



SIMPLE AGGREGATION
XL-INTERSHIP 1

Customer Churn **Telco Comp.**

ANALYZE TELCO SERVICE



EXECUTIVE SUMMARY

01

Objective

Find the **telco service** that causes most **Customer Churn** from the **non-Senior Citizen** perspective.

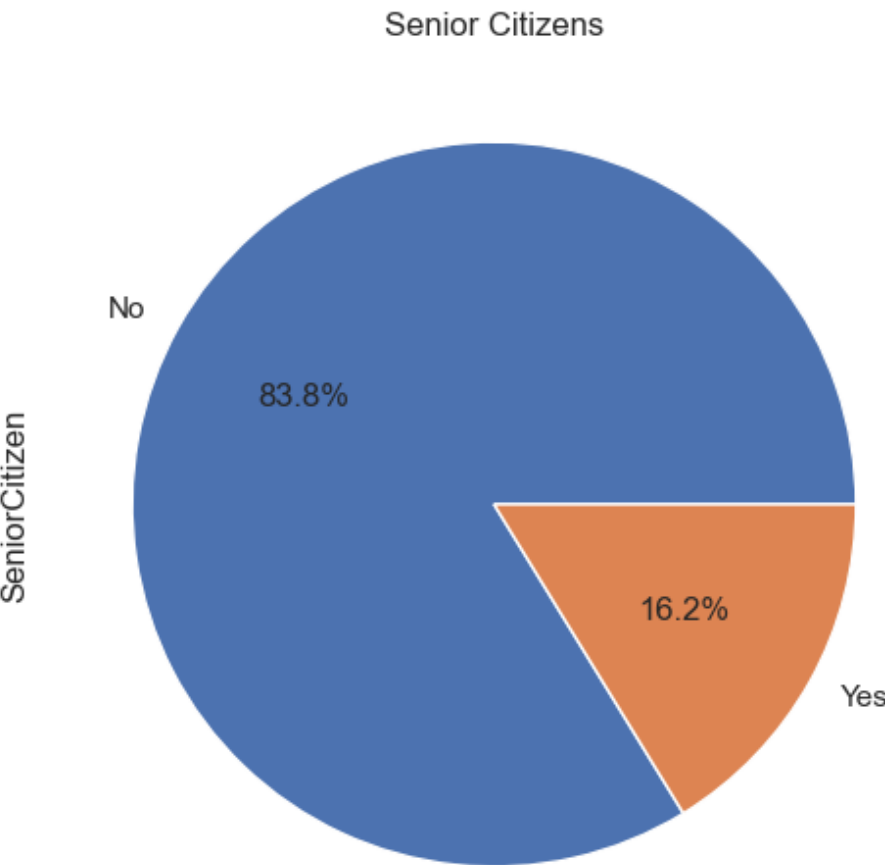
02

Key Metrics to be Monitored

churn rate

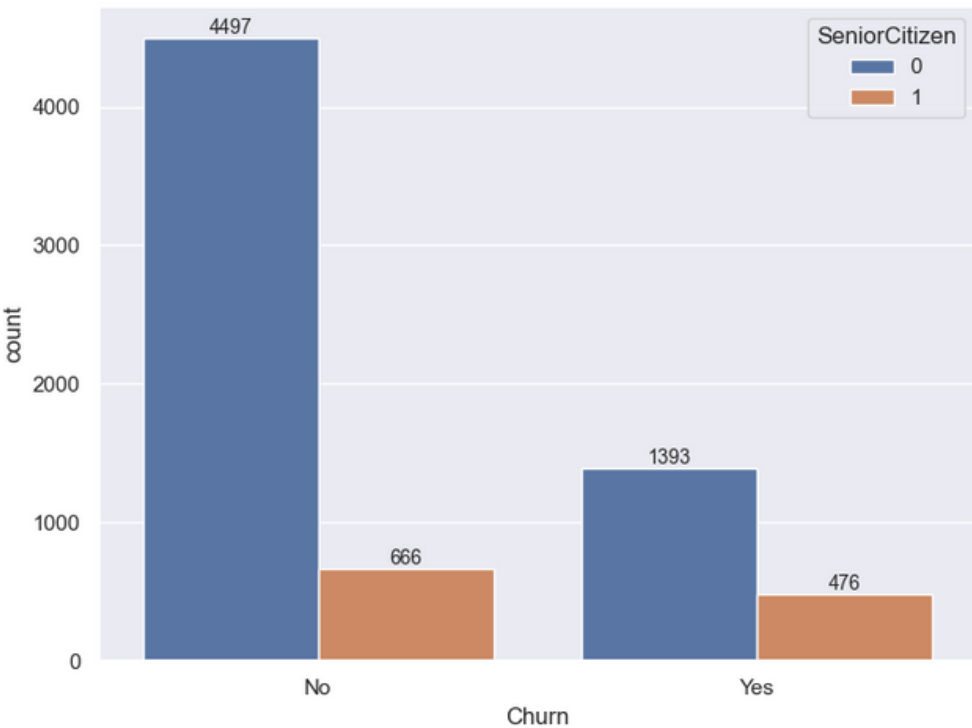
Sample Customer

- Sample Customer : 7043 Customer



- Sample non-Senior Customer : 5890 Customer
- Sample Senior Customer : 1142 Customer

Customer Churn based on SeniorCitizen



- Customer Churn those are non-Senior Citizen : 1393 Customer (19.8%)
- Customer Churn those are Senior Citizen : 476 Customer (6.76%)

