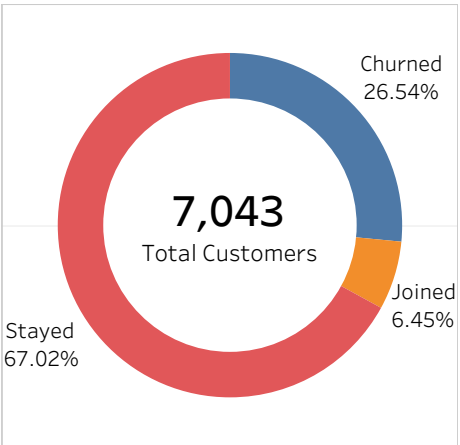
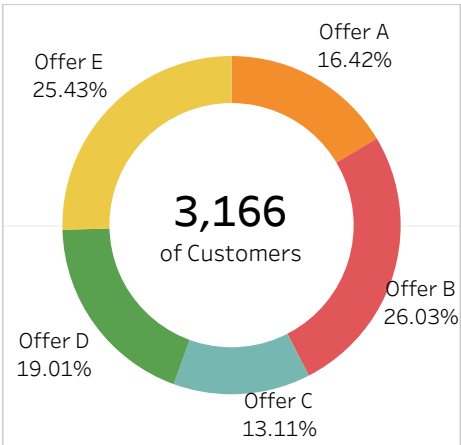


