

The background features a complex geometric composition. On the left, there are overlapping, textured shapes in shades of brown, tan, and orange, resembling architectural details or layered paper. On the right, a solid light blue-grey area transitions into a larger solid orange rectangle at the bottom right. The central text is contained within a white rectangular area.

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# CHURN ANALYSIS

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# Data

- Services that our customers have signed up for
- Customer account information
- Demographics
- Information about what customers canceled their services within the last month



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CHURN

27%

Customers who canceled their subscription during the last month





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139,000

total lost revenue








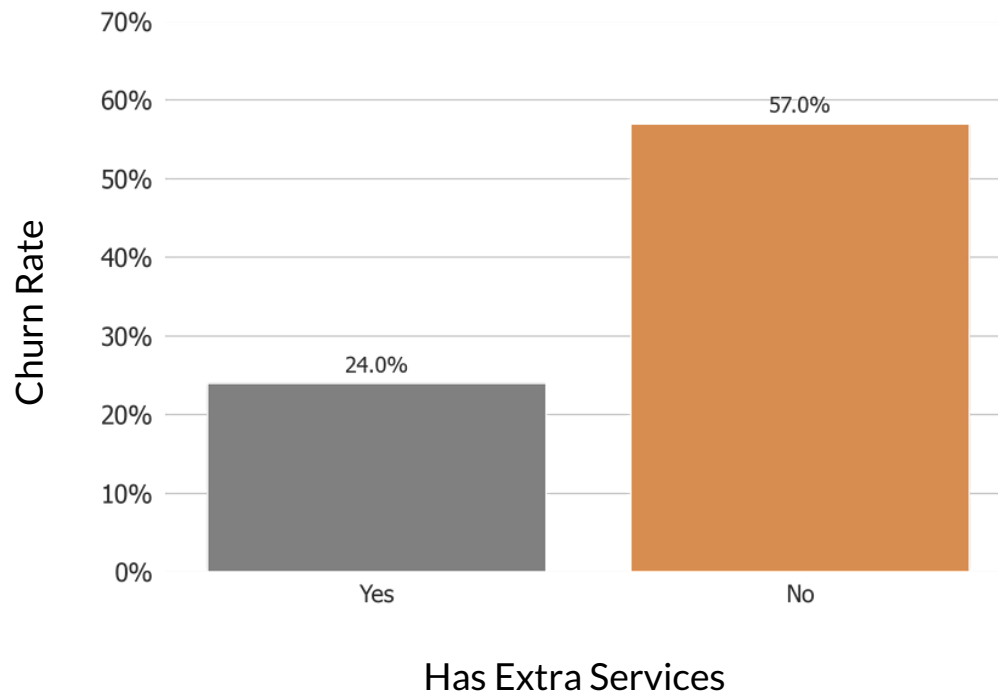
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# Who are they?

- Higher than average monthly fees (>65)
  - Has internet services but no extra services
  - Manual payments
- 

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## Internet Subscribers & Extra Services



