

Customer Retention Dashboards

Customers that left last month



1,655

Total No of Customers Subscribed to Device Protection Services



2,422

Total No of Customers Subscribed to Internet Service



5,517

Total No of Customers subscribed to Multiple Line Service



2,971

CustomerID
All

Total Customers Subscribed to Phone Service



6,361

Total No of Customers Subscribe to Online Security Service



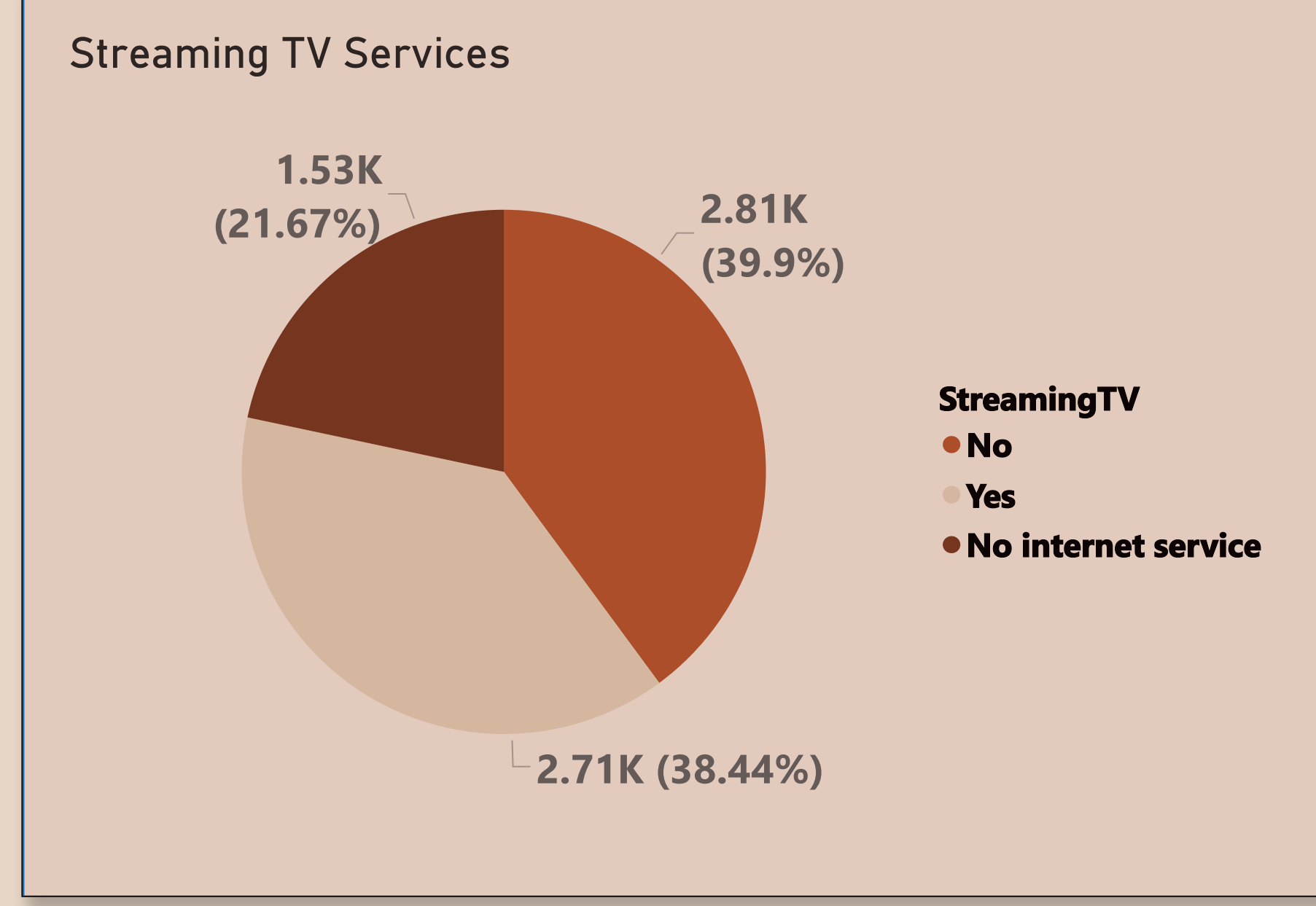
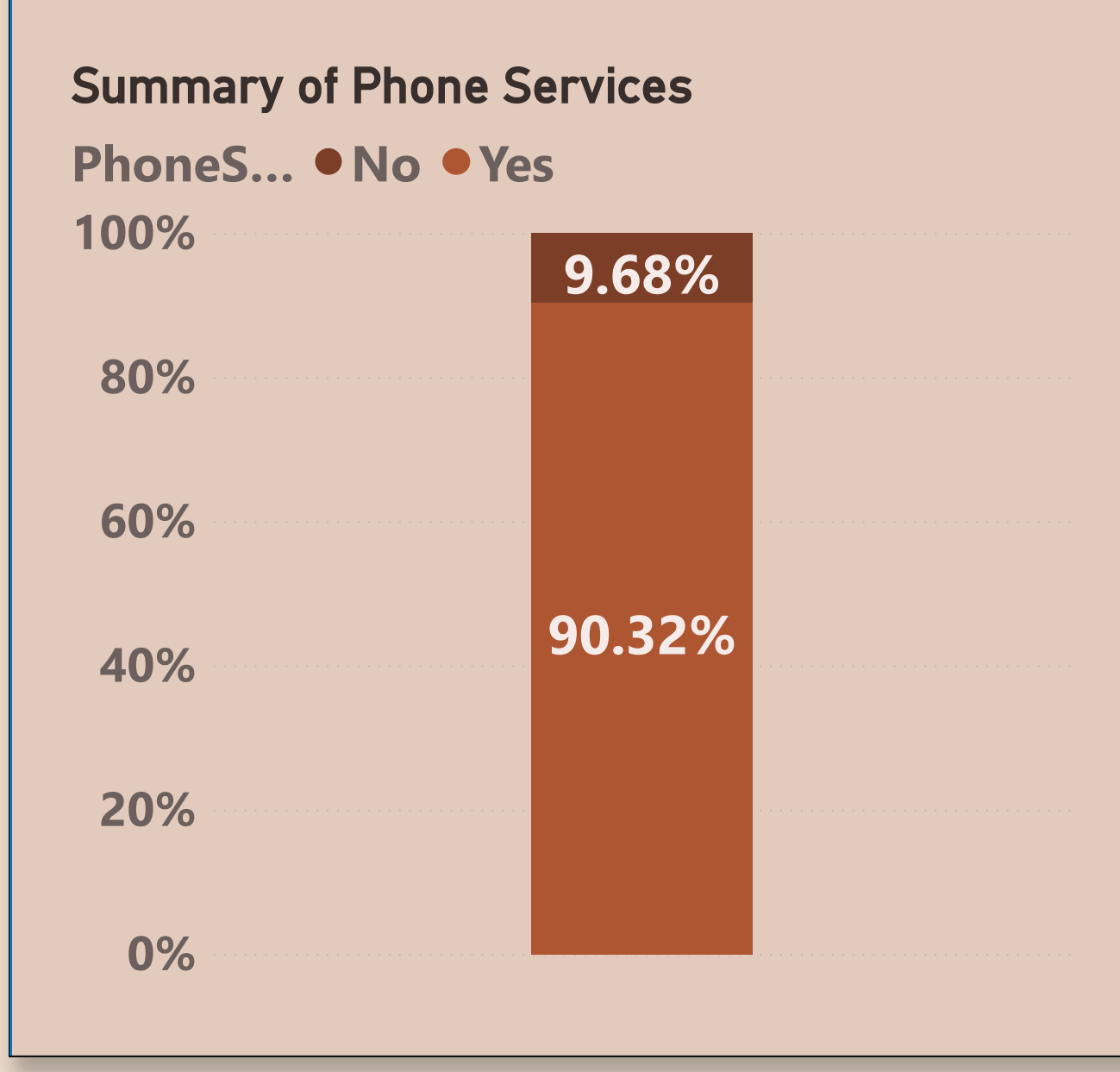
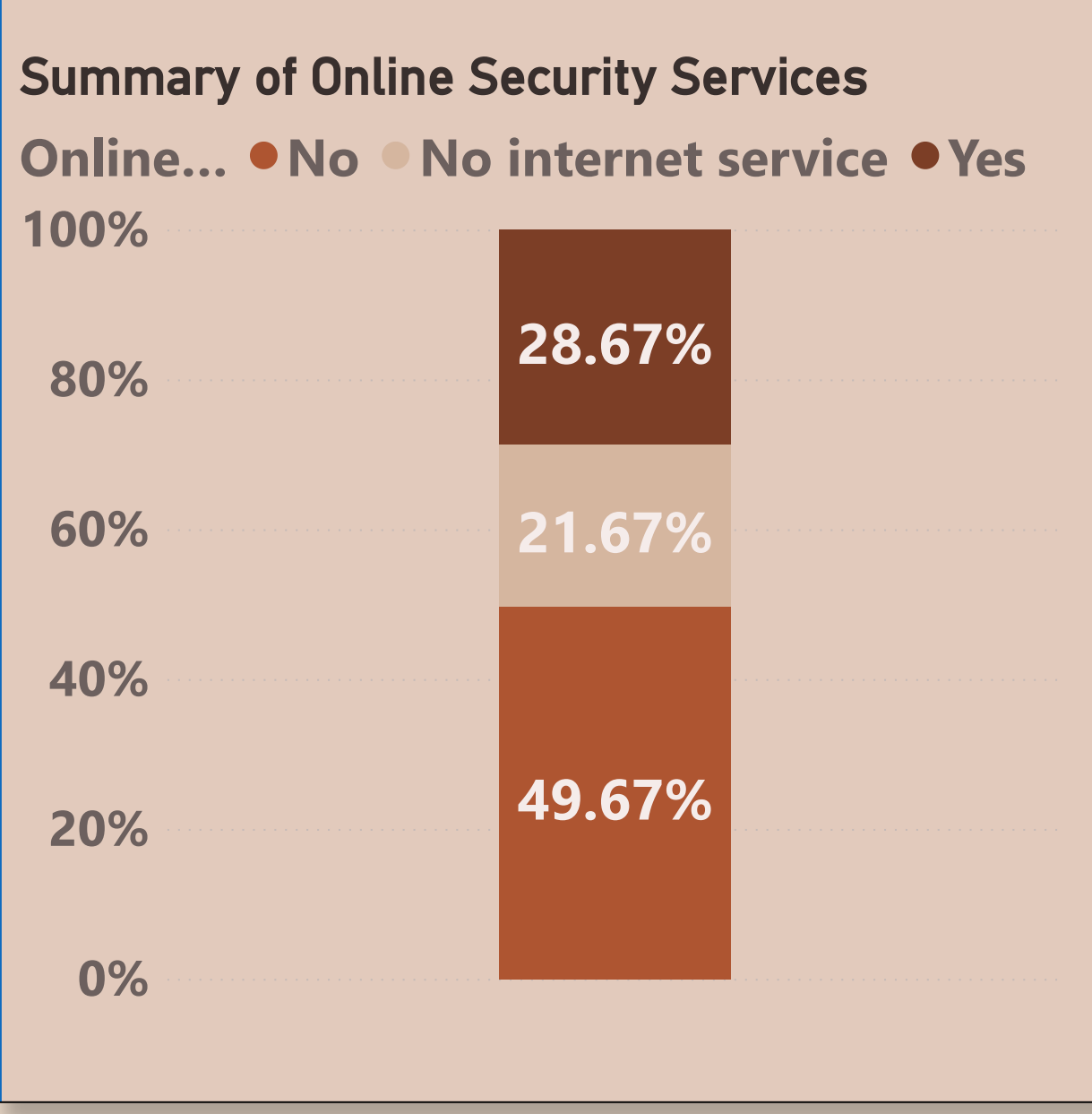
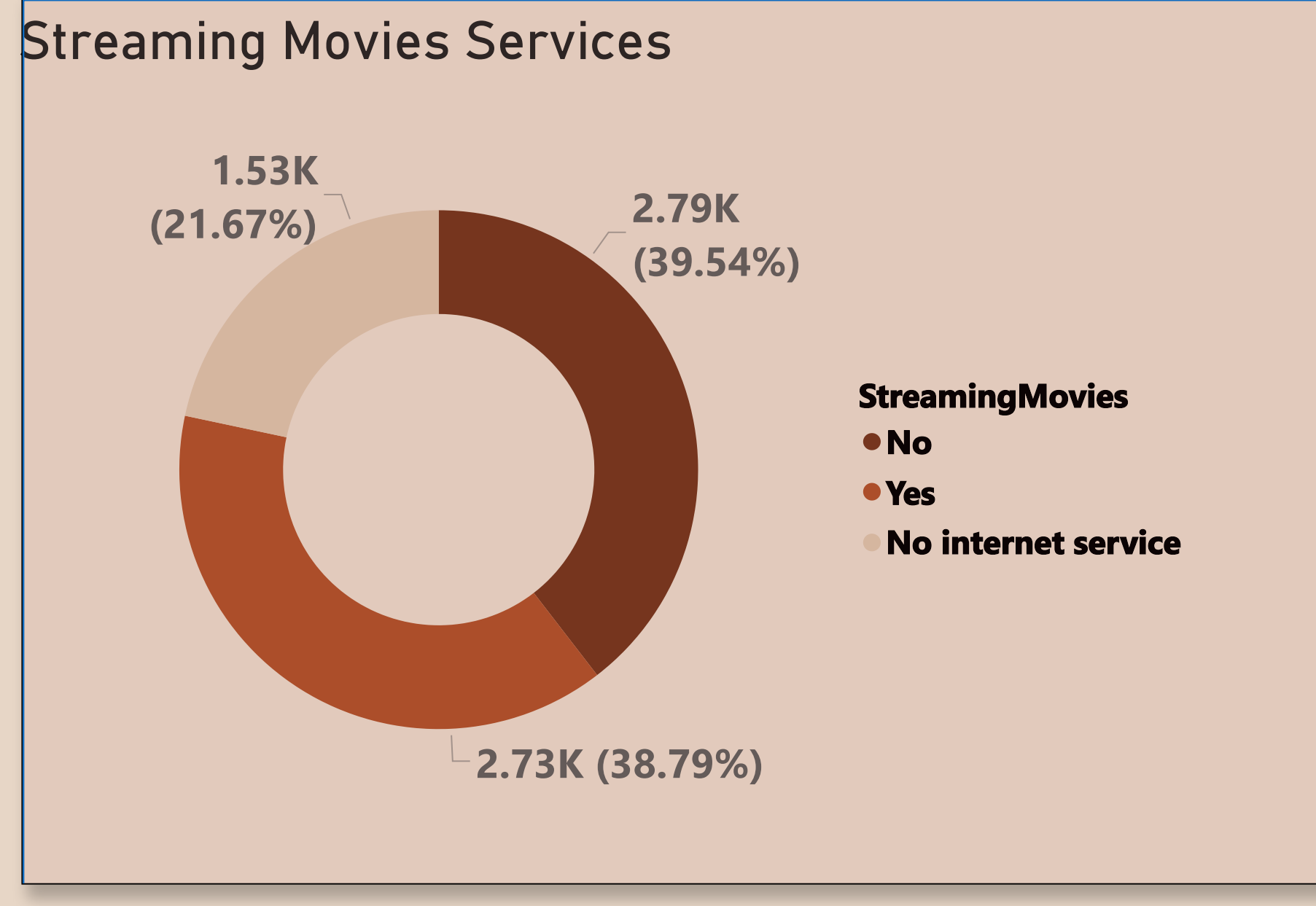
