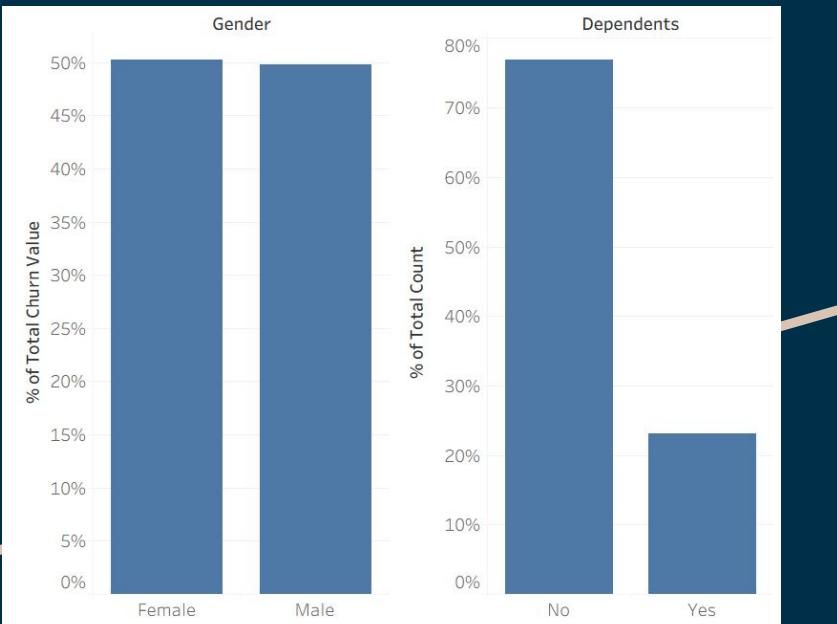




SWAN Information Presentation Deck

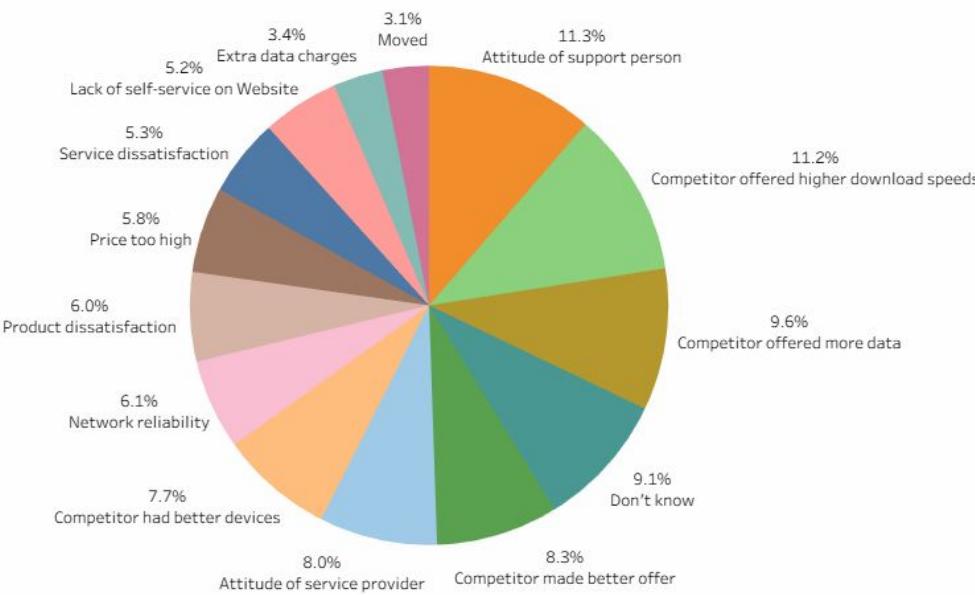
Team 1: Izzy and her Boys
- Izzy, Bekim, Ashley

What do your churners have in common?



- 50.2% of churners were **Female** and 49.8% were **Male**, showing no indication that gender influences whether a customer churns
- 64.2% of churners had **no partner**
- 76.9% of churners did **not** have people **dependent** on them
- 74.5% of churners were **below senior age**
- Contracts: 88.6% of customers with **month-to-month** contracts were churners, so being able to incentivise 1 or 2 year contracts would reduce the risk of churning and engender loyalty in customers
- When looking at the most impactful products:
 - The product with the biggest effect on churning was **online security**: 78.2% of customers without this product churned
 - Additionally, 77.4% of customers lacking **tech support** were churners

Reasons for Churning



N.B. - Chart hides smallest 6 wedges due to overlap

- **Attitude** of support person biggest reason for departure
- **Competitors** second, third and fifth biggest reasons:
 - Higher download speeds
 - More data
 - Better offer

Supplying **extra training** for phone staff would reduce the risk of poor customer service and would result in fewer churners.

