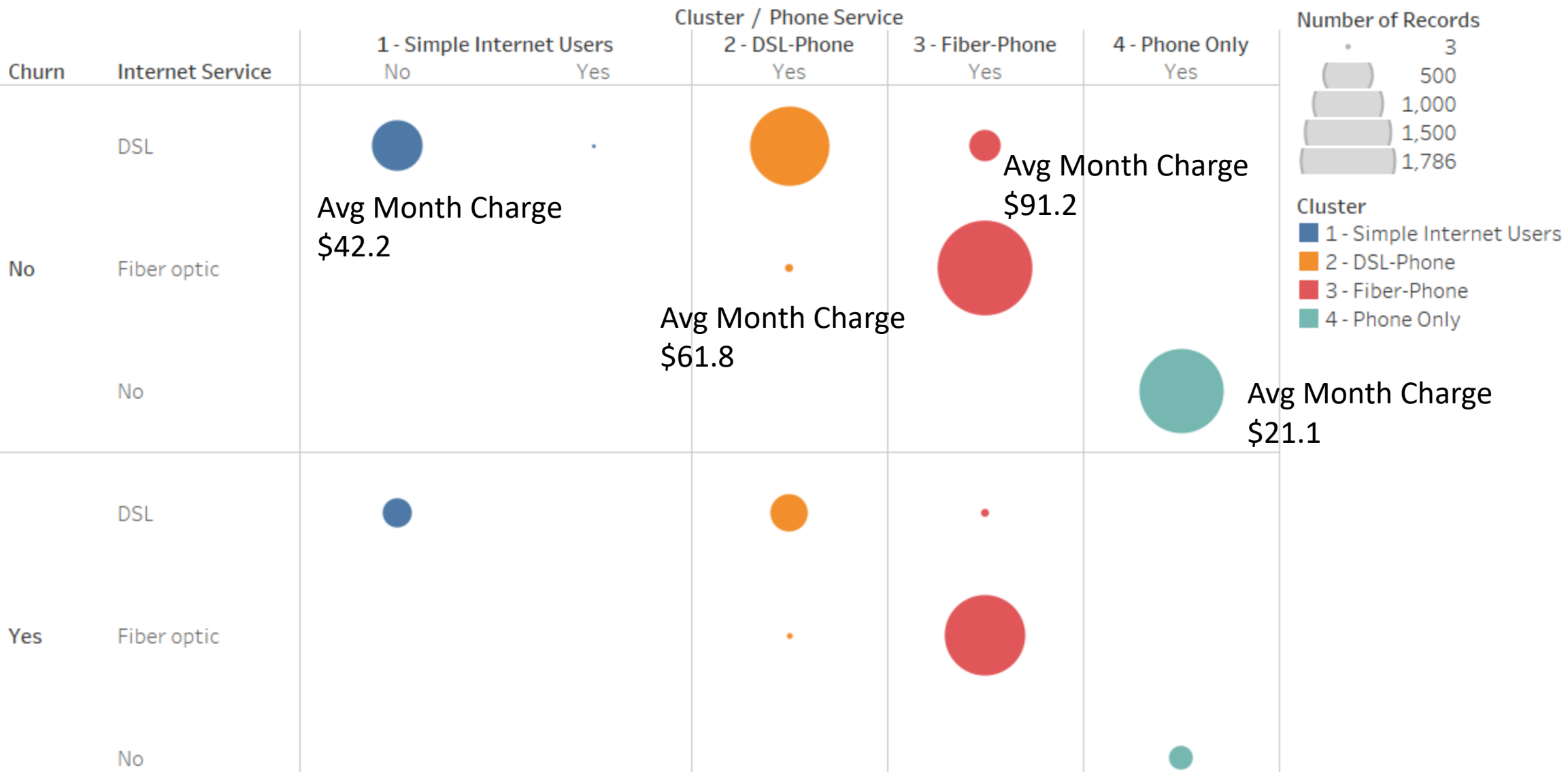


# Telco\_Cluster\_Analysis

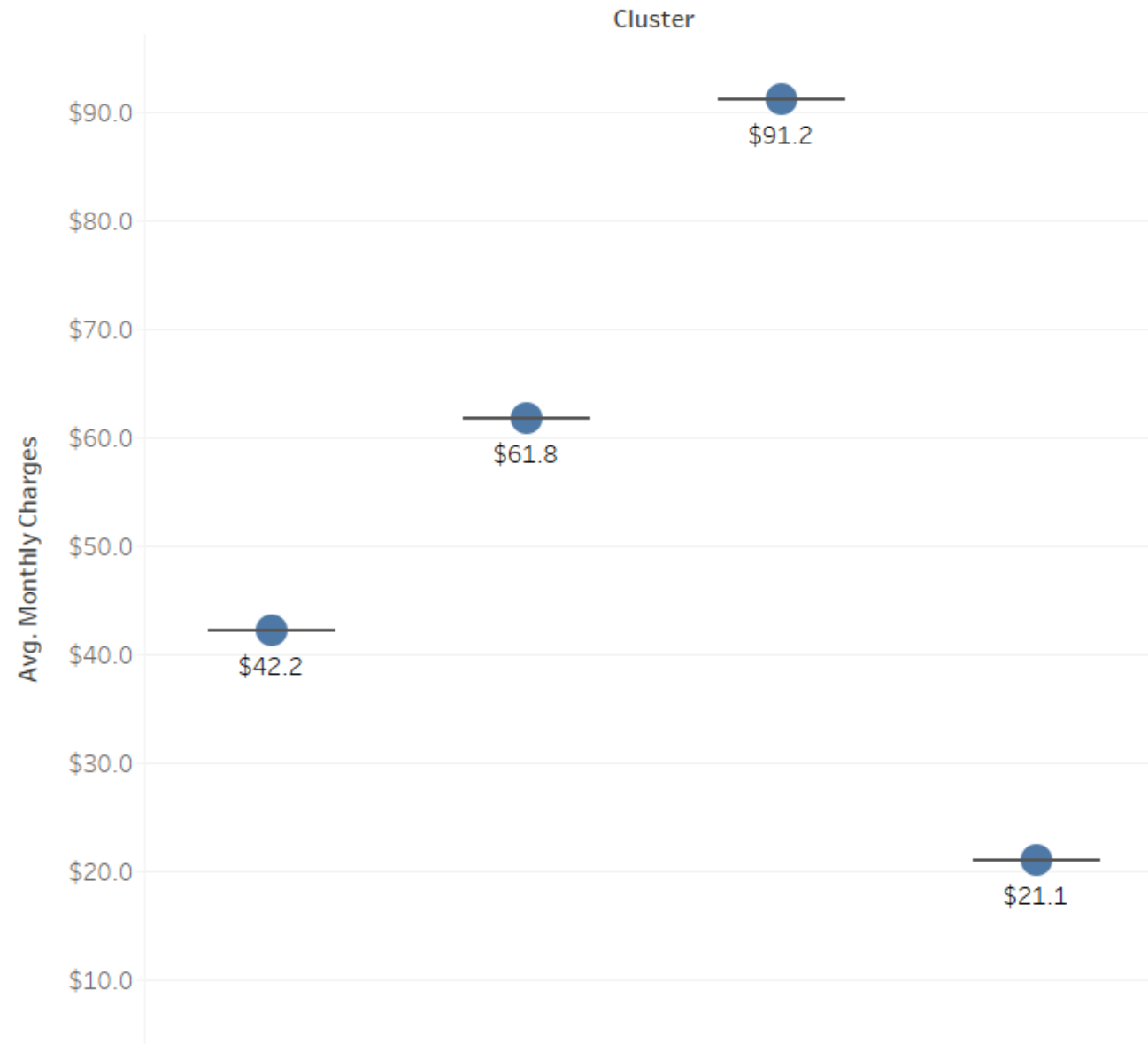
File created on: 4/8/2020 1:22:48 PM

# Phone-Internet



The distinction of Internet Only users, Phone Only users and Phone+Internet Bundle user group is apparent, even with days of clustering analysis from Machine Learning : The existing customer segmentation is still valid