Telecompany Customer Churn Analytics - Main Page

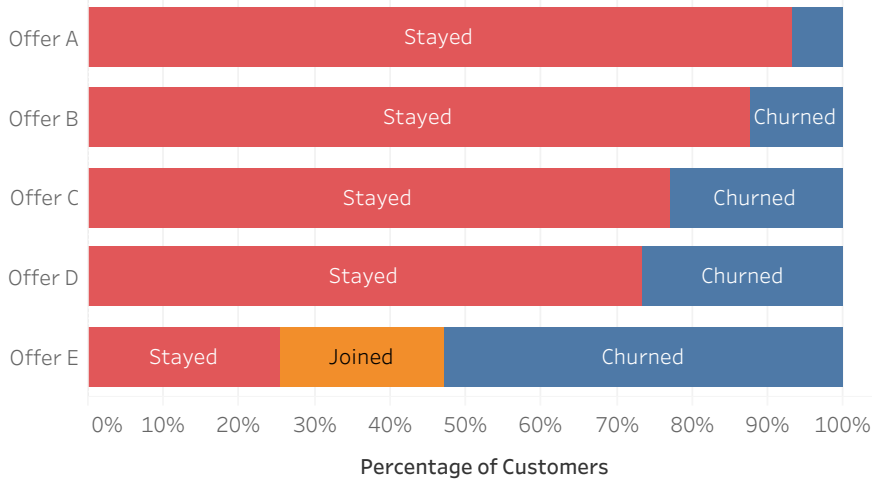
Customer Status



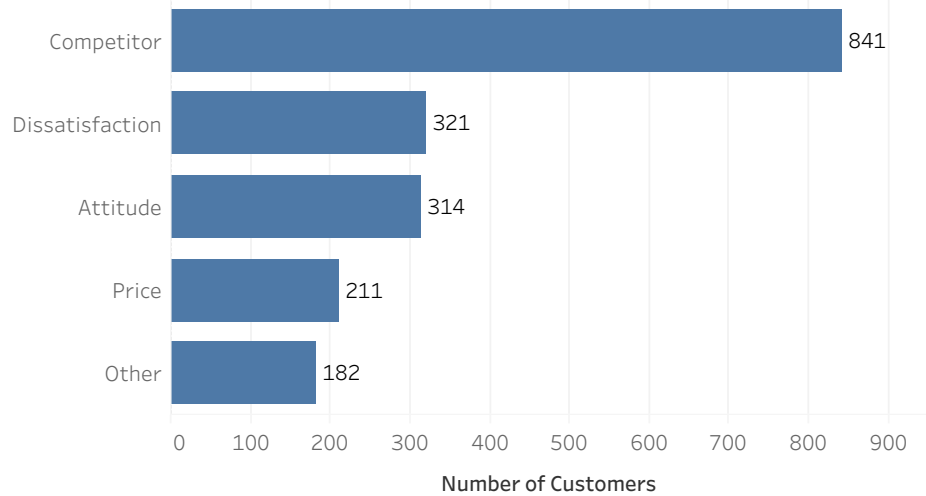
Offer



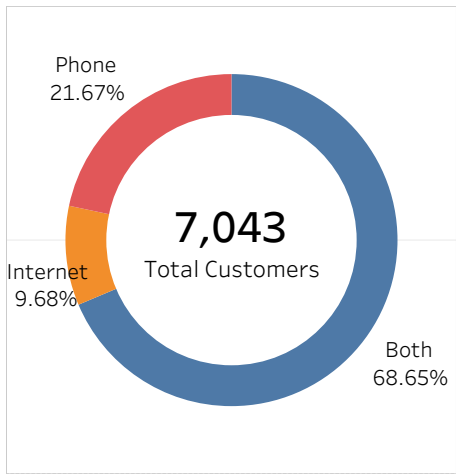
Offer



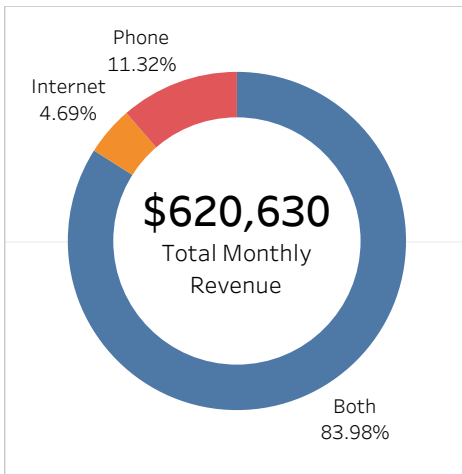
Churn Category



Service



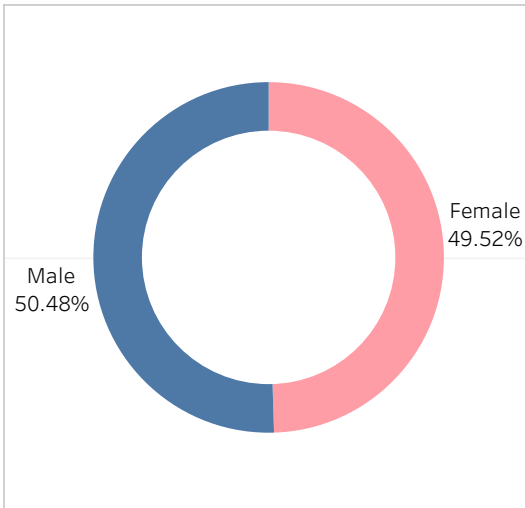
Revenue by Service



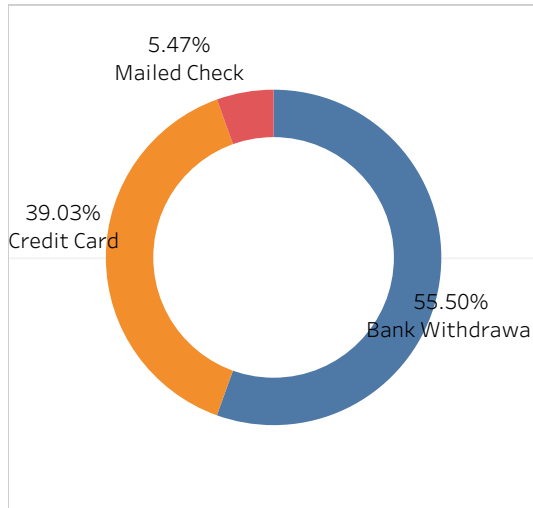
Click the title or the central cycle of each donut chart to navigate to detailed pages.

