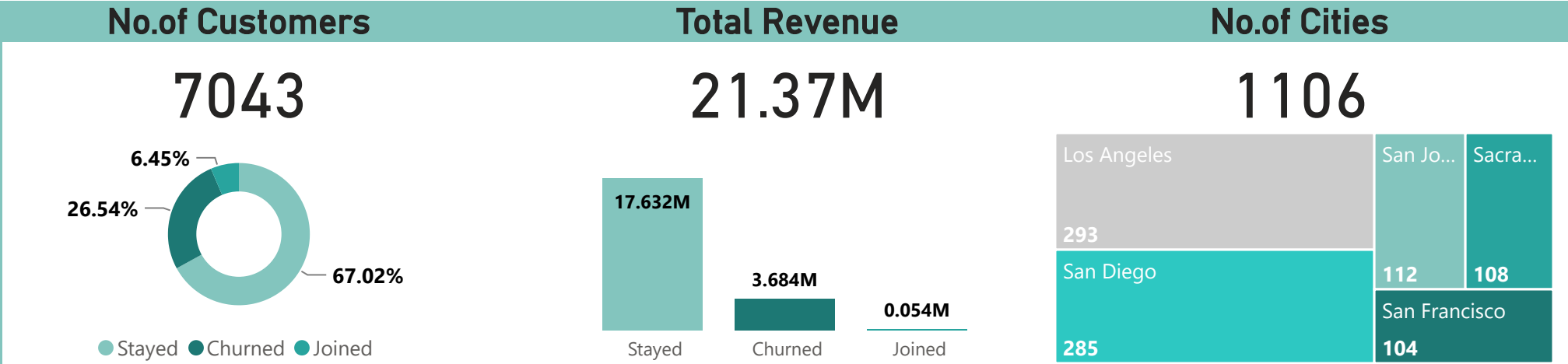


Telecom Company  
Moaz Abdulfattah

General Info



Insights & Recommendations

1- Churned count exceed the typical churn rate for telecom companies which is .02:.025 per month.  
when:  
churn rate = churned customers/total customers.

2- competitor is the most category to churn.

3- Product dissatisfaction is the main reason for customer dissatisfaction.

4- churn rate for those who have an internet service higher than wthose haven't.

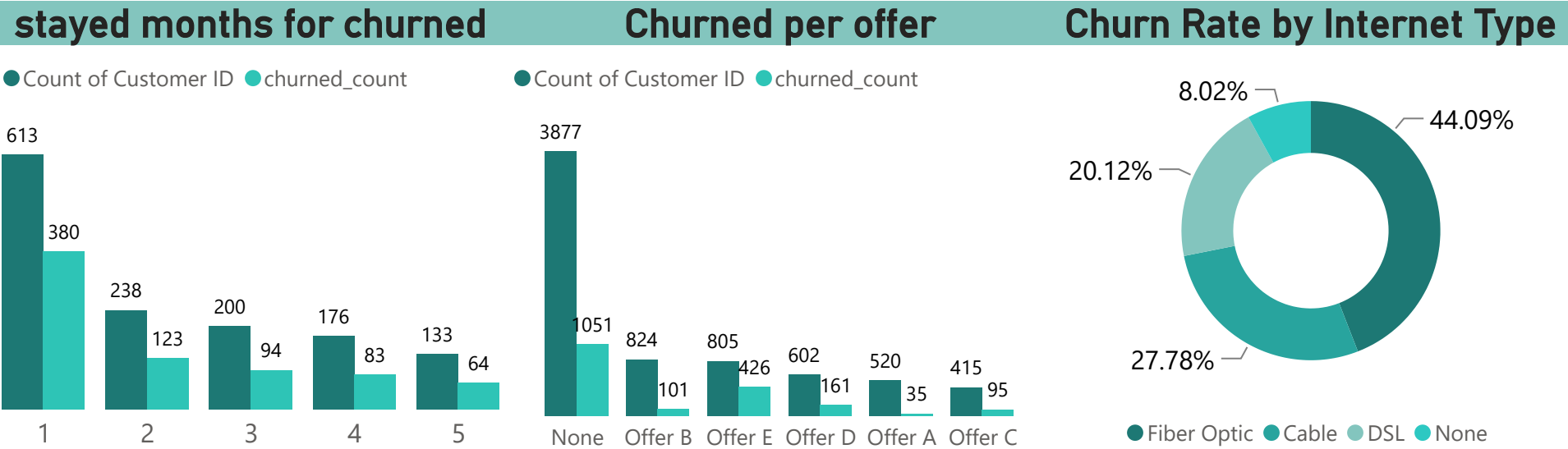
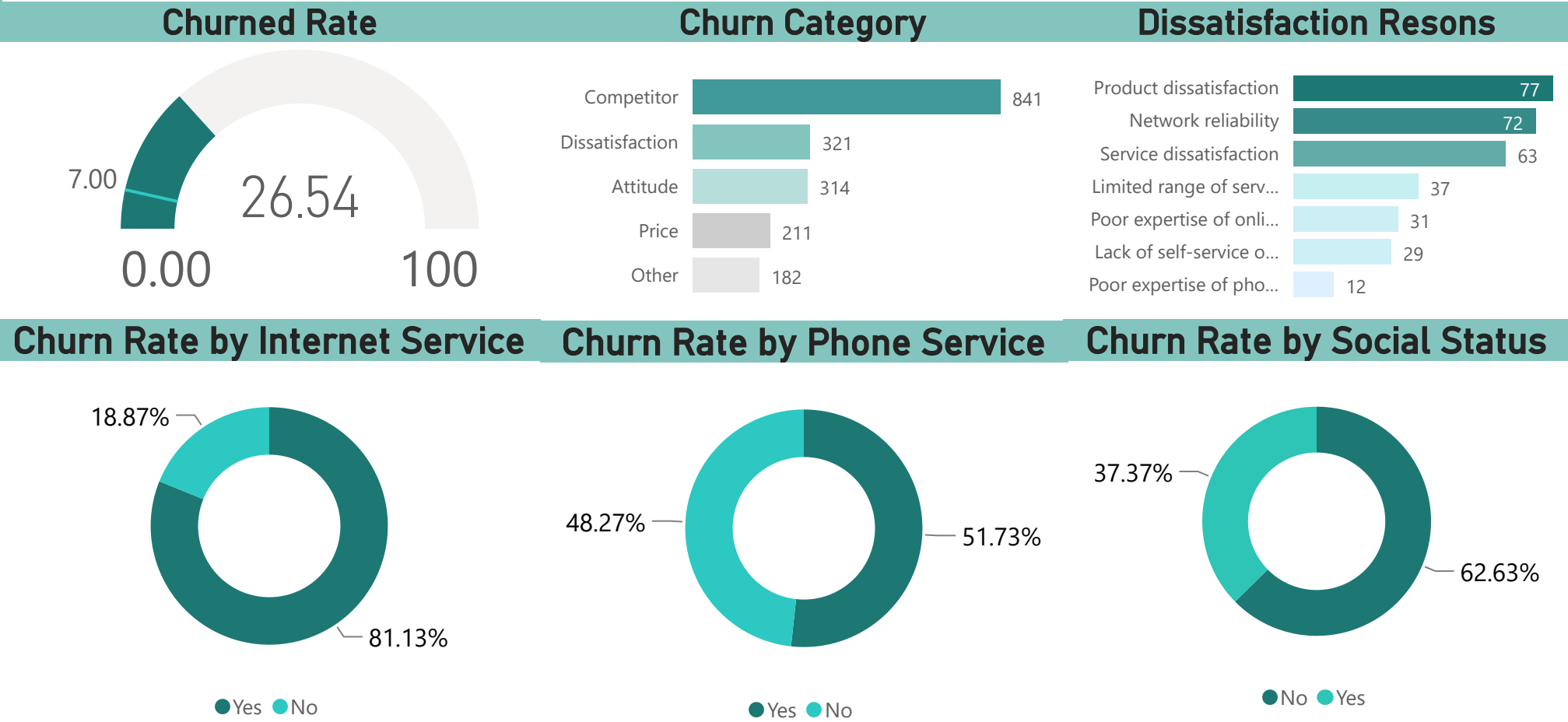
4- Most of the churned customers leave in the first month.