78%

of our customers have  
internet services

30%

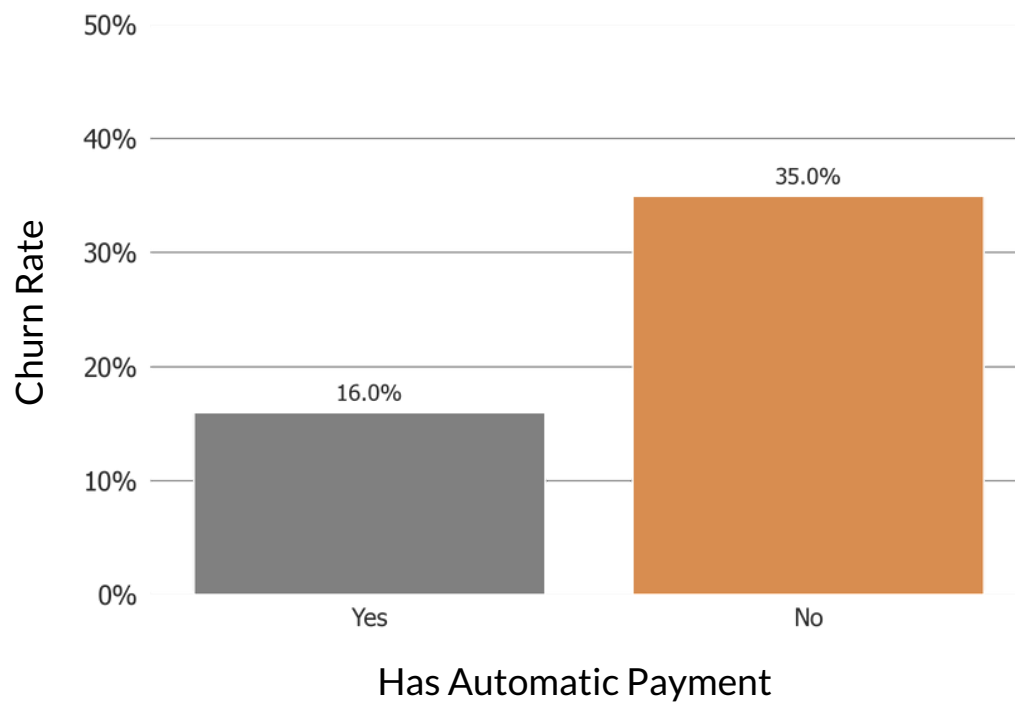
of them do not have any add  
on services

51,000

lost revenue last month

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## Automatic Payments



57%

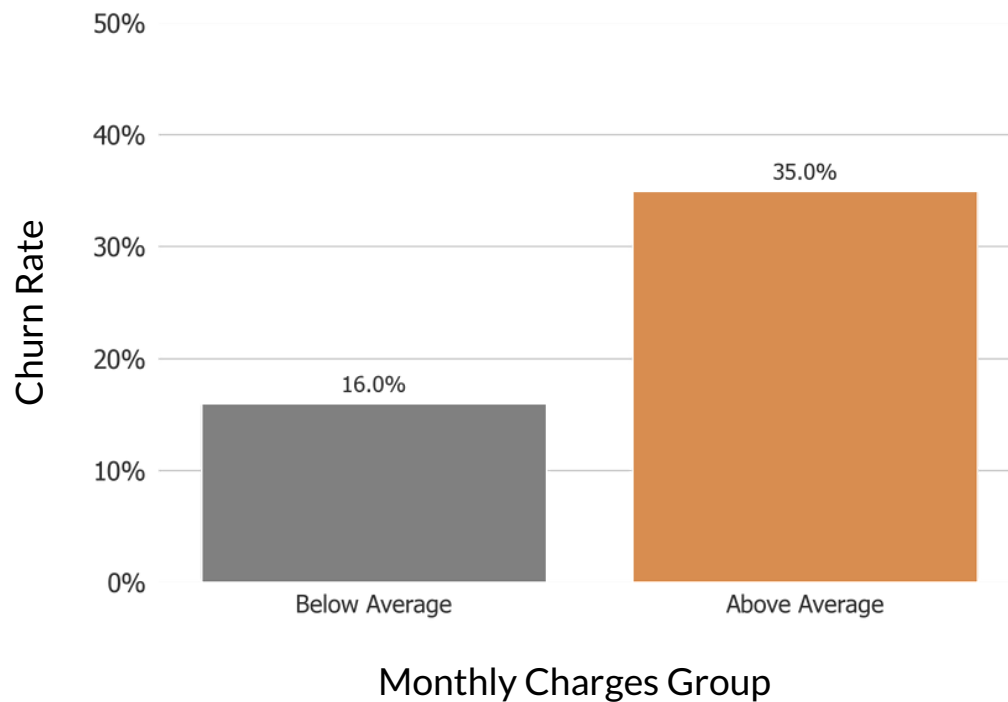
of our customers do not have  
automatic payments

100,000

Lost revenue last month

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## Monthly Charges



65

average Monthly Charge

119,000


Lost revenue last month





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# Recommendations

- Increased marketing of add on-services such as Tech Support, Online Backup, Online Security & DeviceProtection towards customers who already have Internet Services.
  - Promote automatic payments in a larger scale to both new and current customers.
  - Add extra value for customers with monthly charges above average such as loyalty programs or other offers.
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THANK YOU