Sabrina Chua So

DEC 130 – HW#1

Given the data, I predicted if the customer would churn by first looking if they subscribed to the Online Security, Online Backup, Device Protection and Tech Support. If they subscribed to 2 or more of this plan, then I predicted they would not churn because I assumed that people who subscribe to plans like these have the intention of sticking to the company for a long time since they invest on the company by subscribing to these plans. For those who subscribe with 1 or less, I then look at their contract. I checked to see if they got the month-to-month, one year or two years. If the customer chose the one year or two year plan, I predicted that they would not churn because only those who plan on staying with the company for a long time would choose year-long plans. For those who chose the month-to-month plan, I decided to check how much they spent on their total bill before deciding if they would churn or not. If the total bill was 500 and more, I predicted they would not churn because they spent so much money on this company so I assumed that the customer was happy with the service that’s why they continue to use this brand. But for those who spent less than 500 on their total bill, I assumed they would churn because it seems like they only wanted to try out this brand since they are not spending too much money for this, they only applied for the month-to-month contract which makes it easier for them to get out of their contract and they did not subscribe to any of the online security or protection programs that the brand offers.