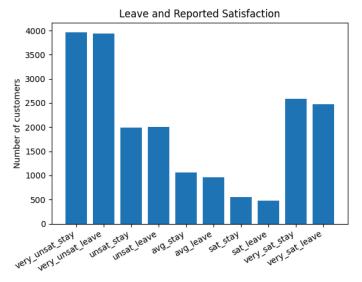


This is a Distribution Analysis of reported satisfaction. The graph shows that most customers are unsatisfied. This insight can be used to better tend to these customers so that we do not lose them.



This graph counts the number of customers who stay and leave for every reported satisfaction. This data is useful to understand customer churn based on various satisfaction levels.

Summary of Data:

Distribution Analysis:

The distribution of reported satisfaction shows that more customers are very unsatisfied than any other satisfaction level. This is followed by very satisfied, unsatisfied, average, and finally

satisfied customers. The distribution is highly polarized as very satisfied and very unsatisfied are the most popular levels. Since most customers are either unsatisfied or very unsatisfied, the business should send more questionnaires to customers to understand why this is.

Correlation Analysis: It is surprising that for any given category in reported satisfaction, a similar number of customers stayed and left. One would assume that many very unsatisfied customers left and few stayed. It is also surprising that around 50% of very satisfied customers left. This data can change how marketing is done to keep very satisfied customers.

There is no redundant or missing data. The non numeric data types, such as Reported Satisfaction, Reported Usage Level, and Considering Change of Plan can be transformed to be numeric values in a range of 1 through 5.