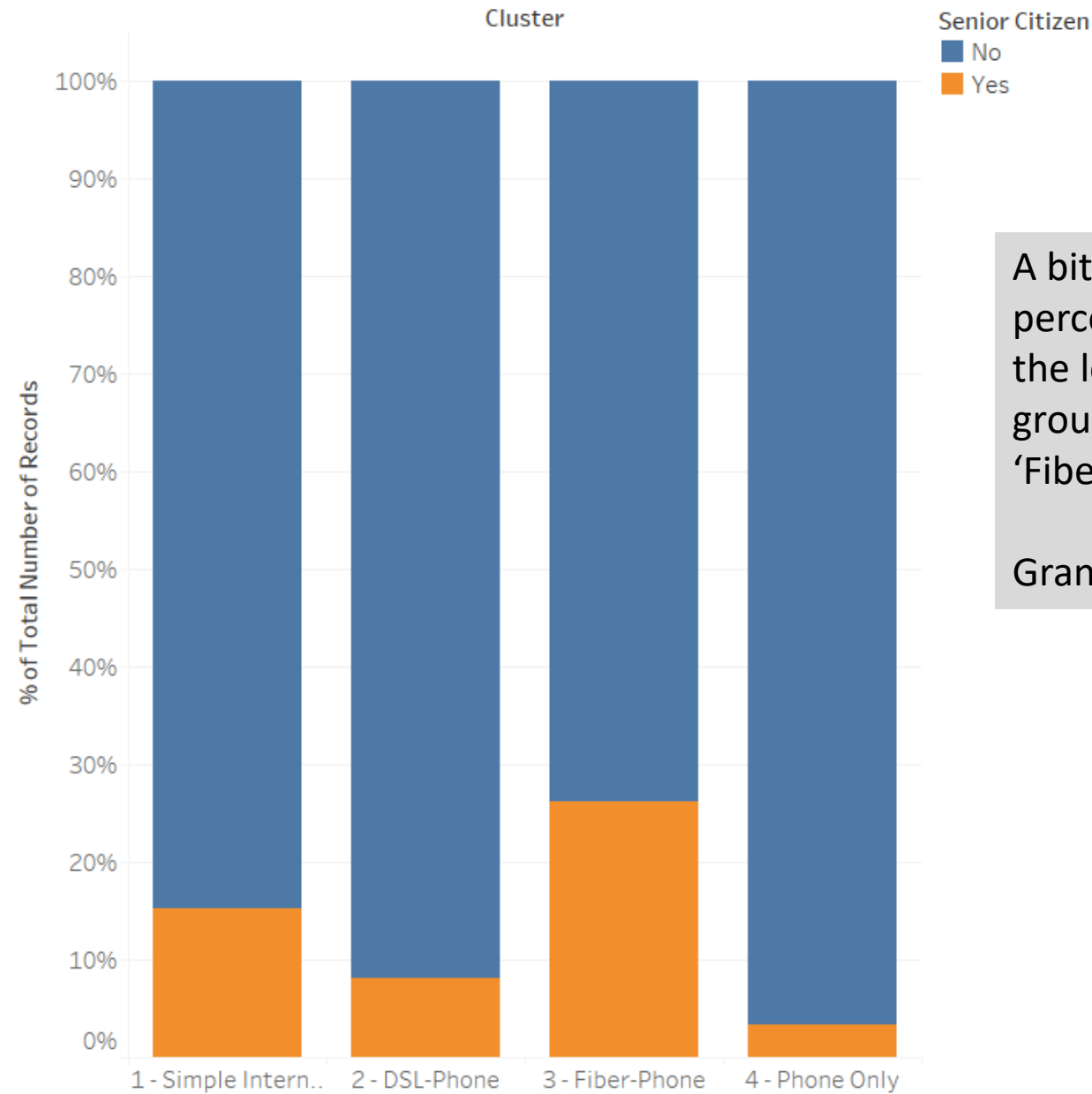
## AvgMonthCharge



The customer segment is aligned with monthly charges from bundled service subscription – Cluster 3(Fiber + Phone) shows highest average charge

Average of Monthly Charges for each Cluster. The marks are labeled by average of Monthly Charges.

