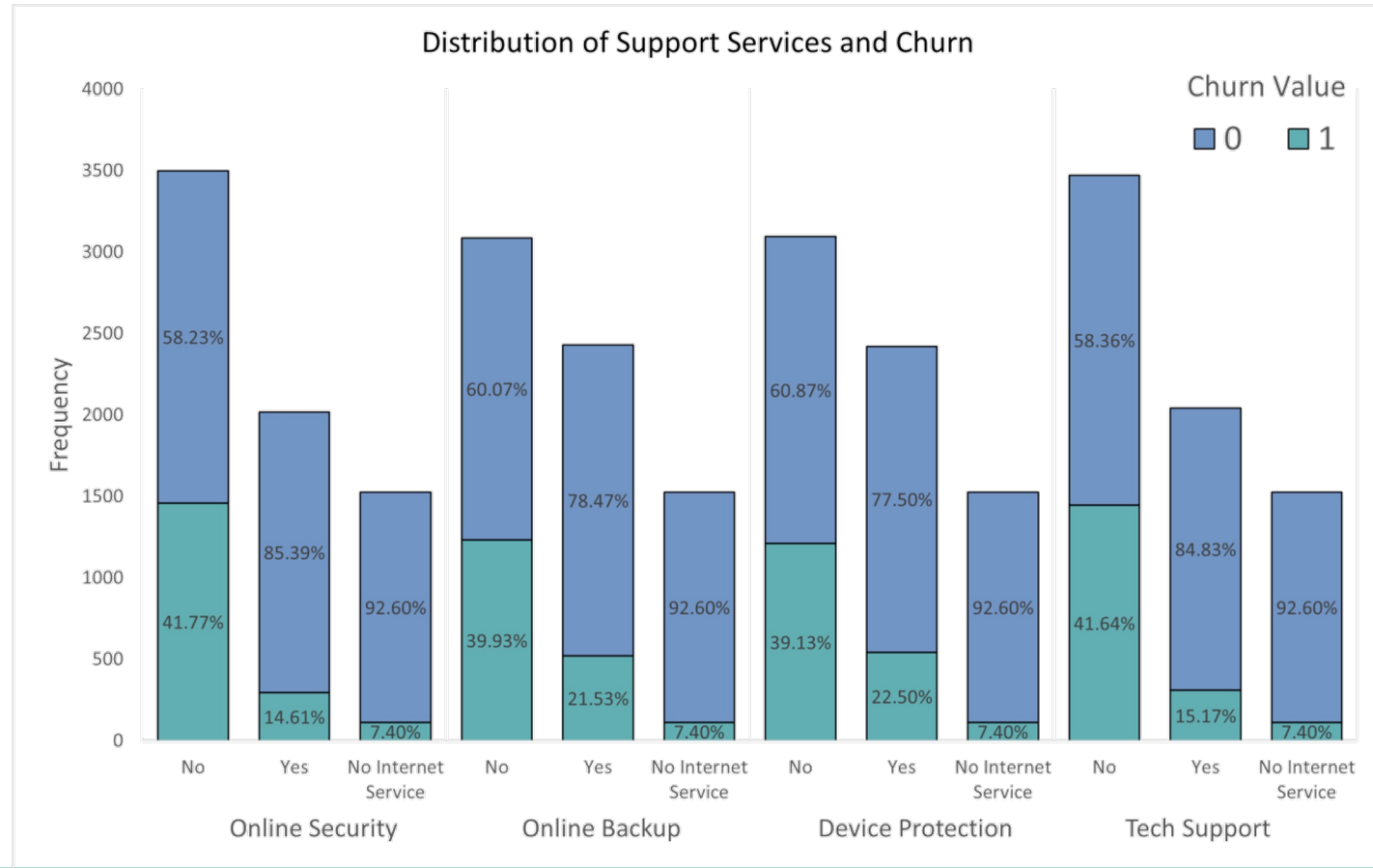




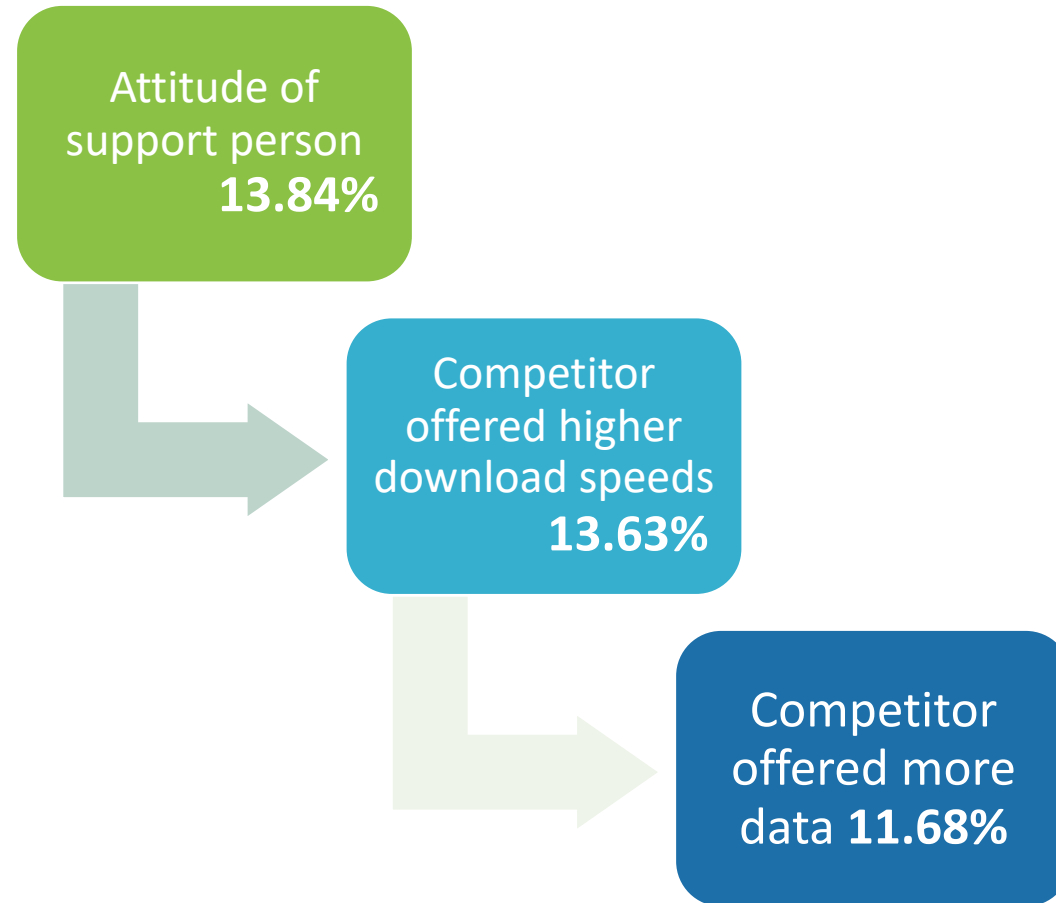
**Swan
Teleco**

This presentation deck aims to provide insights into why customers are churning and identify those who are most likely to churn in the future. These insights will help you to develop effective retention strategies.