Percentage the service that used by Customer

	Yes
PhoneService	90.329920
InternetService	78.384528
MultipleLines	42.192833
StreamingMovies	38.836746
StreamingTV	38.438567
OnlineBackup	34.485210
DeviceProtection	34.385666
TechSupport	29.010239
OnlineSecurity	28.654721



ANALYSIS

Service used that Causes Churn

	Yes
InternetService	92.246949
PhoneService	90.954774
StreamingTV	41.995693
StreamingMovies	41.206030
MultipleLines	40.918880
DeviceProtection	28.284279
OnlineBackup	26.992103
TechSupport	18.592965
OnlineSecurity	16.582915

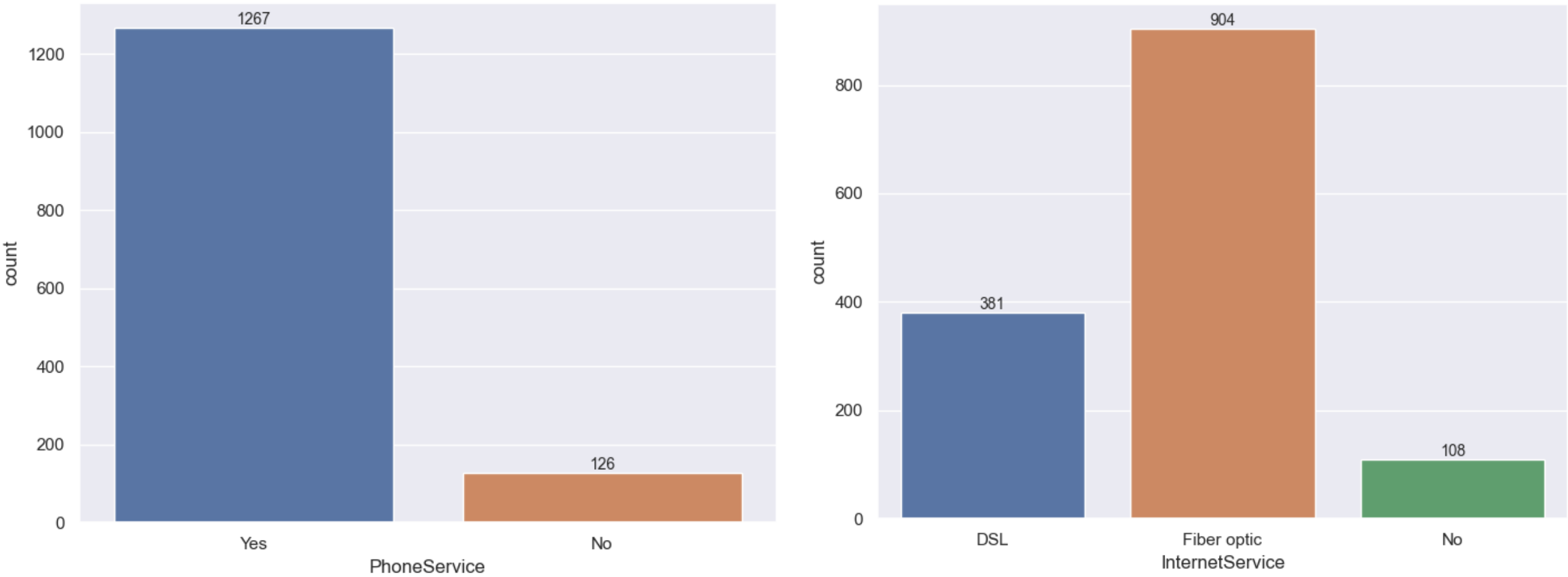
Percentage of non-Senior Citizen that used the service and tend to Churn