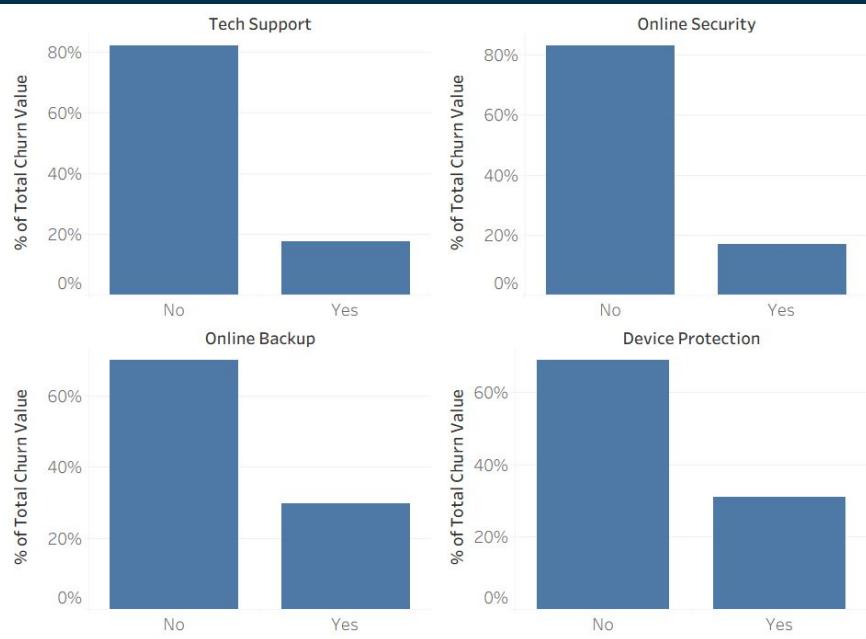
Furthermore, introducing more **competitive prices** and providing **stronger services** would help Swan Teleco stand out from its competitors.

What factors most influence someone churning?

Feature	Coefficients
Tenure Months	-2.42
Dependents	-1.42
Two-year Contract	-1.34
No Internet Service	-0.93
Total Charges	0.70

- Increasing **tenure months** made individuals **less** likely to churn
- Having **more dependents** was associated with **decreased** risk of churning
- Having **one- or two-year contracts** was heavily associated with **decreased** risk of churning compared to month-to-month contracts
- Having **no internet service** **decreased** the risk of churning
- **Increased total charges** was associated with a **higher** risk of churning

What signup factors should be incentivised?



Online Security:

- 78.17% of churners did not have Online Security

Device Protection:

- 64.79% of churners did not have Device Protection

Online Backup:

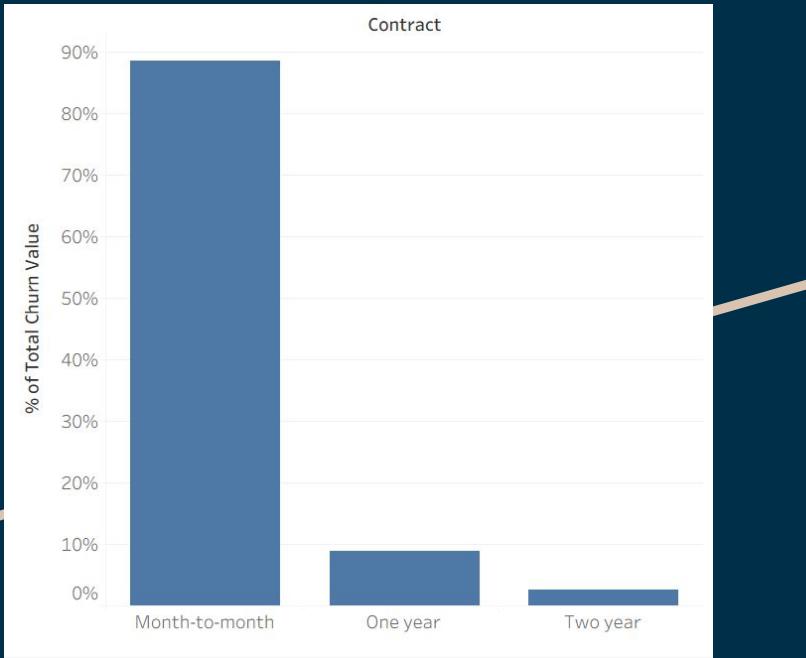
- 65.97% of churners did not have Online Backup

Tech Support:

- 77.37% of churners did not have Tech Support

Incentivising services like these may lead to fewer churners, since customers would benefit more from the products they buy. Creating **joint packages** or **deals** on multiple services may make customers more likely to buy them.

What signup factors should be incentivised?



Pushing customers to sign on to a **1- or 2-year contract** instead of monthly would highly benefit your services. This could be done by making a **yearly service cheaper** than a monthly service, for example charging \$5/month but \$50/year, saving each customer \$10 overall if they opt for the 1-year deal.

We recommend introducing an incentive to your team of **\$2.50** for each customer they convince to sign up to Swan Teleco with a **1- or 2-year contract** as opposed to a month-to-month service.



Thank You!

Any questions? Email ashleyhatch148@gmail.com