


Story 1

Customer Demographics	Customers by Service	Billing options	Pricing changing with longevity	Gender prespective	Senior prespective	Demographic s prespectiv..
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		Partner / Dependents				Count of churn.csv 3  1.381	
Senior Citiz..	Gender	No		Yes			Grand Total
		No	Yes	No	Yes		
0	Female	1.338	142	596	844	2.920	
	Male	1.381	211	567	822	2.981	
1	Female	317	3	209	39	568	
	Male	244	5	281	44	574	
Grand Total		3.280	361	1.653	1.749	7.043	

The majority of the company’s customers tend to be non-senior individuals.


There is a fairly even split between male and female customers.

For customers who have no partners, they tend to have no dependents as well.

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		Internet Service			Grand Total
Phone Service	Multiple Lines	DSL	Fiber optic	No	
No	No phone service	682			682
Yes	No	1.048	1.158	1.184	3.390
	Yes	691	1.938	342	2.971
Grand Total		2.421	3.096	1.526	7.043

Count of churn.csv
342  1.938

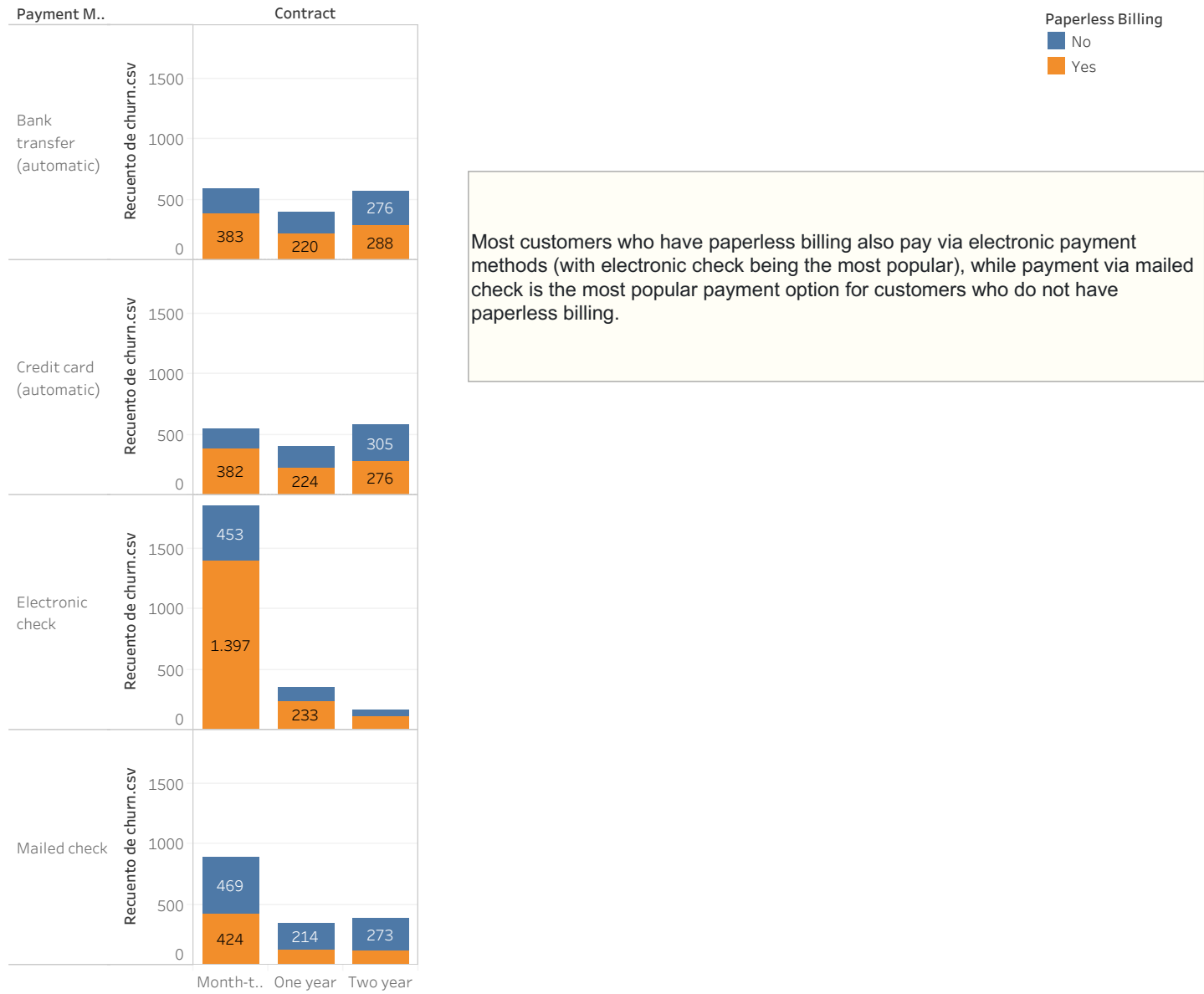
Most of the company’s customers have both phone and internet service with the company.