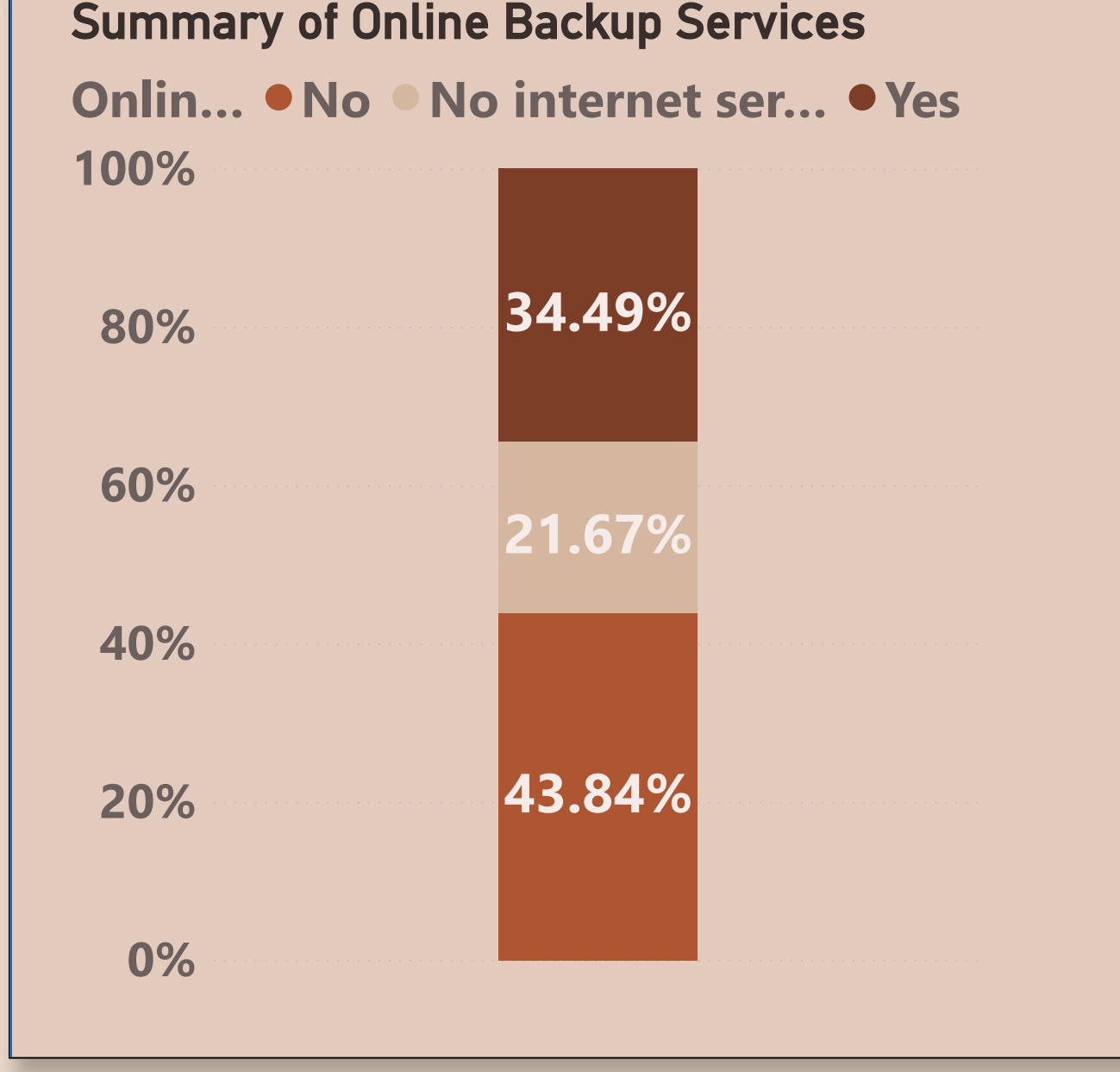
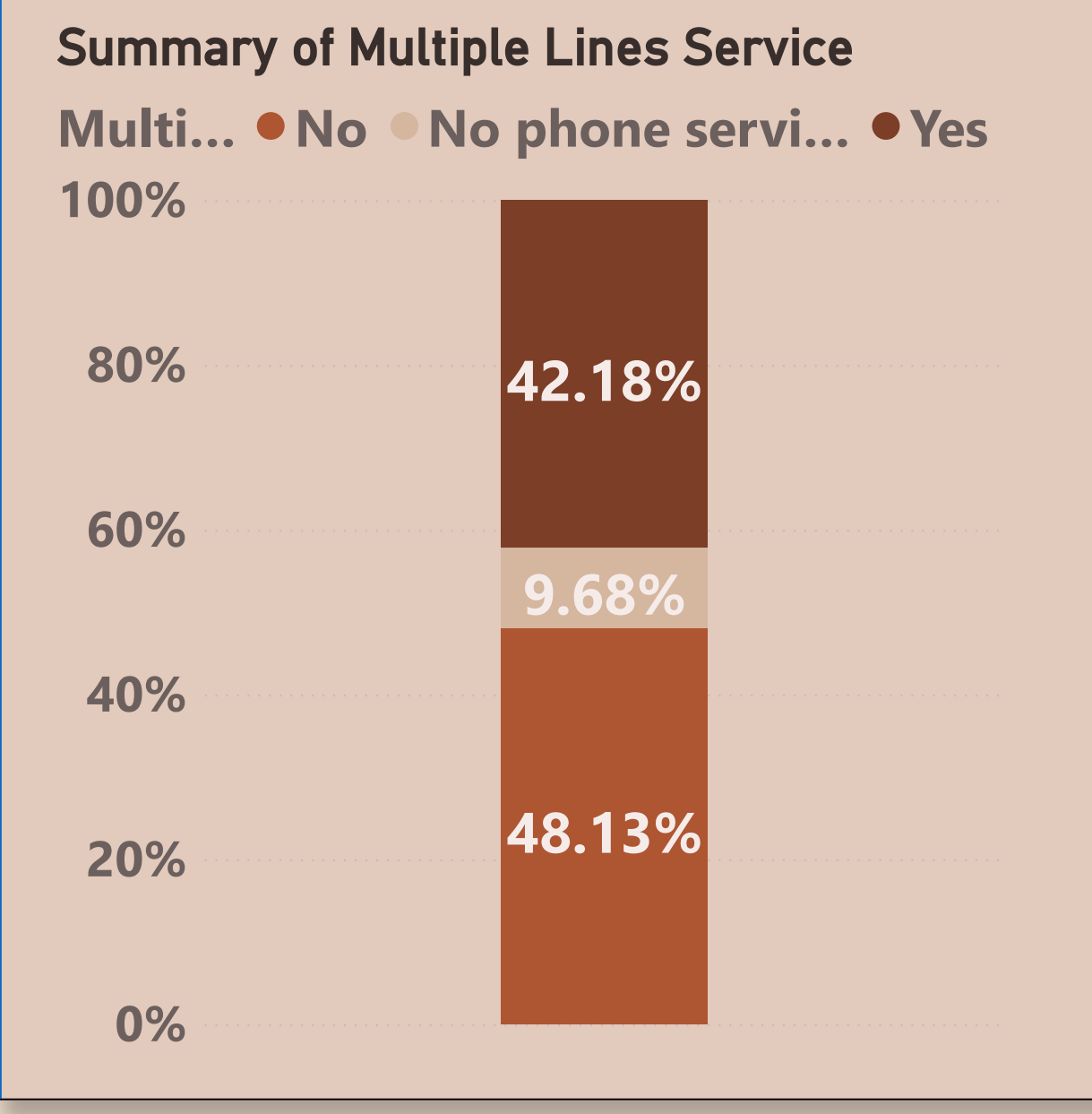
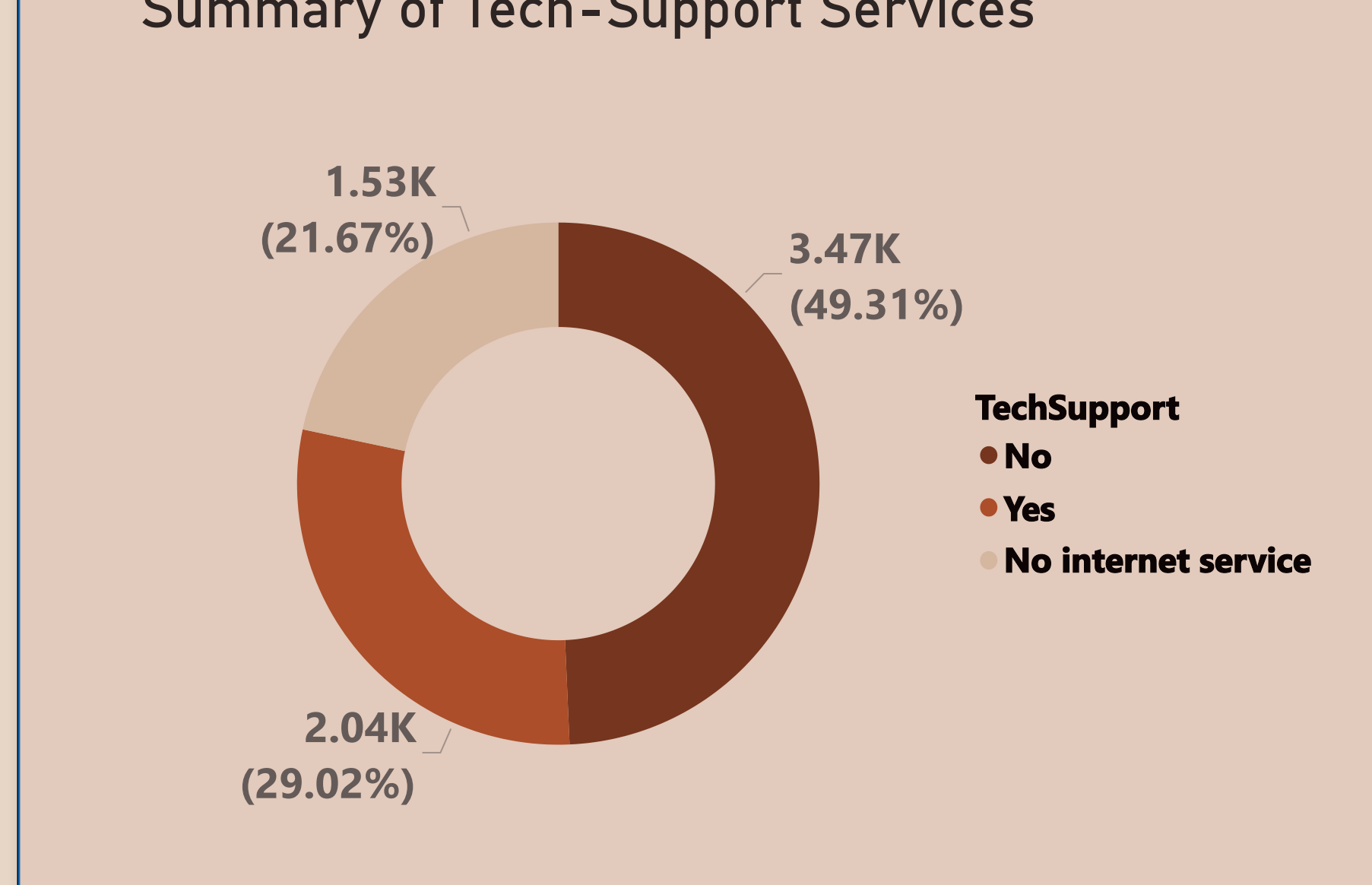
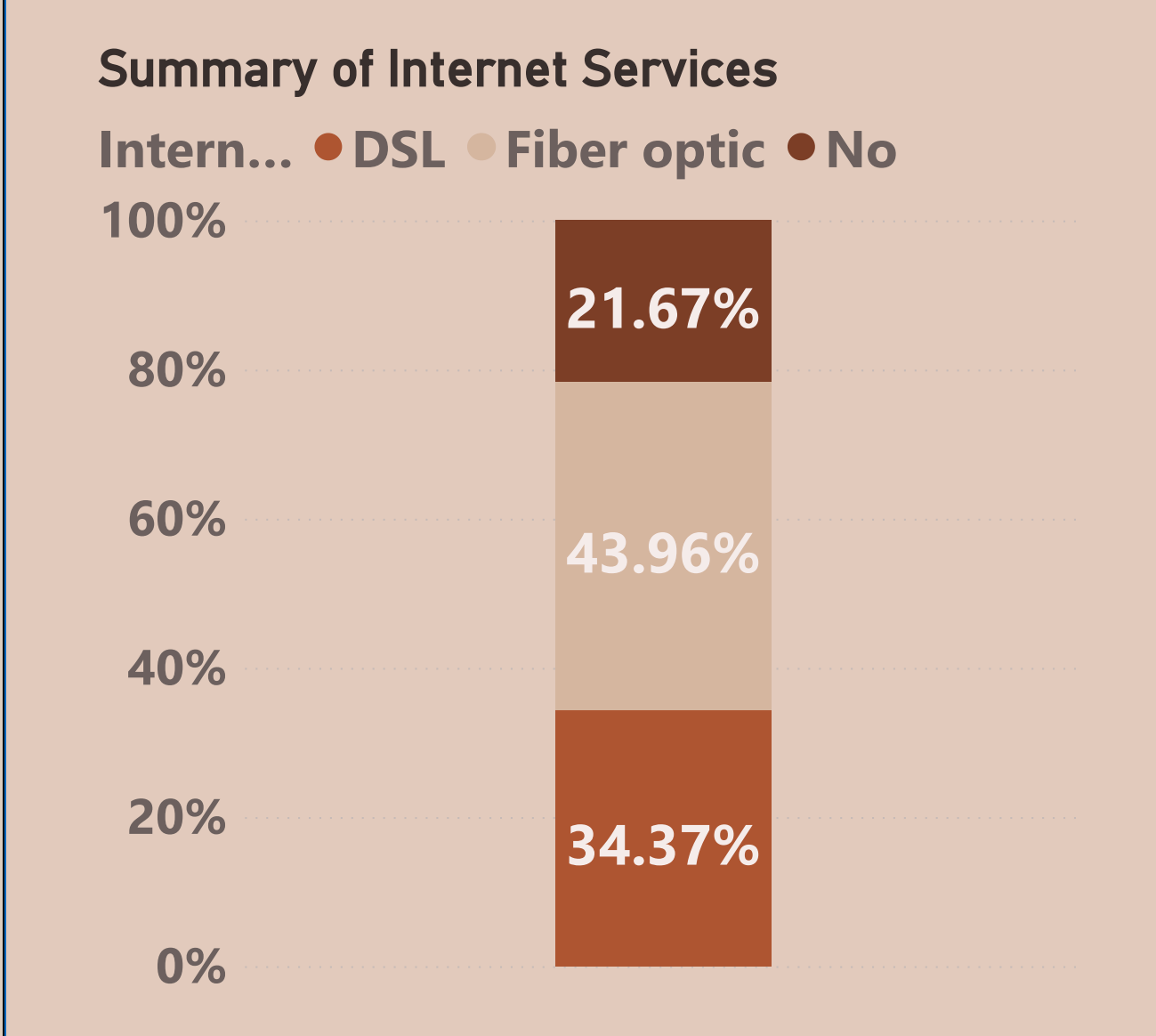
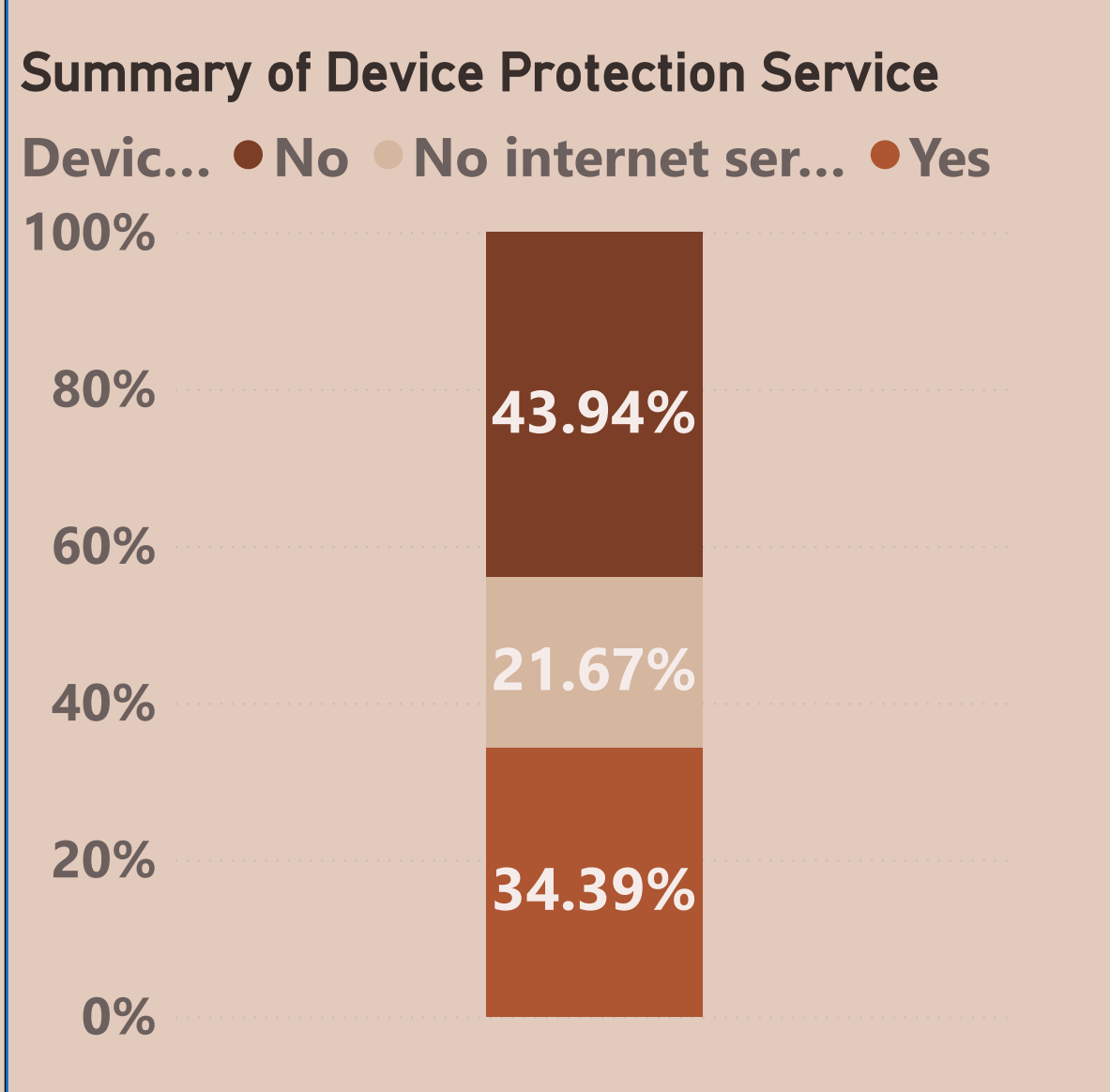
2,019

