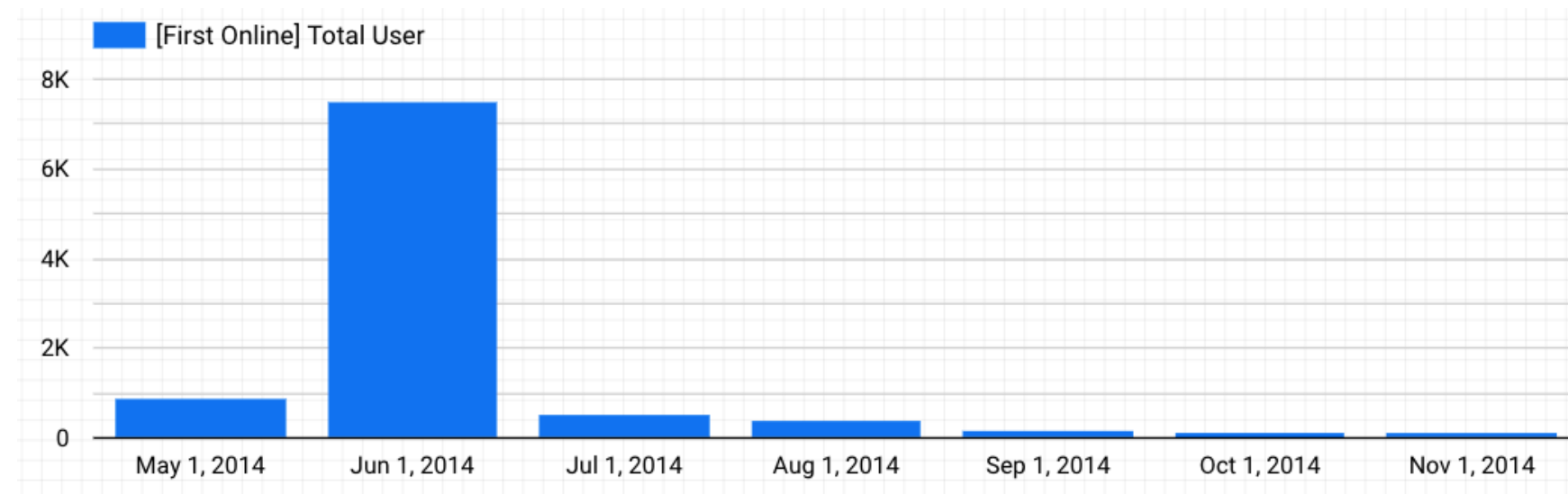


Leading Telecommunication Company



Findings:

- Number of new user is increased significantly on June 2014 and then decrease significantly on July 2014.



- 78% users utilise call service in less than 3600 seconds.

Findings:

- Churn rate hit 77% on September 2014.

Month Number / Churn Rate							
First Online	0	1	2	3	4	5	6
May 1, 2014	0	0.11	6.35	9.91	14.81	19.38	20.49
Jun 1, 2014	0	10.17	20	22.53	28.34	22.25	-
Jul 1, 2014	0	35.8	44.94	52.14	54.67	-	-
Aug 1, 2014	0	76.77	76.52	78.03	-	-	-
Sep 1, 2014	0	48.1	52.53	-	-	-	-
Oct 1, 2014	0	49.3	-	-	-	-	-
Nov 1, 2014	0	-	-	-	-	-	-

- Available metrics are limited.

Suggestion

1. Enrich variety of data to support decision making.
2. Make sure online connection is good for services that has duration less than 3600s.
3. Create rewards system to maintain loyalty of users
4. Create promo to attract new users.

