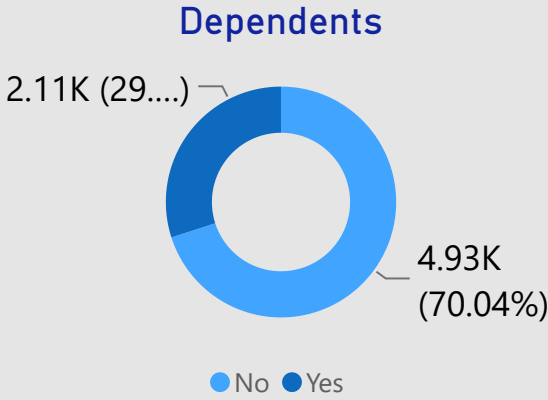


Overview

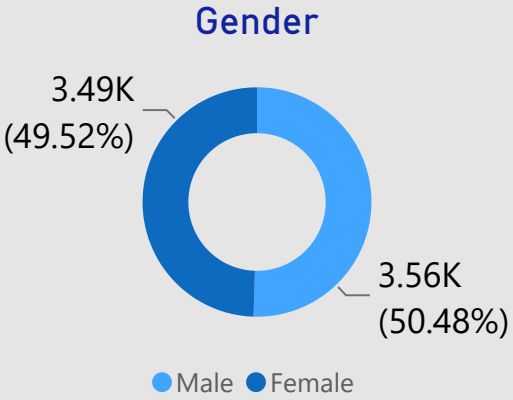
- Overview
- Churn - Services and...
- Churn - Payment...
- Observations
- Recommendations



7043
Customer

5517
Internet

6361
PhoneService



2732
StreamingMovie

2707
StreamingTV

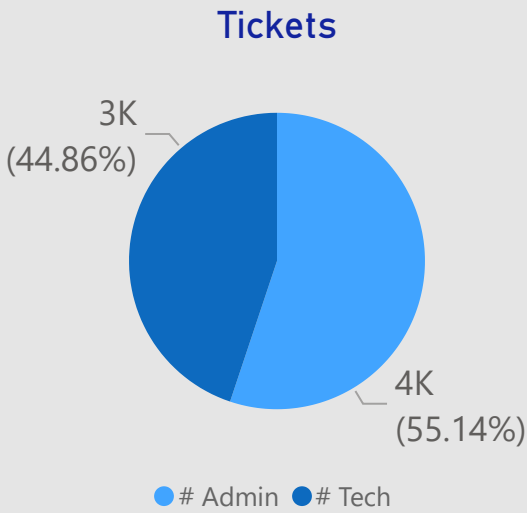
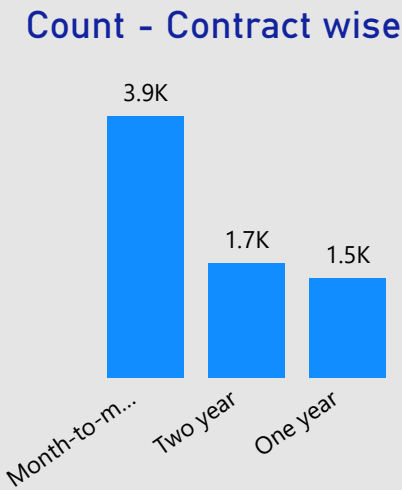
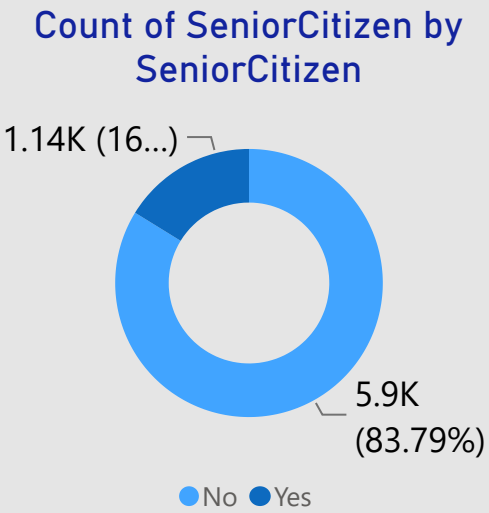
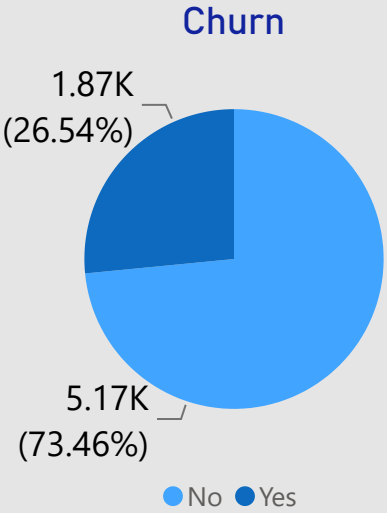
2429
OnlineBackup

