

Factors that can help in focusing customer retention program.

Below figures A and B gives us a clear picture of where the company have to work upon in order to retain most of our customers.

As competitors have overall better devices then us, we should think of upgrading our devices, consider making even best offers in order to have best plans in the market and see to it if our support person is talking with utmost care and also work upon other factors as well.

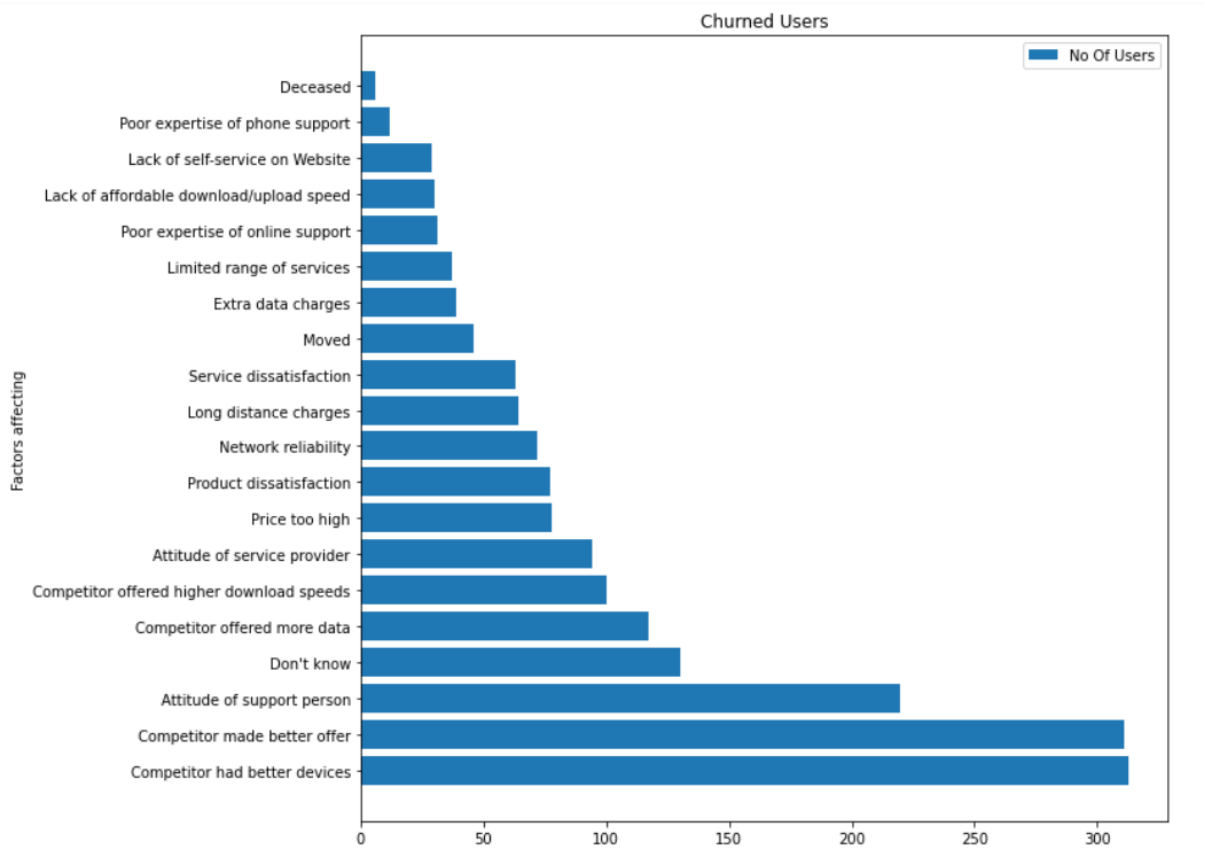


Figure A:

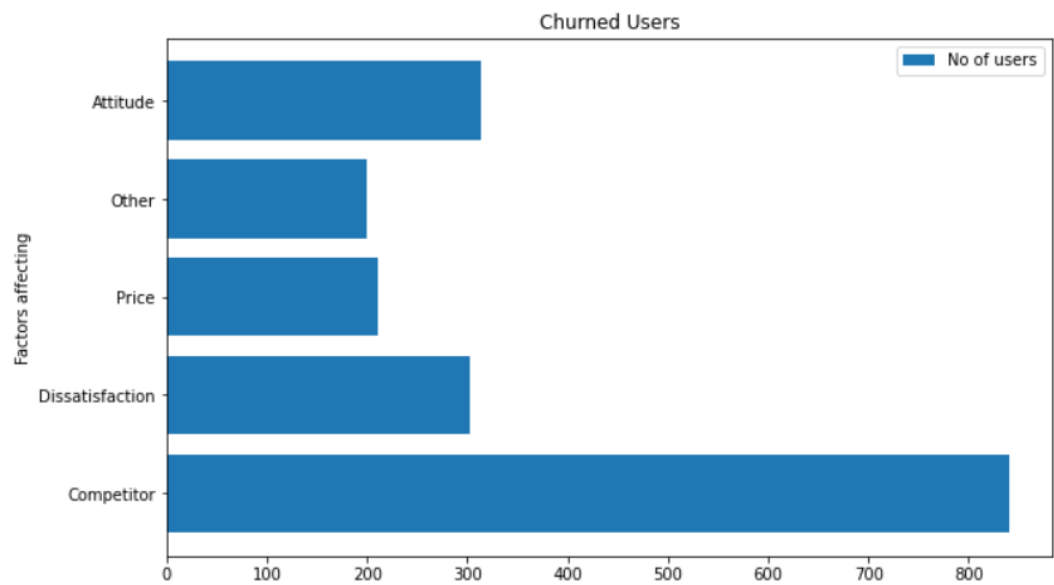


Figure B:

As we can see in the figure C below most of users leaving our services are from San Diego and Los Angeles so One by one, we'll see country wise all the reasons effecting:

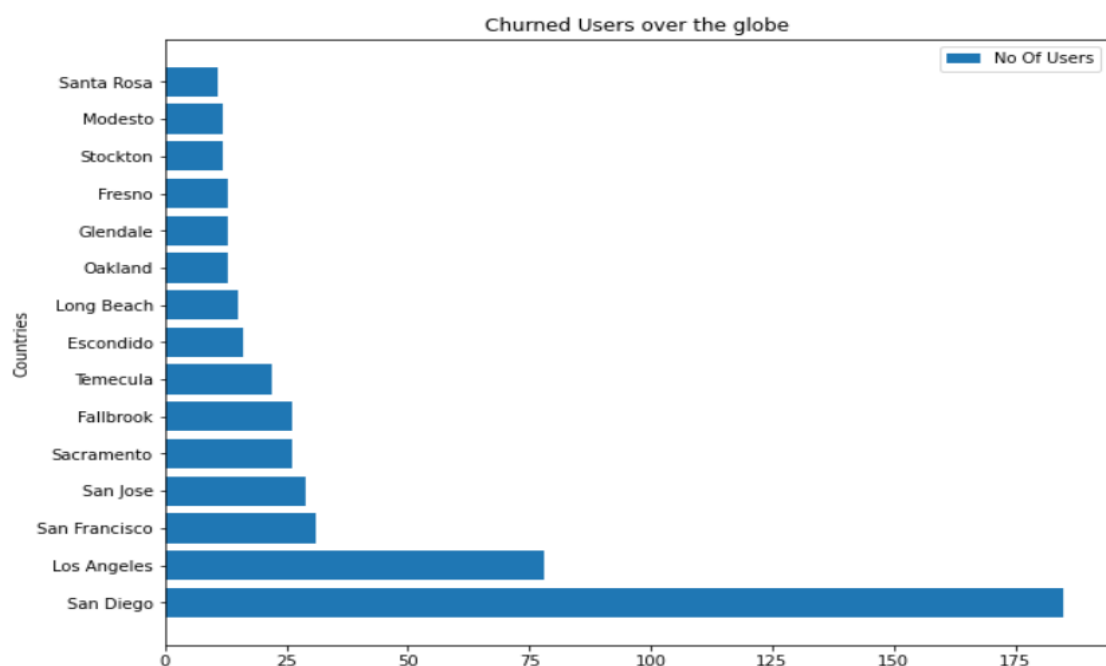
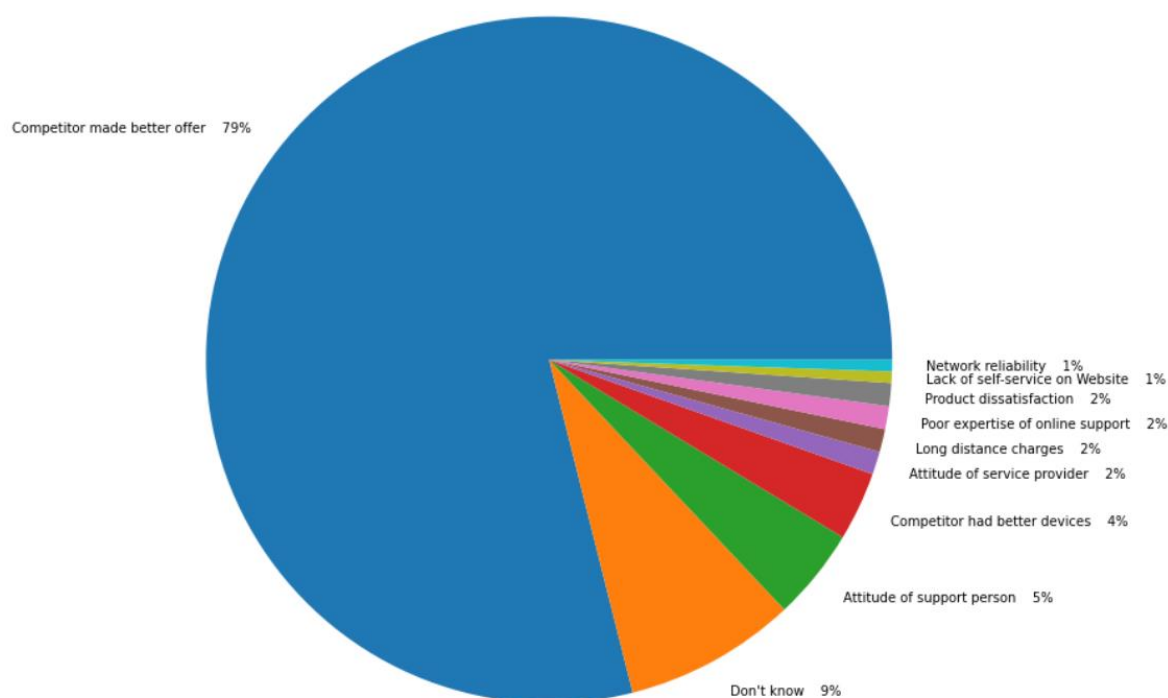


Figure C :