Fiber optic is the most popular type of internet service, especially among customers that have phone service with multiple lines.

DSL is the only type of internet service provided to customers that do not have phone service.

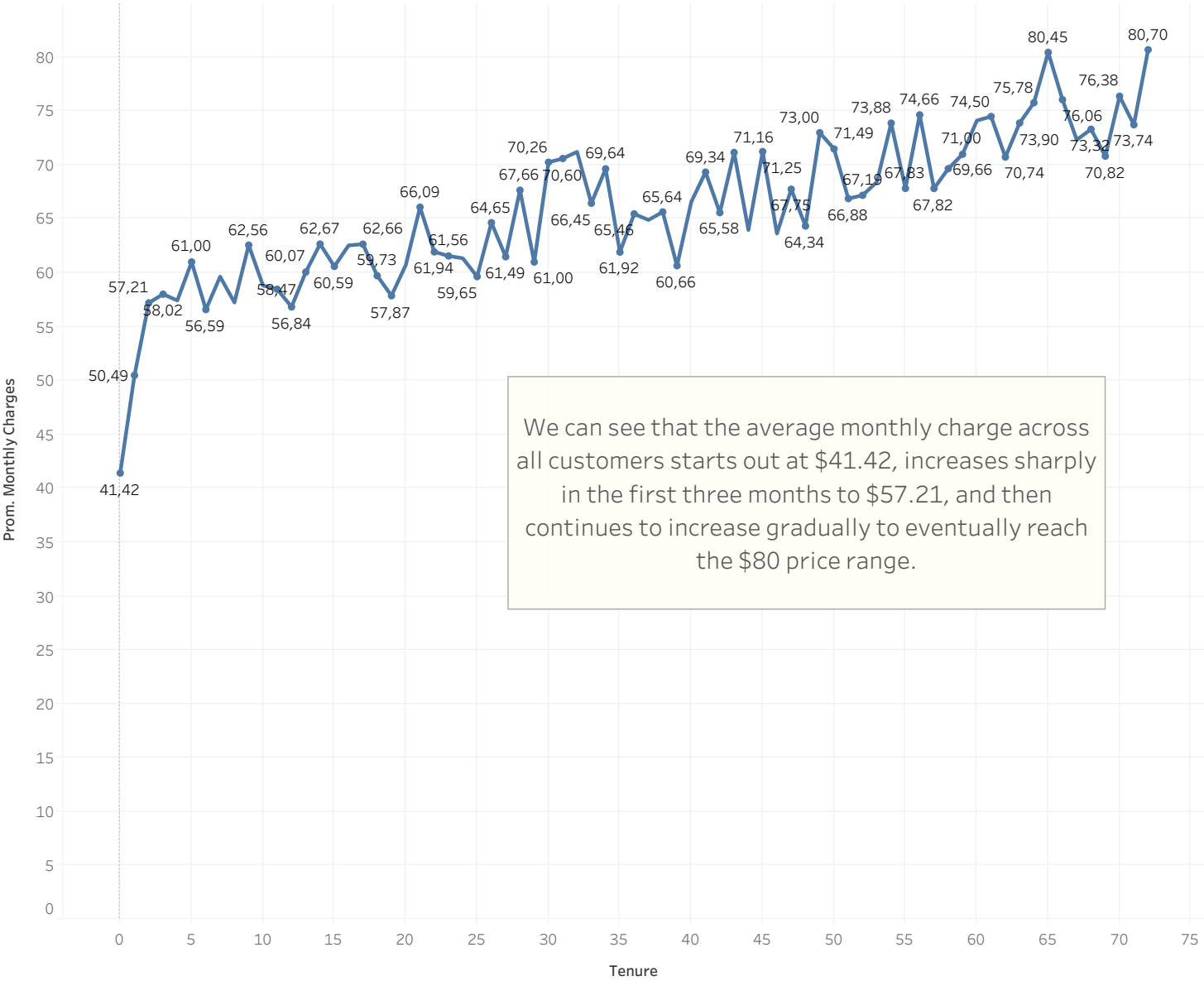