Total No of Customers Subscribed to Online Backup Service

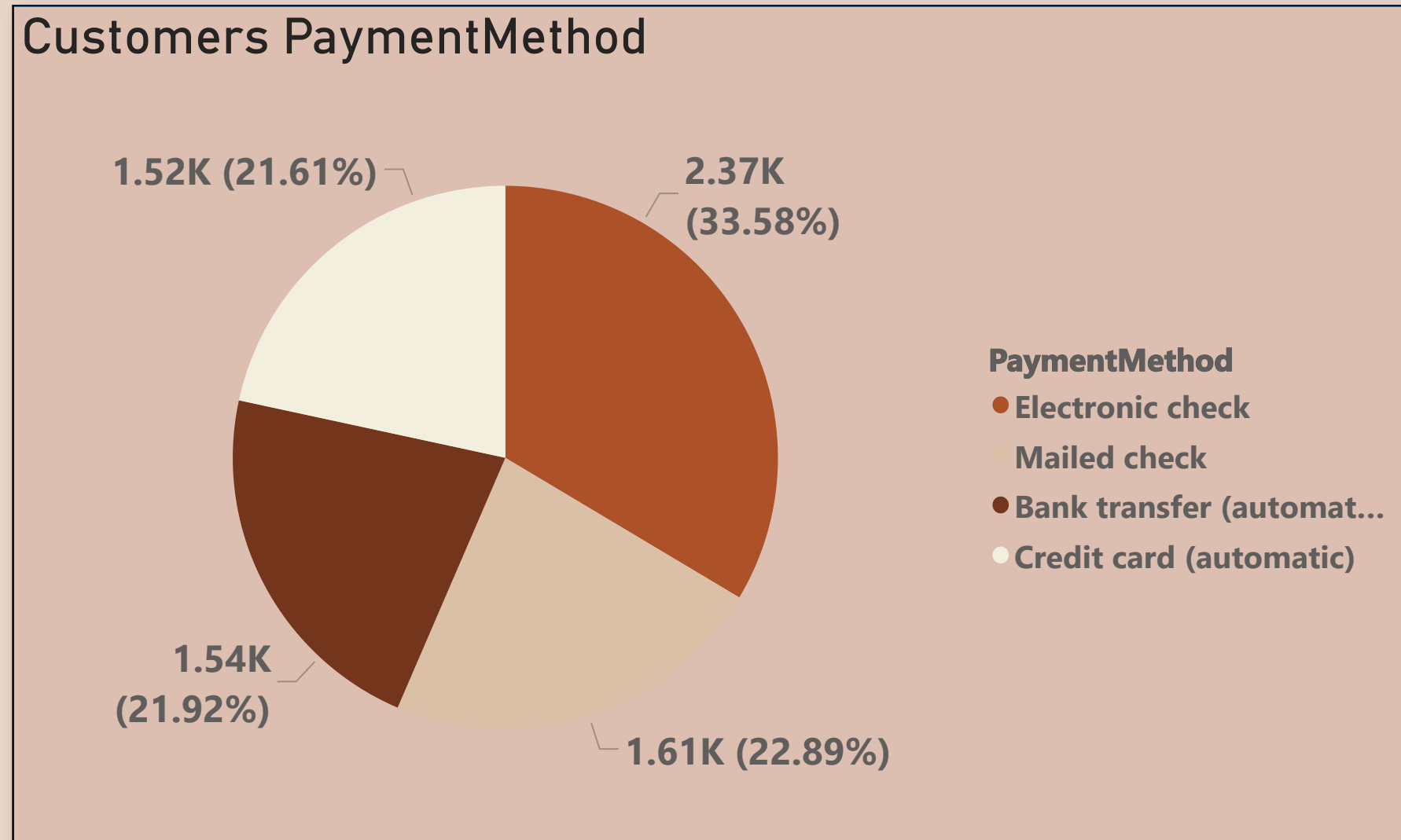
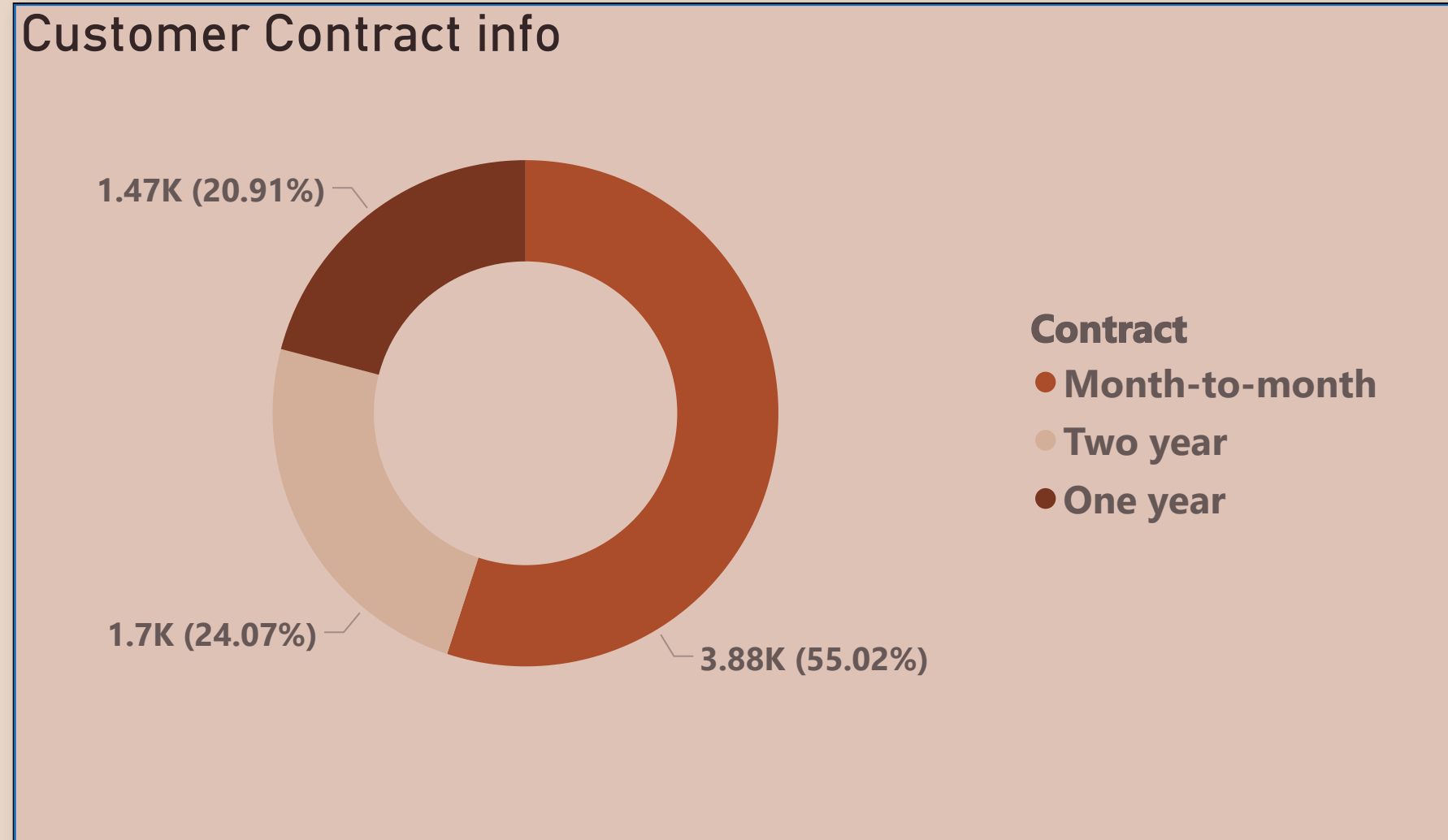