Starting from the countries with most churned users over the globe -

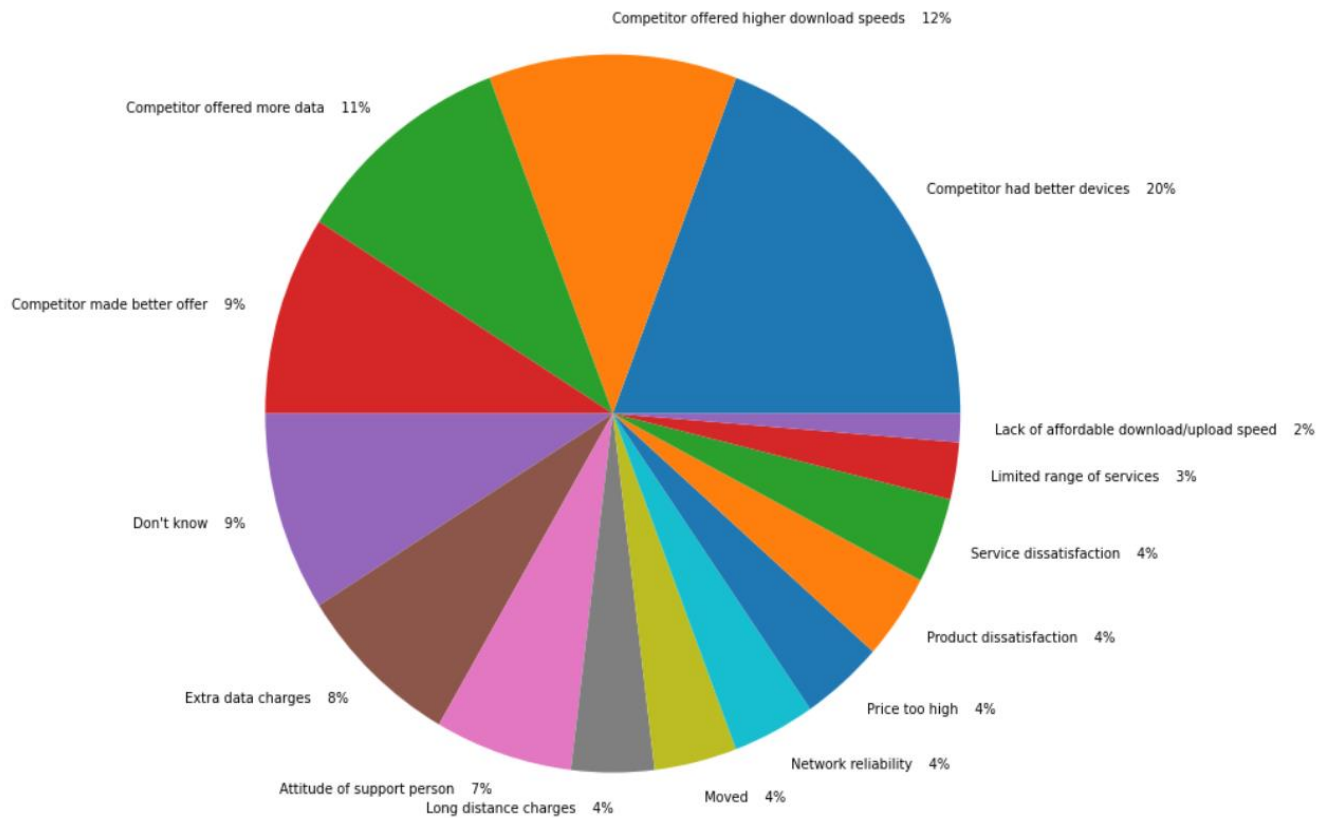
1. San Diego:



As we can see in the pie diagram above almost 80% of the users in San Diego are leaving us because they have got better offer from our competitors so we'll have to see if we can make better offers to people leaving in this area and also work upon other smaller factors our users are facing.

2. Los Angeles:

As we can see in the pie diagram below we don't have any specific reason which is effecting our growth the most, all factors are contributing equally. We have multiple small problems that the company need to work upon in order to retain the customers in the los Angeles