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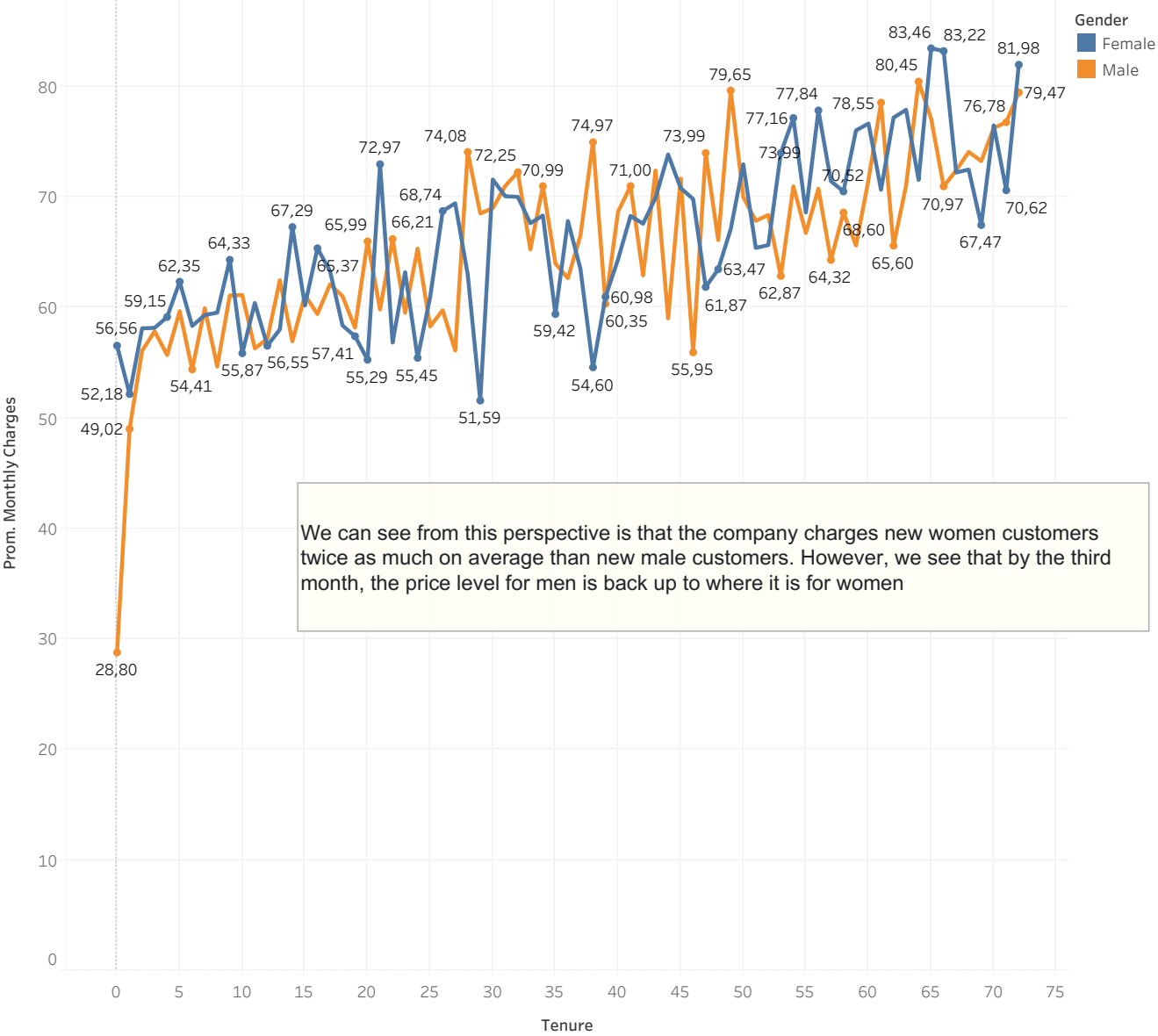
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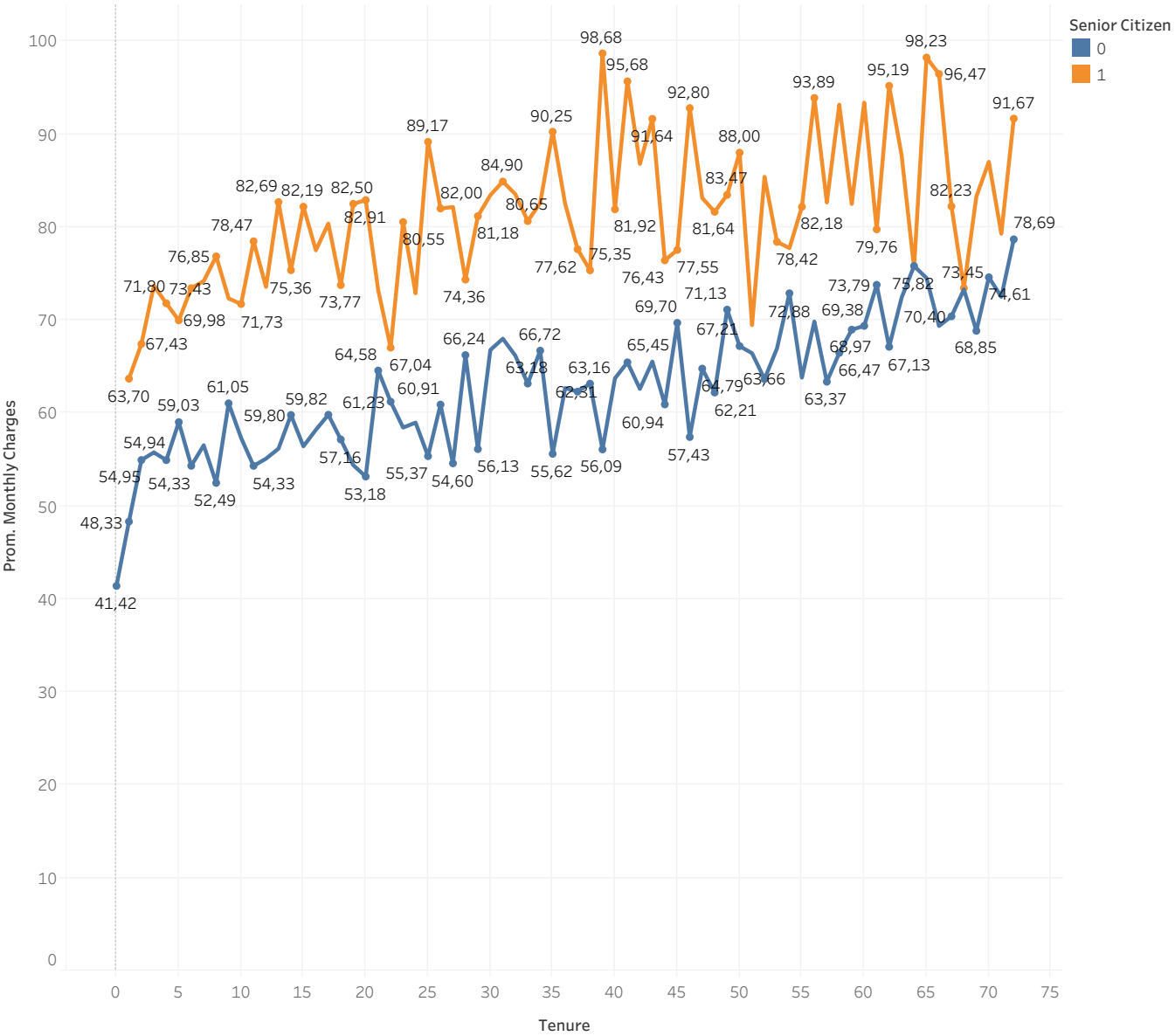
Customers by Service	Billing options	Pricing changing with longevity	Gender prespective	Senior prespective	Demographics prespective 1	Demographics prespective 2
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We can see from this perspective is that the company charges new women customers twice as much on average than new male customers. However, we see that by the third month, the price level for men is back up to where it is for women