2,429

Summary of Customers Using Companies Services

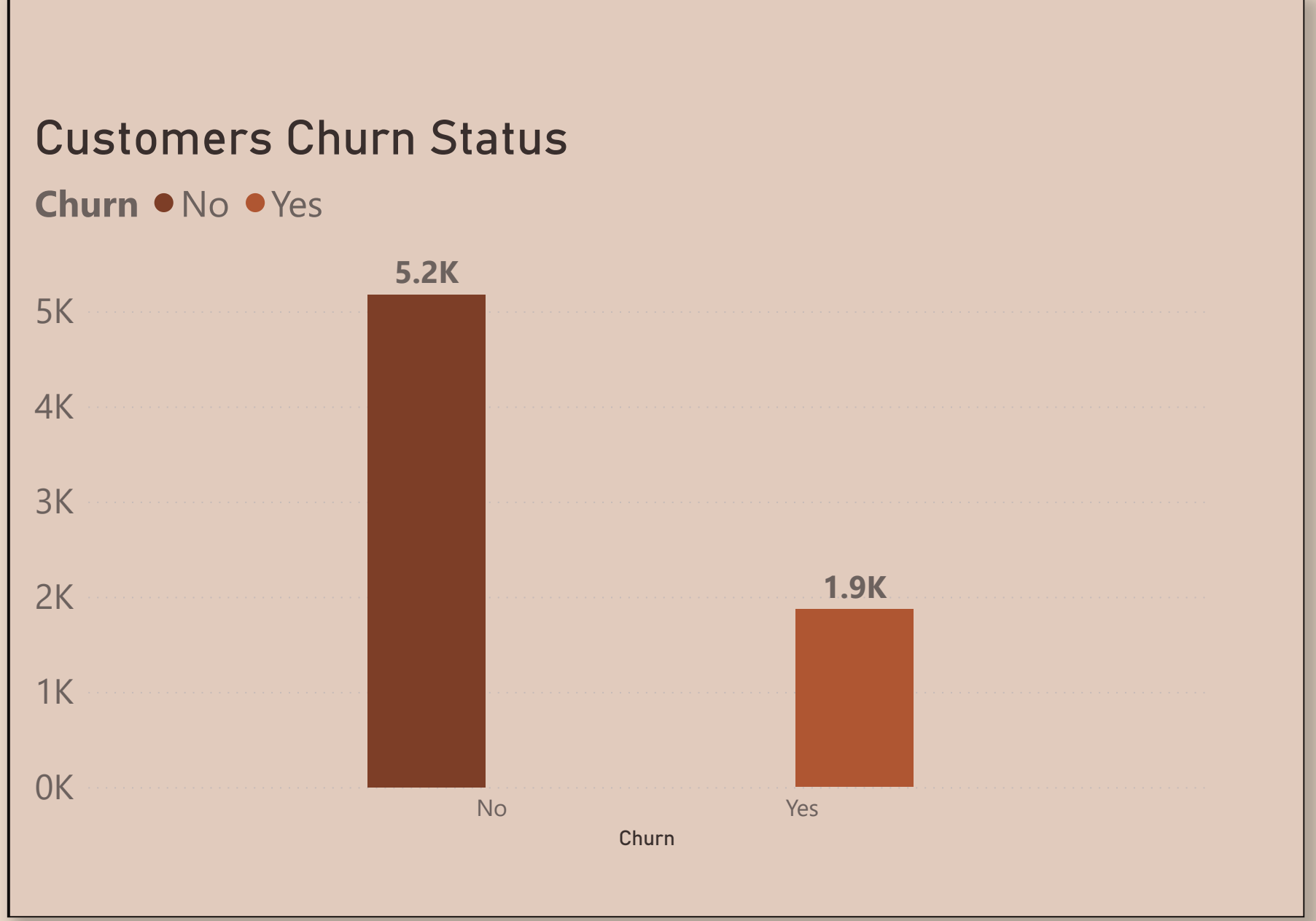