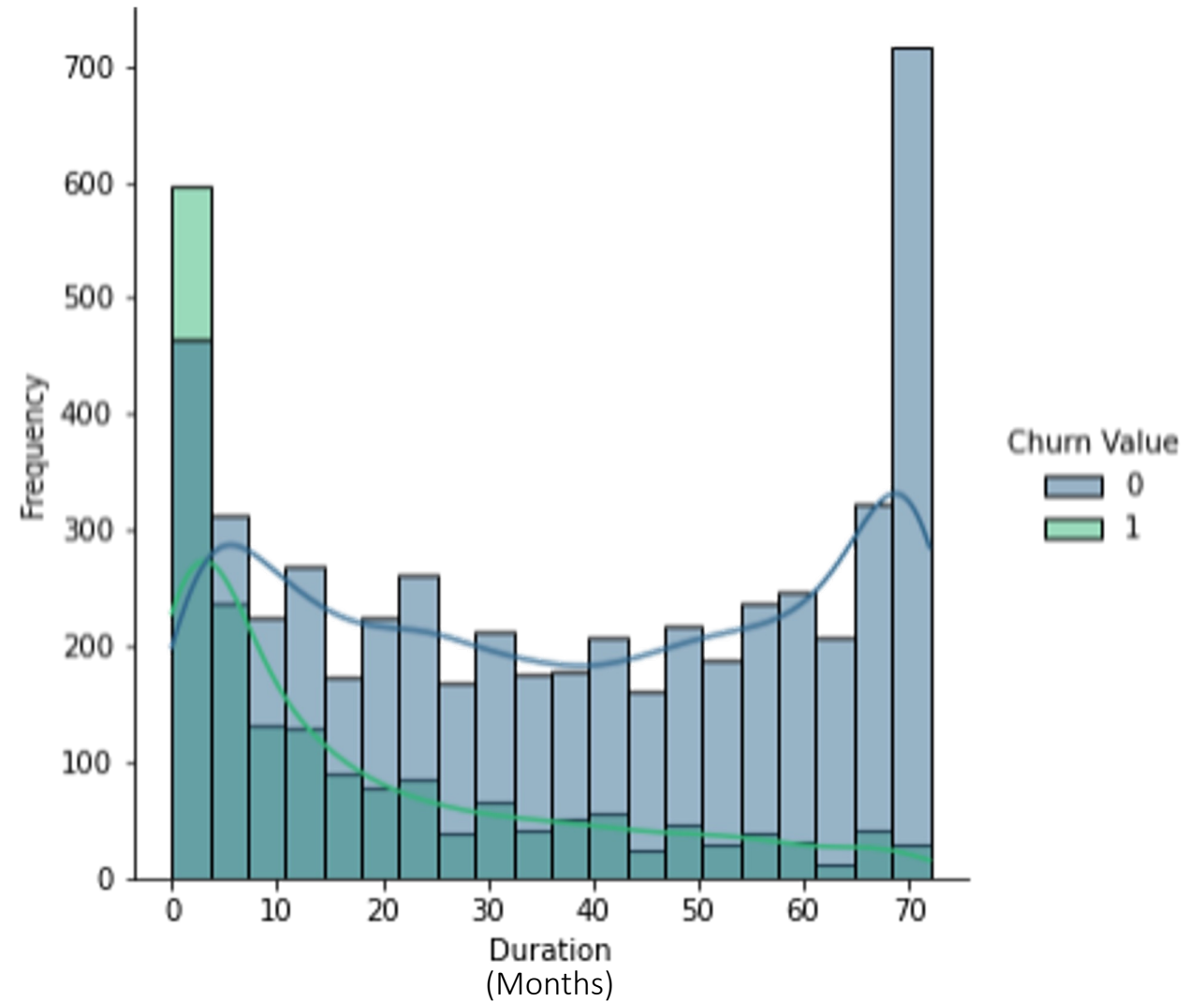
Customers who don't subscribe to support services tend to churn more frequently.

Top 3 reasons for churns



Customers
with longer
commitments
churn less

Distribution of tenure months and churn



Contract Type Distribution and Churn Rate

Contract Type Breakdown:

Month-to-Month
Contracts: 55.02%

Two-Year
Contracts: 24.07%

One-Year
Contracts: 20.91%

Churn Rate Analysis:

Month-to-Month Contracts: These customers have a churn rate of 42.71%.

Summary of key findings

Primary drivers of churn at risk

Customer
service issues
is primary
driver of churn

Customers
without tech
support

Customers
with shorter
tenure

Los Angeles
has the most
churns

Recommendations