2422
DeviceProtection

2044
TechSupport

2019
OnlineSecurity

2971
MultipleConnec...



Churn - based on Services and Tickets

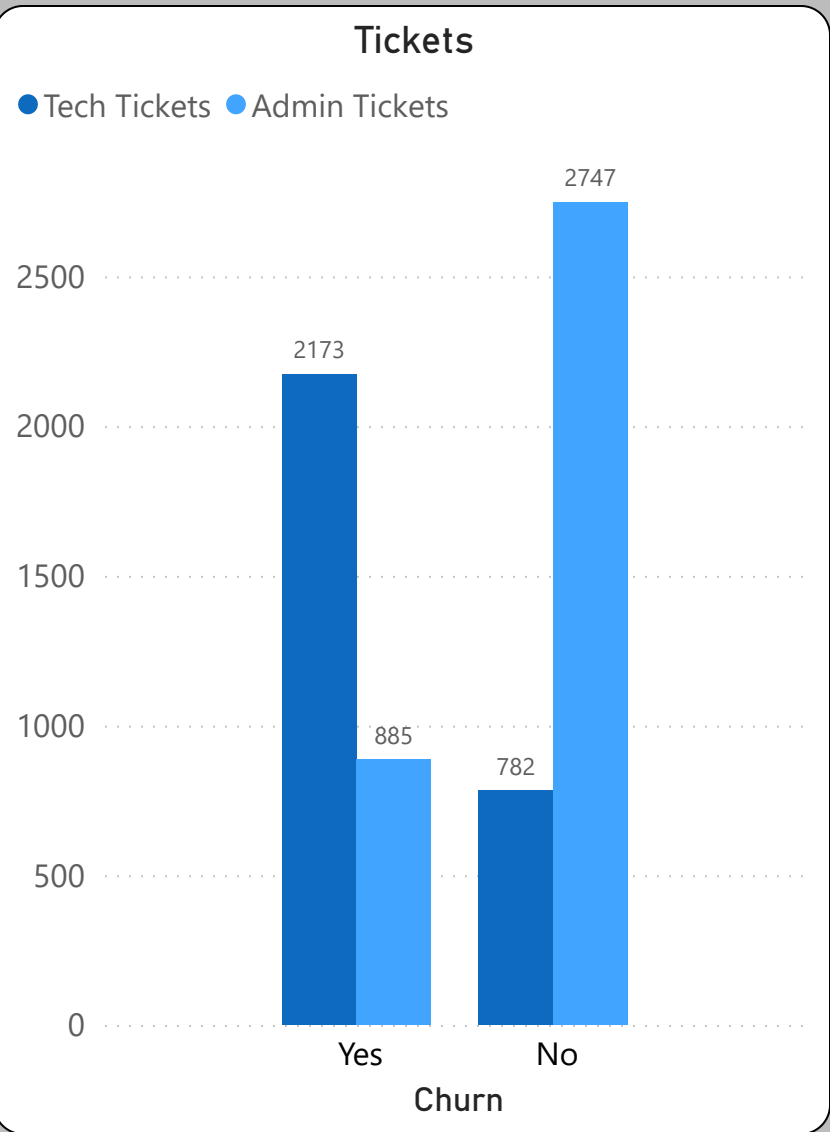
Overview

Churn - Services and Ticket

Churn - Payment method and Contract

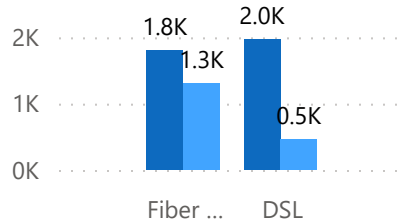
Observations

Recommendations



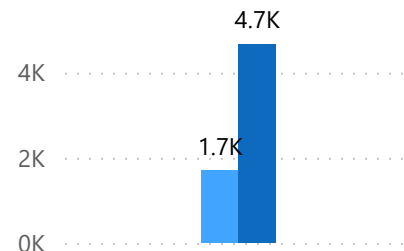
Internet Services - DSL & Fiber

Churn ● No ● Yes



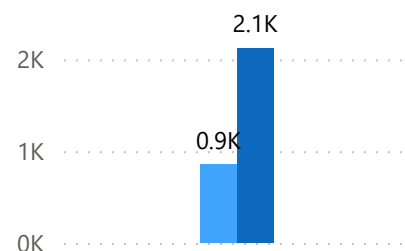
Phone Service

● Churned ● Retained



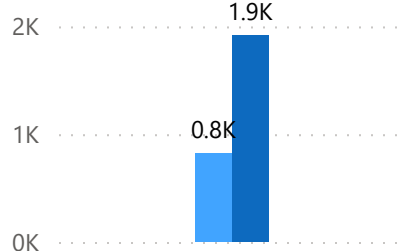
Multiple Lines

● Churned ● Retained