# SeniorCitizen

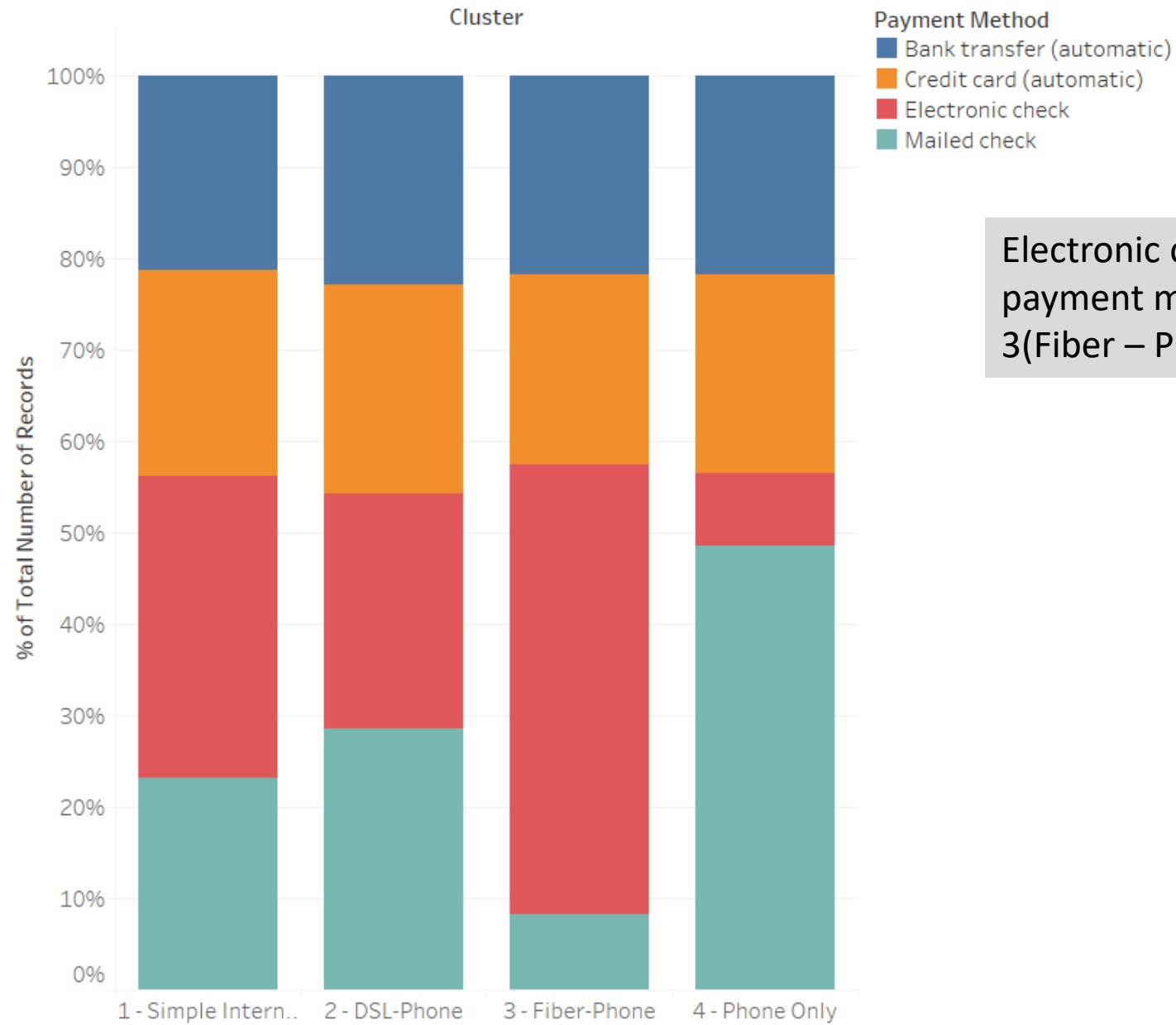


A bit of surprise – The percentage of ‘Senior Citizen’ is the lowest with ‘Phone Only’ group, and the highest with ‘Fiber Phone’ group.

Granpa also loves fast internet

% of Total Number of Records for each Cluster. Color shows details about Senior Citizen.