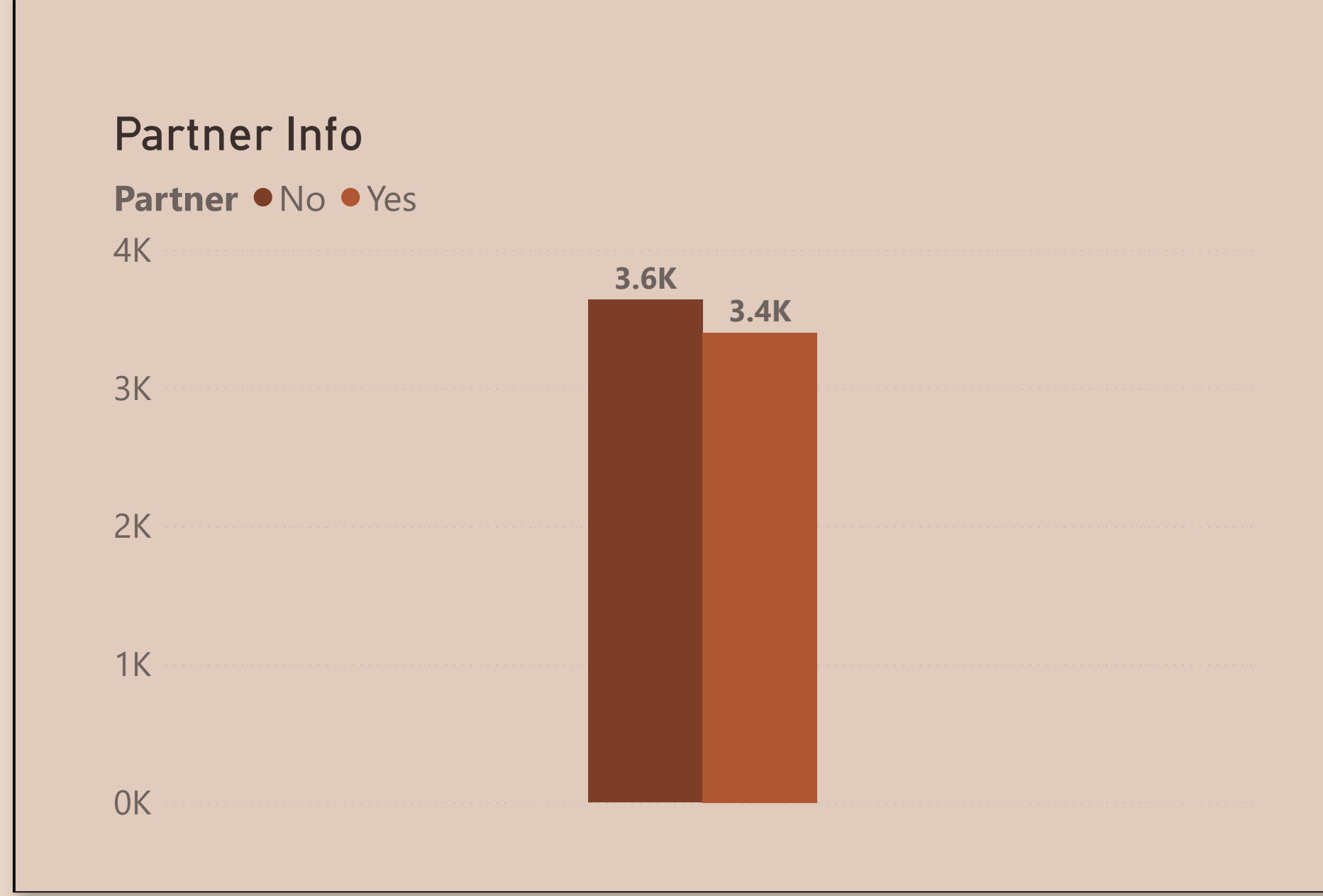
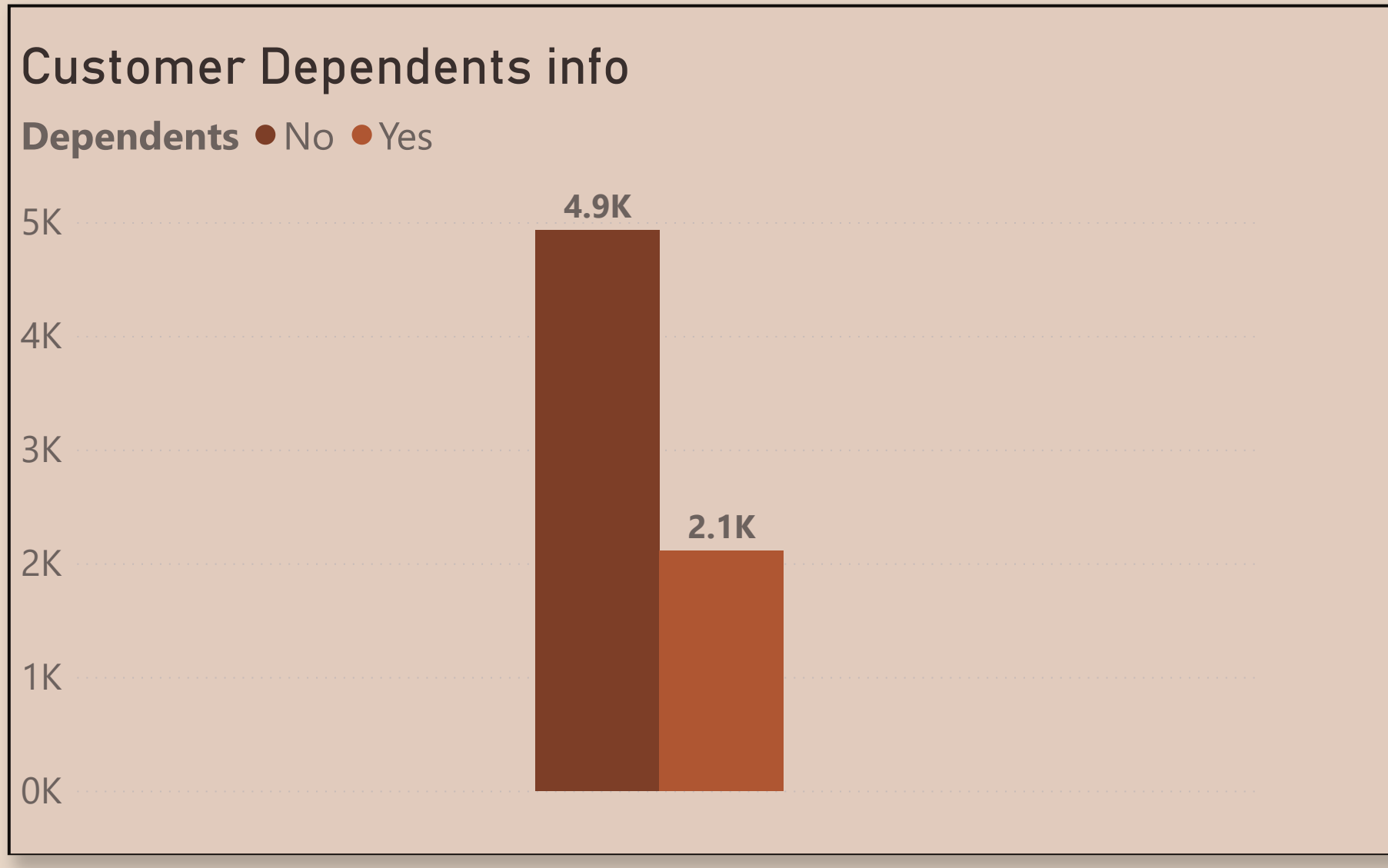
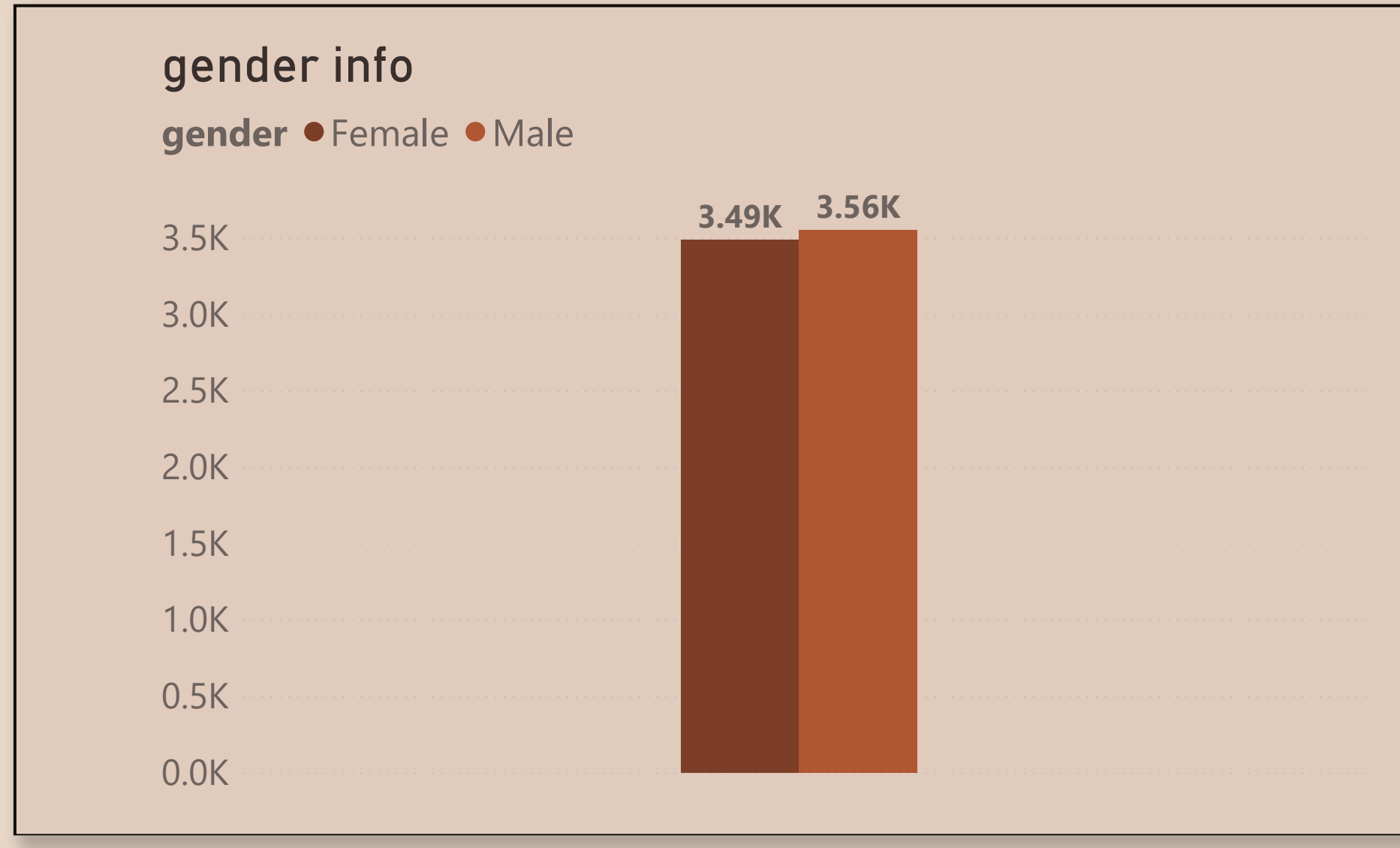