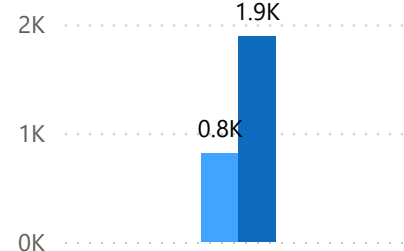
Streaming Movies

● Churned ● Retained



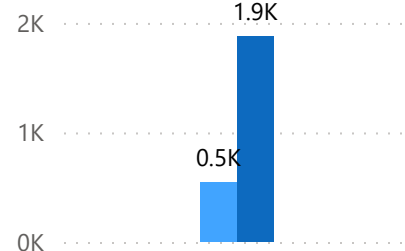
Streaming TV

● Churned ● Retained



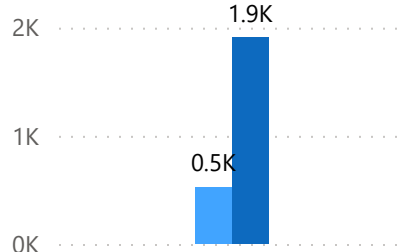
Device Protection

● Churned ● Retained



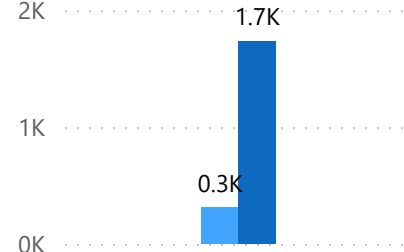
Online Backup

● Churned ● Retained



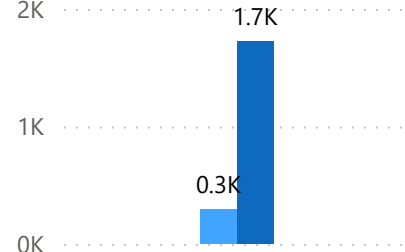
Tech Support

● Churned ● Retained



Online Security

● Churned ● Retained



Churn - based on Payment methods and Contract

Overview

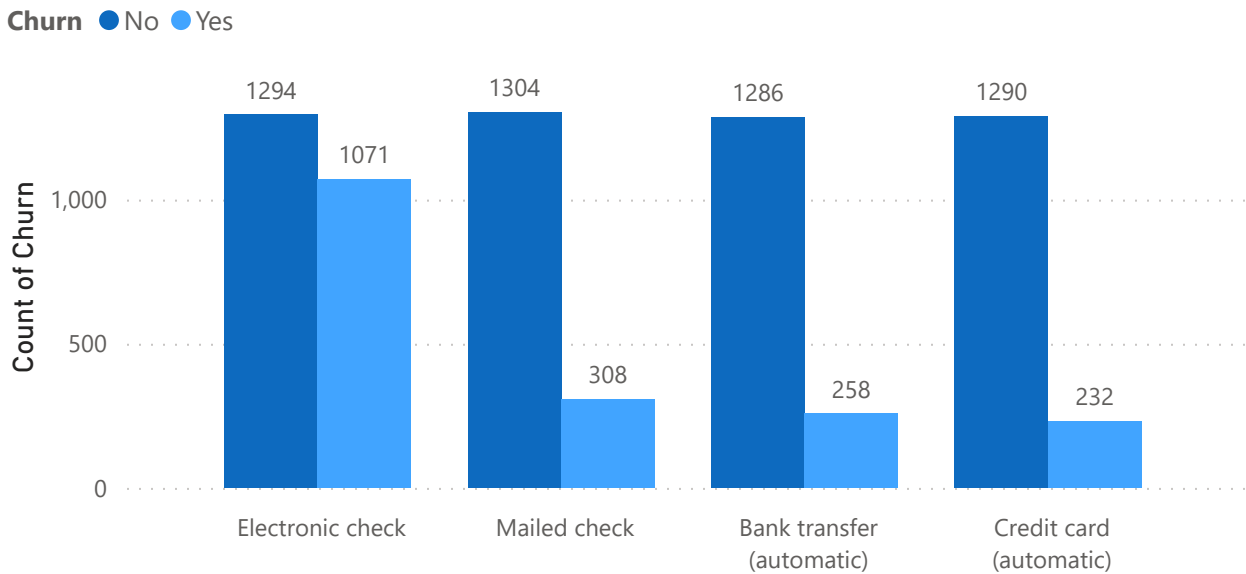
Churn -
Services and...