Churn Rate for each Service

	ChurnRate
InternetService	18.273606
PhoneService	18.017634
StreamingTV	8.319113
StreamingMovies	8.162685
MultipleLines	8.105802
DeviceProtection	5.602958
OnlineBackup	5.346985
TechSupport	3.683163
OnlineSecurity	3.284983

Churn-rate for each service that used by non-Senior Citizen.

Visualization of Top 2 Service that Causes Churn



Summary Analysis

As seen, for the sample **non-Senior Citizen**, total customer that tend to churn is **1393 customer** which is **19.8% of total sample** (7043 Customer). We **limited the causes just for service** that provided by this telco comp. Take a 2 samples that have churn rate relative big, those are

- **Internet Service** is used by 92.34% non-Senior Citizen customer that tend to churn. As seen on the visualization, customer that used **fiber optic has churn rate 12.83%** and customer that used **DSL has churn rate 3.54%**.
- **Phone Service** is used by 90.95% non-Senior Citizen customer that tend to churn and has **churn rate 18.01%**.



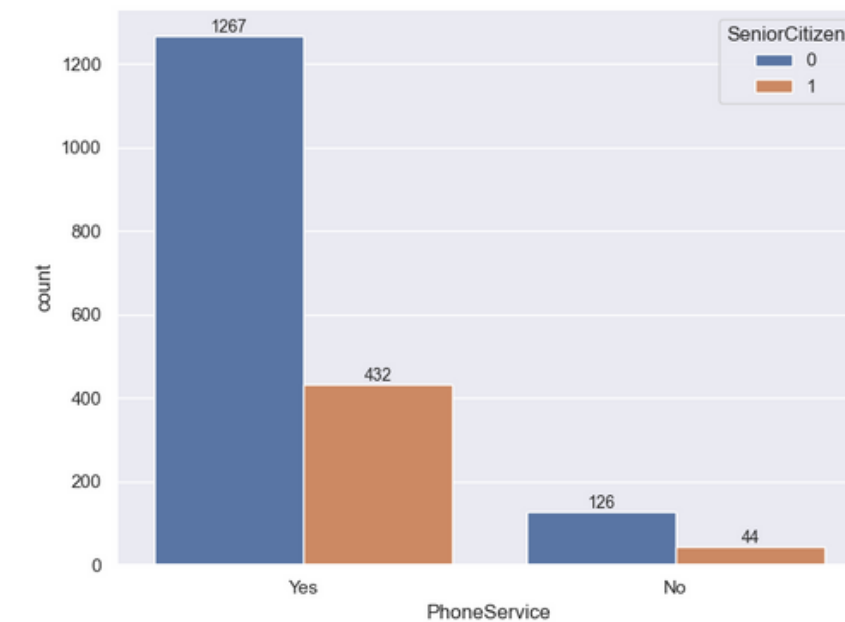
STRATEGY

As seen from the previous analysis, **most of the customer that tend to churn is come from non-Senior Citizen**. So, to **retain the customer** from non-Senior Citizen we have to solve the **problem from telco's service** that cause non-Senior Citizen customer churn. From analysis we know that **Phone Service and Internet Service is the services that have a relative big churn-rate**.

01

Phone Service

Most of the telco customer are used the phone service (90,32%). So, phone service is one of the most important service that telco company must to retain the customer. From the analysis part we know that the non-Senior Citizen customer that used phone service has churn rate 18.01% so we have to find the problem and need to improve the service.



02

Internet Service

Fiber optic is the latest technology to provide internet service for the customer. But, as you can see from the data, non-Senior Citizen customer that used fiber optic technology has the most percentage that tend to churn. So, research for the internet service is needed to find the problem that causes customer churn.