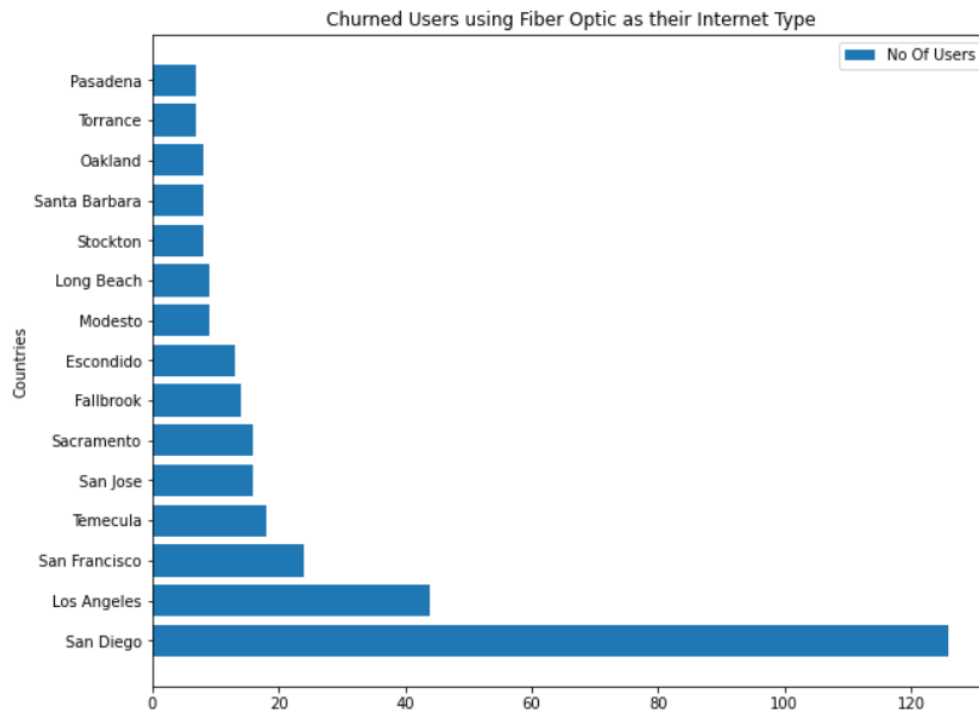


Here in the figure D below, we can see the churn reasons why people using Fiber Optical as their internet type are leaving company.

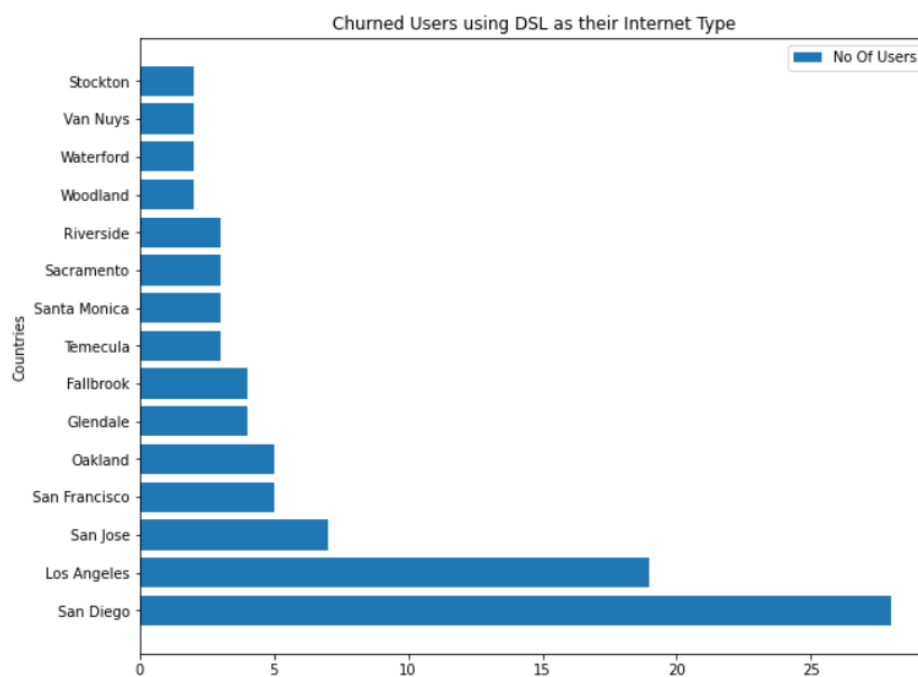
Churn Reason	
Competitor had better devices	219
Competitor made better offer	219
Attitude of support person	133
Competitor offered more data	87
Don't know	82
Attitude of service provider	66
Competitor offered higher download speeds	62
Price too high	53
Product dissatisfaction	53
Network reliability	45
Service dissatisfaction	43
Moved	31
Extra data charges	27
Long distance charges	26
Limited range of services	24

Figure D

We can see that most people leaving in San Diego and has their internet type as Fiber Optics are leaving us, so we will have to work upon the facilities of Fiber optical according to the city preference in the figure Below.



We can see that most people leaving in San Diego and has their internet type as DSL are leaving so we have to work upon the facilities of DSL in the major areas according to figure given below.



Conclusion:

We analysed the customer data and saw briefly the top two countries in which we have the most churned users and all the factors in depth, saw how we can improve the causes city level as well as country level. And also the overview of which churn reasons to work upon the most for a specific city as well.

References:

- 1.) <https://www.geeksforgeeks.org/>
- 2.) <https://stackoverflow.com/>