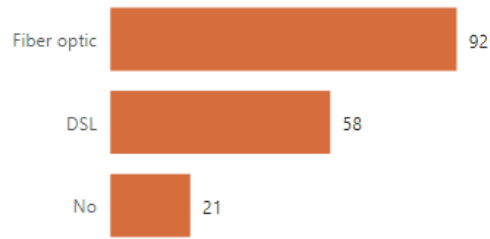


### Churn by Internet Service

Churn ● No ● Yes

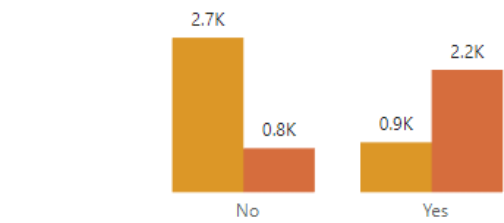


### Monthly Charges by Internet Service



### AdminTickets and TechTickets by Churn

● AdminTickets ● TechTickets



### Recommendations

- Focus on retention strategies for non-senior customers:** While senior customers are less likely to churn, the company should allocate resources towards developing targeted retention strategies for non-senior customers.
- Promote longer-term contracts:** Customers on month-to-month contracts tend to have the highest churn rate. To mitigate this, the company should offer attractive deals and packages for longer-term contracts.
- Encourage automatic payment sign-ups:** Customers who have signed up for automatic payments are less likely to churn. The company should promote the benefits of automatic payments, such as convenience, timely payments, and potential discounts or rewards.
- Investigate and address issues with Fiber optic service:** Analyzing the churn rate among customers with Fiber optic internet service reveals a high churn rate. This suggests potential technical issues with the service. Analyzing tech tickets raised by

### Customer Churn Analysis:

- Phone Service and Churn:** Churned customers, regardless of whether they have multi-line services or not, tend to have higher average monthly charges. This suggests that the cost of services plays a role in customer churn.
- Internet Service and Churn:** The churn rate for customers with Fiber optic internet service is notably

higher (~42%) compared to DSL. Interestingly, churned customers with Fiber optic have lower than average monthly costs. This indicates that factors other than cost may be influencing the churn rate for Fiber optic customers. Additionally, the observation that Fiber optic customers raised most of the tech tickets implies a potential correlation between service quality issues and churn.

- Payment and Contract Types:** Payment type and

contract duration have impacts on churn rate. Customers who opt for automatic payments are less likely to churn, suggesting that providing convenient and automated payment options can improve customer retention. Furthermore, longer-term contracts are associated with lower churn rates. Encouraging customers to sign up for extended contracts or offering incentives for longer commitments can reduce.