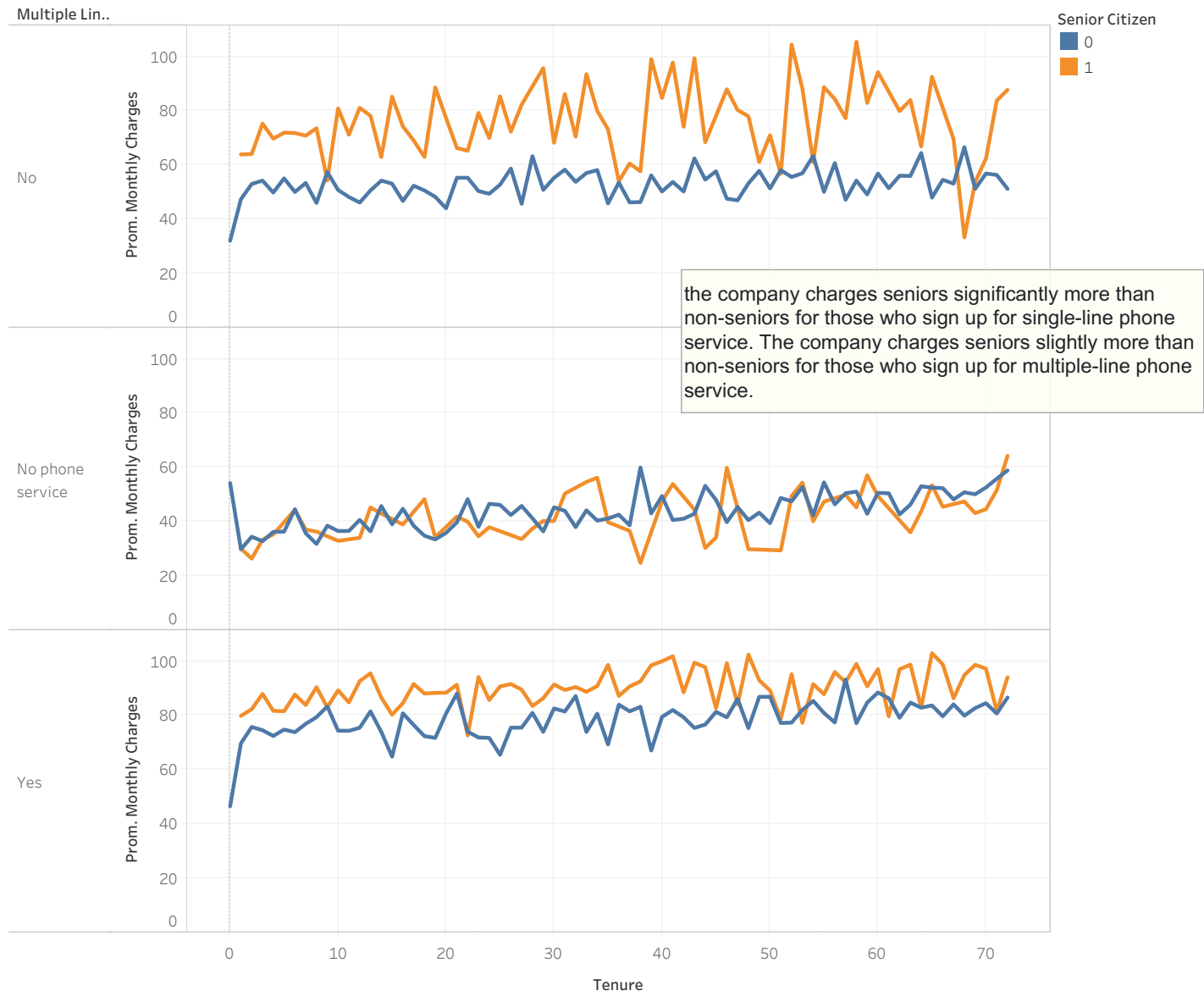
Story 1

Billing options	Pricing changing with longevity	Gender prespective	Senior perspective	Demographics prespective 1	Demographics prespective 2	Average Monthly Charges
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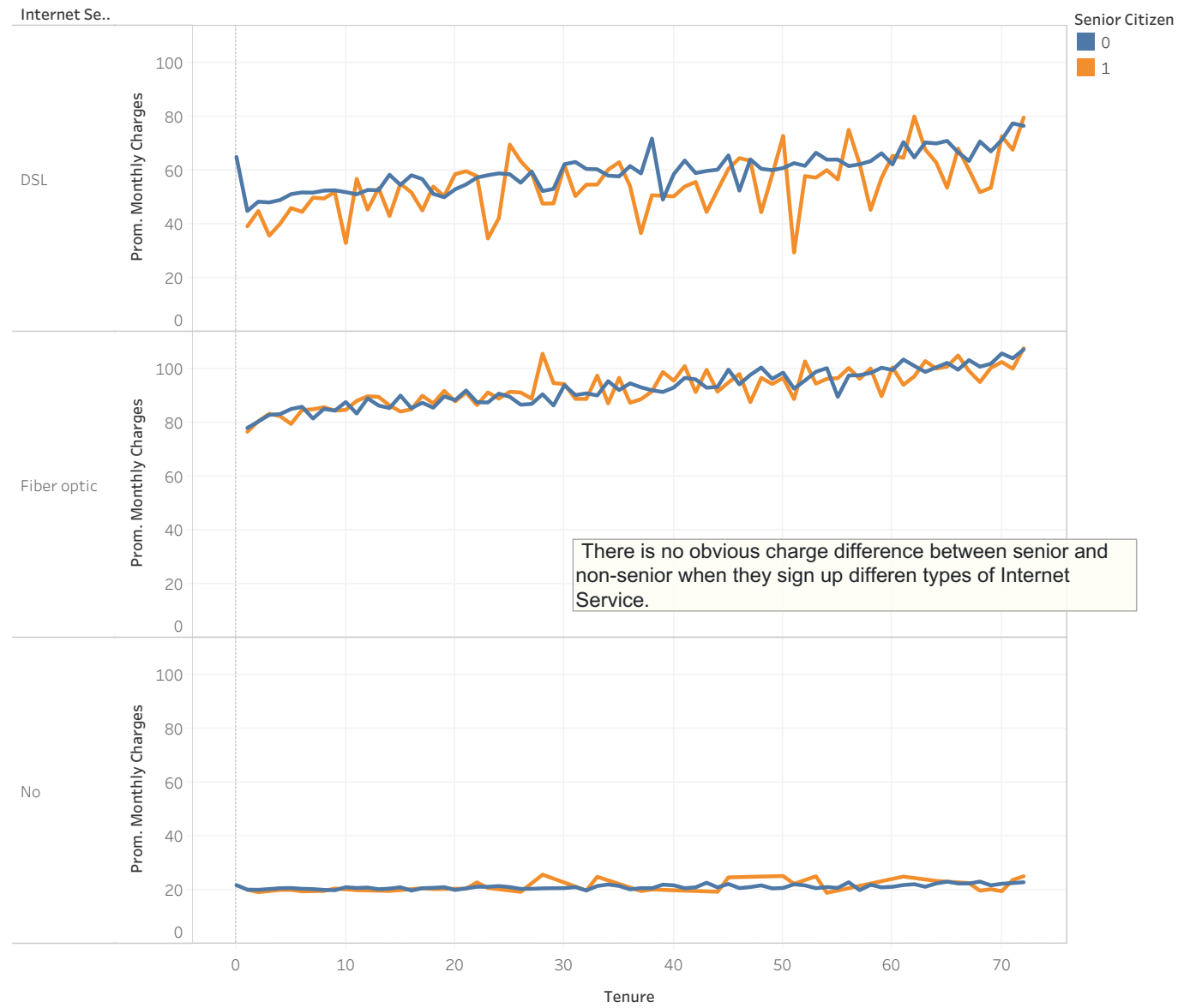