Customer Account Information



Customer information					
customerID	numAdminTickets	numTechTickets	PaperlessBilling	MonthlyCharges	TotalCharges
3791-LGQCY	0	7	Yes	100.65	5,688.05
4355-HBJHH	2	7	Yes	79.70	5,293.40
4550-VBOFE	0	7	Yes	102.95	7,101.50
4853-RULSV	0	7	Yes	104.00	7,250.15
5440-FLBQG	0	7	Yes	108.40	7,318.20
6034-ZRYCV	0	7	Yes	54.20	3,937.45
6270-OMFIW	2	7	Yes	94.40	5,610.25
6481-OGDOO	0	7	Yes	90.60	6,056.15
6559-ILWKJ	0	7	No	49.35	3,515.25
7317-GGVPB	0	7	Yes	108.60	7,690.90
7752-XUSCI	0	7	Yes	105.90	6,396.45
8199-ZLLSA	3	7	Yes	118.35	7,804.15
8468-FZTOE	0	7	Yes	74.35	5,237.40
8631-NBHFZ	0	7	No	79.40	5,154.60
8651-ENBZX	0	7	Yes	106.00	6,441.40
8809-RIHDD	0	7	Yes	103.40	7,372.65
0201-OAMXR	0	6	No	115.55	8,127.60
0348-SDKOL	3	6	Yes	102.10	5,885.40
0596-BQCEQ	0	6	Yes	100.15	6,283.30
1150-WFARN	0	6	Yes	108.75	7,156.20
1323-OOEPC	1	6	Yes	98.40	5,149.50
Total	3632	2955		456,116.60	16,056,168.70

Customers Demographic Info



Customers Retain by Company	
customerID	Churn
0004-TLHLJ	Yes
0011-IGKFF	Yes
0013-EXCHZ	Yes
0022-TJCJI	Yes
0023-HGHWL	Yes
0023-XUOPT	Yes
0031-PVLZI	Yes
0032-PGELS	Yes
0067-DKWBL	Yes
0093-XWZFY	Yes
0094-OIFMO	Yes
0107-WESLM	Yes
0107-YHINA	Yes
0112-QWPNC	Yes
0115-TFERT	Yes

Customers Not Retain by Company	
customerID	Churn
0002-ORFBO	No
0003-MKNFE	No
0013-MHZWF	No
0013-SMEQE	No
0014-BMAQU	No
0015-UOCOJ	No
0016-QLJIS	No
0017-DINOC	No
0017-IUDMW	No
0018-NYROU	No
0019-EFAEP	No
0019-GFNTW	No
0020-ANWCK	No

Customer Retention Analysis

- The number of customers who do not subscribe to Device Protection services were the highest and was 102.82% (3,095) and it was higher than the Number of customers who had No internet service in the device Protection Services, which is 1,526.
- The number of customers who do not subscribe to the Device Protection services are 3,095, followed by customers who subscribe (2,422) and customers who had No internet service (1,526).
- Fiber optic had the highest number of Internet Service which is 3096 and is 102.88% higher than Number of people who do not subscribe to the Internet Service.
- Fiber optic had the highest number of Internet Service at 3,096, followed by DSL at 2,421 and No (which represent number of customers who do not subscribe to the internet services) which is 1,526.
- The number of people who do not subscribe to Online Backup were 3,088 and was 102.36% higher than customers who had No internet service, which had the lowest Online Backup subscription at 1,526.
- Month-to-month had the highest number of Contract which is 3,875, followed by Two year (1,695) and One year (1,473).
- Number of Customers that were not retain by the company were (5,174) and was higher than Customers that were retain by the company (1,869).
- Number of customers that were not retain by the company accounted for 73.46%.

INSIGHT ANALYSIS:

Why the company was able to retain some of their customers:

The following are the factors that cause the company to retain their customers

- The Contract they offer:** when the Contract they offer is month to month, Churn is 6.36 times more likely to be Yes compared to all other Contract services they offer. That means the company is 6.36 times more likely to get their customers when contract offered is month to month. this influencer contains 55.02% of the data which is 3,875.
- The Num of Tech Tickets:** when the num of tech tickets increase churn is more likely to be Yes. For example a growth of 1.25 in the num of tickets leads to a 5.70 times growth in likelihood of Churn being Yes. This contains 26.54% of data
- The Tenure:** When the tenure goes down by 24.56 in the dataset, churn is 4.56 times more likely to be Yes. That means customers who has a tenure of 24.56 and below are 4.56 times likely to be retain by the company. This contains 24.54% of the data.
- Online Security:** When online security is No, Churn is 3.63 times likely to be Yes. That means customers who do not subscribe to online security are 3.63 times more likely to be retain by the company. This influencer contains 49.6% of the data.
- Tech Support:** when tech support is No, churn is 3.51 times more likely to be Yes compared to all the values of tech support. this means customers who do not subscribe to tech support services are 3.51 times more likely to be retain by the company. This influencer contains approximately 49.31% of the data.
- Internet services:** when internet services is fiber optic, churn is 2.89 times more likely to be Yes compared to all other values of internet services. this means customers who subscribe to the fiber optic internet services are 2.89 times more likely to be retain by the company. This influencer contains approximately 43.96% of the data.

Why the company was not able to retain some customers

The following are some of the factors that caused the company not to retain their customers

- Number of Tech Ticket:** When the number of tech tickets decreases, the likelihood of churn being No increases for example a fall of 1.25 in the number of tickets leads to a 5.67 times growth in likelihood of churn being No. This influencer contains approximately 73.46% of the data.
- Tenure:** when the number of tenure increases, the likelihood of churn being No also increases. For example a growth of 24.56 in the num of tenure leads to a 4.52 times growth in likelihood of churn being No. In summary what this means is that, long-term customers are 4.52 times not likely to be retain by the company. This influencer contains approximately 73.46% of the data.
- Senior Citizen:** When the number of a senior citizen is 0, churn is 1.31 times more likely to be No. this means when the number of senior citizen is 0 the company is 1.31 times more likely to retain them. This influencer contains 83.79% of the data.
- Total Charges:** When the total charges ranges from 347.65-3273.55, the company is 1.05 times not likely to retain the customers. This influencer contains 47.75% of the data.

RECOMENDATION: The company should organize a meeting with their customers especially the long term customers, and senior citizen to know the problems they are facing with the company's services and deduce ways to solve those problems for them to be satisfied with the companies services. Secondly the company must find out what cause the decrease in number of tech ticket and resolve those issues