5- Offer E needs to review because it had the highest churned per total customer percentage.

6- Married customers are more loyal than singles.

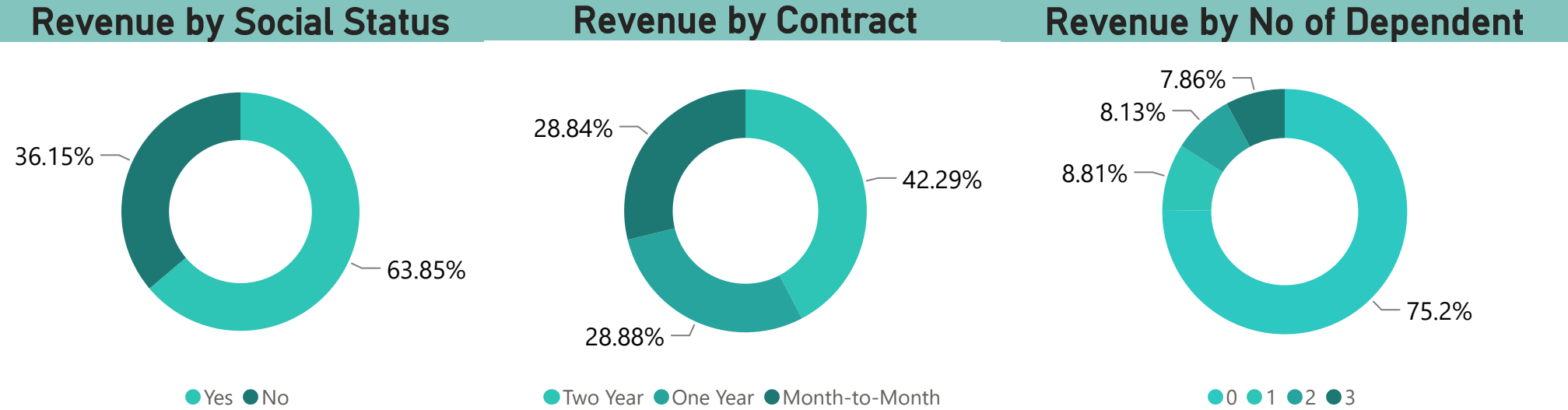
7- All the customers in eight cities are churned, and San Diego has the highest churned customers.

Churn Analysis



City	churned count	Churn Rate
San Diego	185	64.91
Los Angeles	78	26.62
San Francisco	31	29.81
San Jose	29	25.89
Fallbrook	26	60.47
Sacramento	26	24.07
Temecula	22	57.89
Escondido	16	31.37
Long Beach	15	25.00

Identify high\_valued customers



High-Value Customers

1- High value customers are those who give the company more revenue or profit.

2- So, high value customers are those who are married, have a two year contract, have no dependent and of course have phone/ internet service, an online backup, security, and premium support.