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Pricing changing with longevity	Gender prespective	Senior prespective	Demographics prespective 1	Demographics prespective 2	Average Monthly Charges	Internet Service against Senior Citiz..
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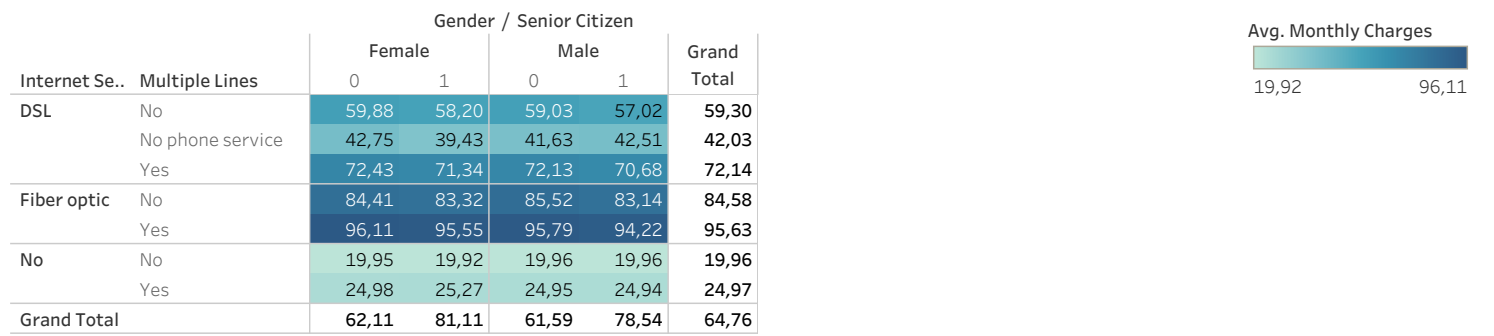
Story 1