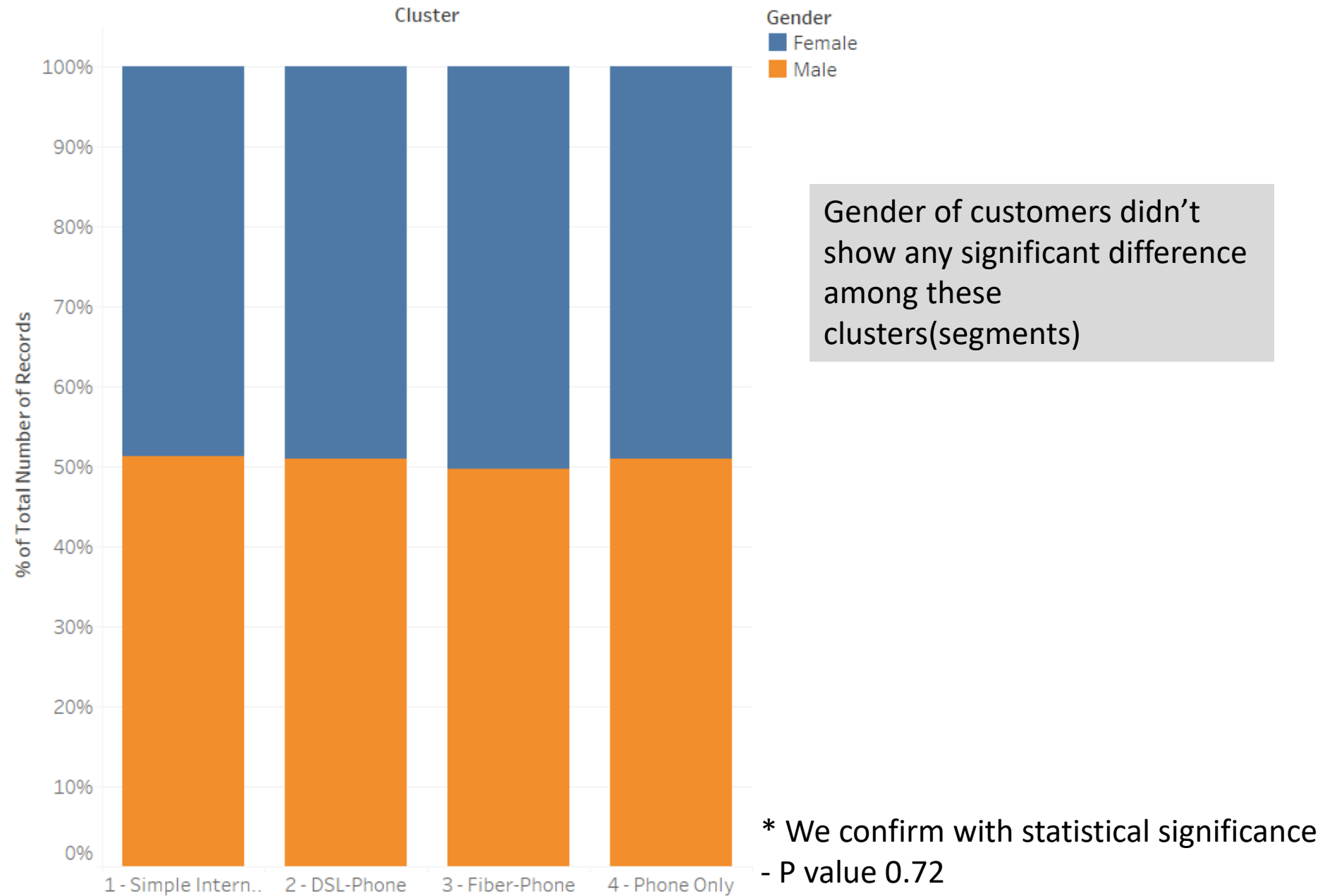
# FavoritePayment



Electronic check is the favored payment method of the Cluster 3(Fiber – Phone)

% of Total Number of Records for each Cluster. Color shows details about Payment Method.

# Gender-Doesn't Matter



% of Total Number of Records for each Cluster. Color shows details about Gender.