Churn -
Payment...

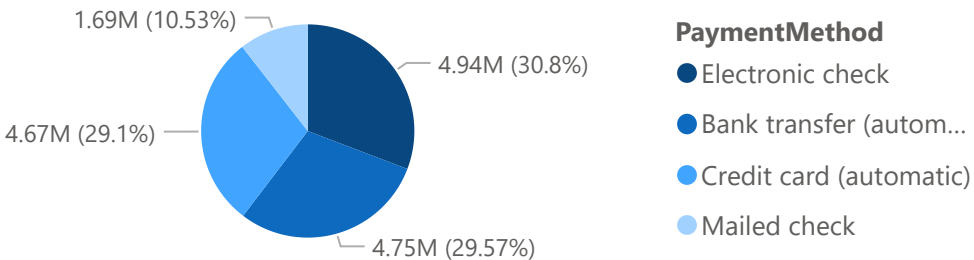
Observations

Recommendati
ons

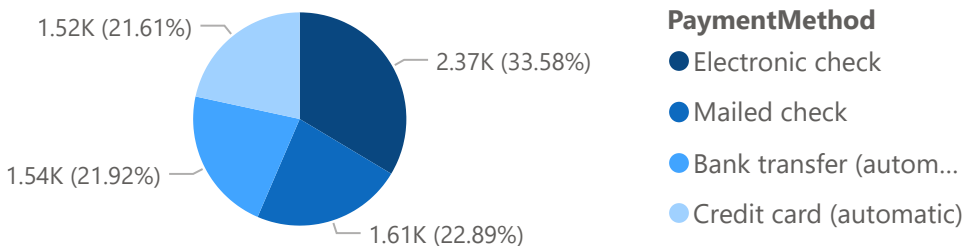
Payment Method



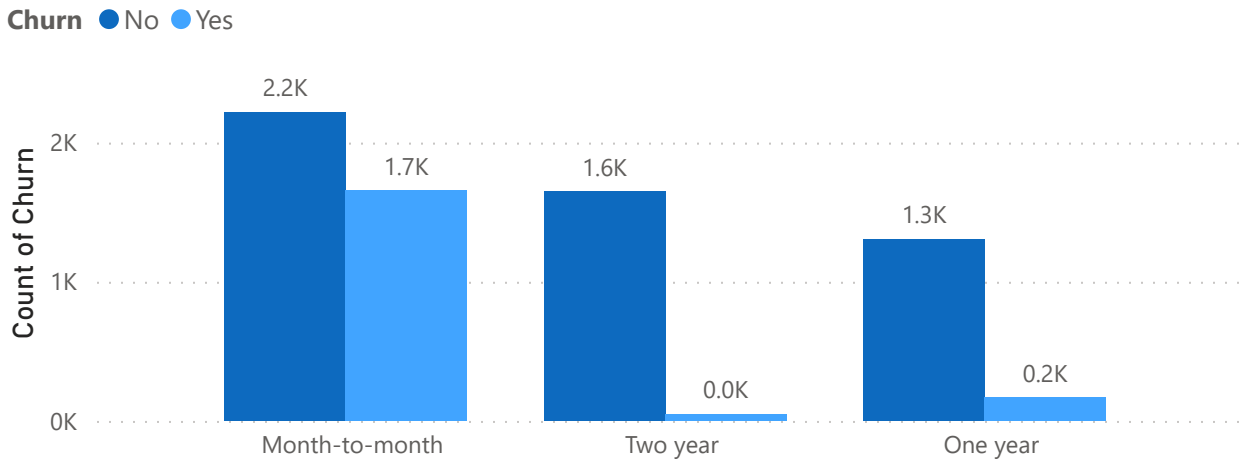
Revenue - Payment method Wise



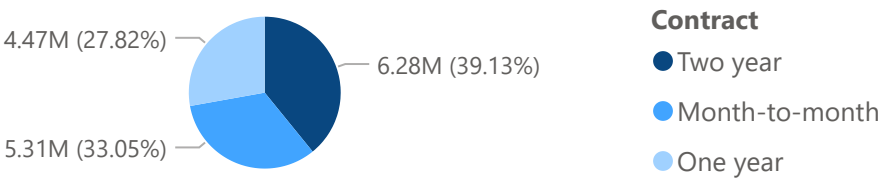
of people using different Payment Method



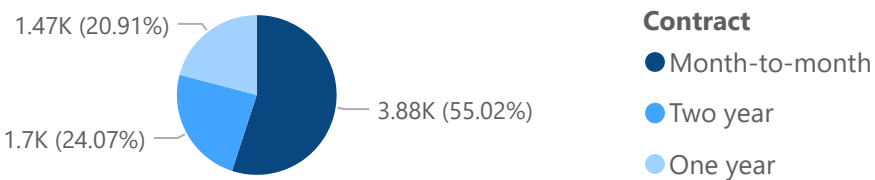
Contract



Revenue - Contract Wise



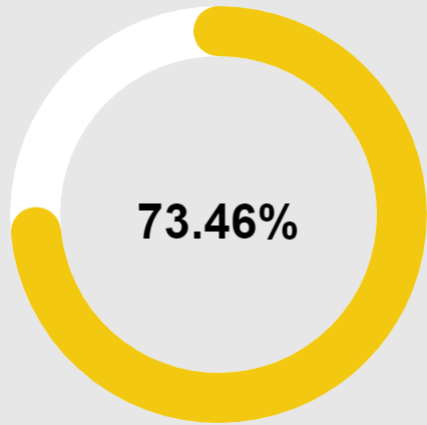
of people subscribing to different Contract



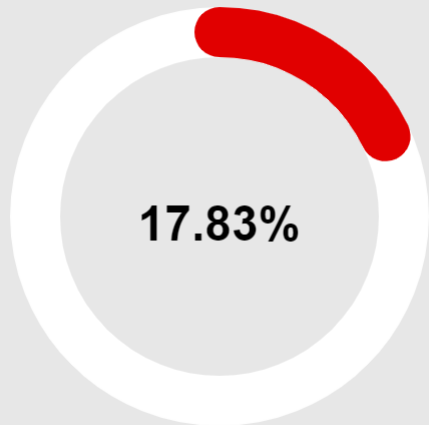
Observation

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Services and...](#)[Churn -
Payment...](#)[Observations](#)[Recommendati
ons](#)

Customers Retained (%)



Loss in Revenue (%)



General Observations

- . There is almost Equal number of representation of Male and Female Users.
- . 90% of the customers use Phone Service.
- . 78.3% of the Customers use Internet Service.
- . 16.13% of the Customers are Senior Citizens.

Observation related to Payments

- . 30.6% of the Customers use Electronic check payment to pay their bills, making it the largest payment method used by the customers.
- . Payment received through Electronic check constitutes 33.58% of the revenue.
- . Around 45% of the people using Electronic check to pay their bills churn.

Observation related to Contract

- . 55% of the Customers subscribed to month-to-month contract.
- . 39.13% of the revenue comes from people subscribed to Two years contract.
- . Around 42.7% of the Customers subscribing to month-to-month contract churn.

Observation related to Internet Service

- . 41.8% of the Customers having Fiber optic Internet service churn.

Observation related to Tickets

- . High number of Technical Tickets is resulting into high number of churning.

Recommendations

- .Electronic check payment system shall be made seamless. Feedback shall be obtained from the Customers on the payment System.
- .Fiber optic Internet Service shall be worked upon to provide better connectivity, low latency and high speed.
- .Consider rolling out Special and targeted offers to the customers having month-to-month contract to convert them into two years or one year contract period.
- .Phone Services shall be improved.
- .TV Streaming and Movies Streaming Services shall be improved.
- .Incidence of Tickets, especially Tech Tickets shall be analysed separately to find the flaws in different services that are provided.

Thank You