Gender prespective	Senior prespective	Demographics prespective 1	Demographics prespective 2	Average Monthly Charges	Internet Service agains Senior Citizen ..	
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Story 1

Gender prespective	Senior prespective	Demographics prespective 1	Demographics prespective 2	Average Monthly Charges	Internet Service againis Senior Citizen ..	
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From this perspective, we can see that the prices for the different combination of core services do not differ significantly across demographic features.

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Gender prespective	Senior prespective	Demographics prespective 1	Demographics prespective 2	Average Monthly Charges	Internet Service again Senior Citizen ..	
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Internet Se..	Senior Citizen		Grand To..
	0	1	
DSL	36,64%	22,68%	34,37%
Fiber optic	38,38%	72,77%	43,96%
No	24,98%	4,55%	21,67%
Grand Total	100,00%	100,00%	100,00%

Count of churn.csv
52  2.265

The proportion of customers that have fiber optic internet (the highest price service) is higher among seniors than it is among non-seniors. This is likely the cause for the price difference among those two groups. Seniors indeed tend to sign up for more expensive services.

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Gender prespetive	Senior prespective	Demographics prespective 1	Demographics prespective 2	Average Monthly Charges	Internet Service againis Senior Citizen ..	
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Internet Service				Avg. Churned	
Gender	DSL	Fiber optic	No	0,0732	0,4276
Female	0,1843	0,4276	0,0750		
Male	0,1946	0,4102	0,0732		

We can see that the churn rates are higher for fiber optic internet across the board than for any other service. We know that fiber is also the highest priced, so perhaps customers aren't happy paying such high prices.