Customer Analysis

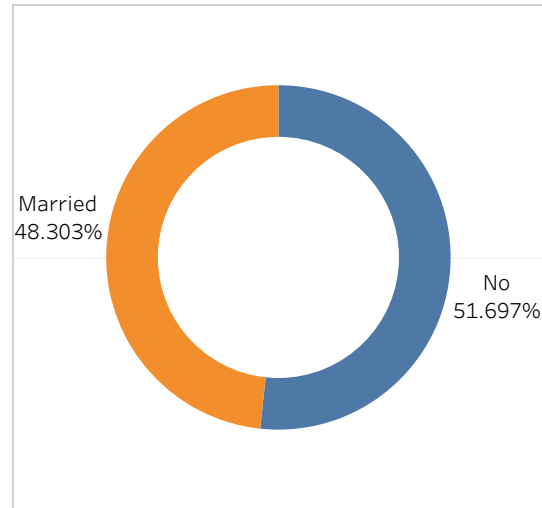
Customer by Gender



Payment Method



Married Status



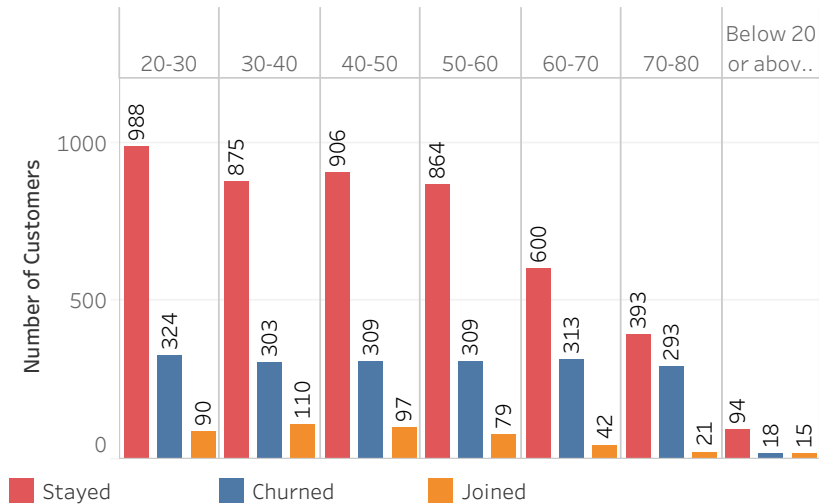
Customer Status
All

Use the filter to check the differences between churned and stayed customers. (or hover over the category)

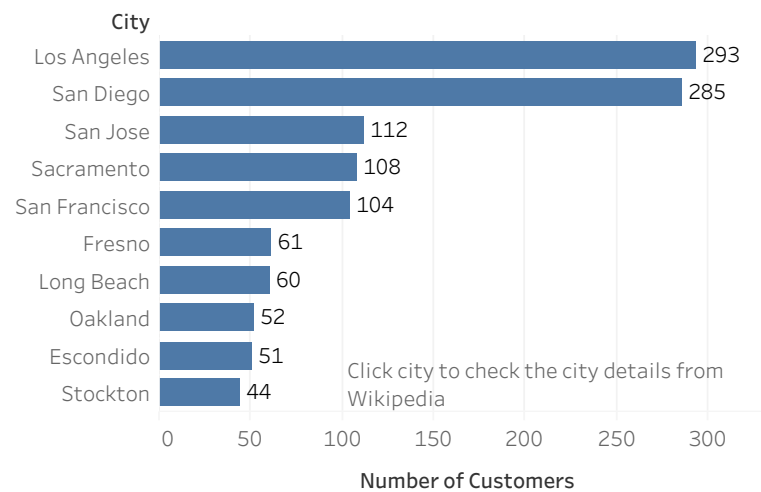
- Gender and Married present a half-and-half situation.

- Those Churned Customer share a similar number in each age range.

Customer Status by Age Range



Top 10 City by Number of Customers



- However, when the age gets larger, the percentage of churned customer is getting larger.

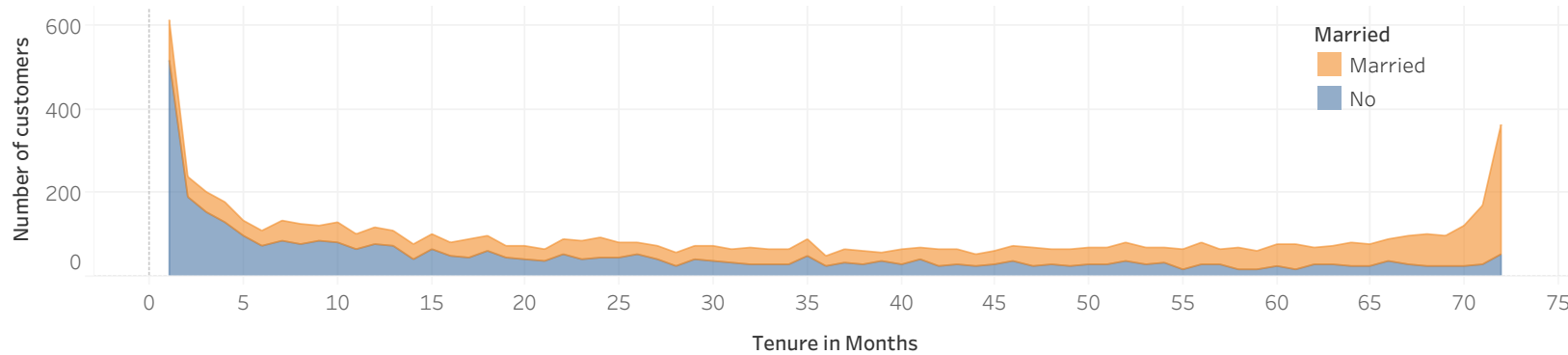
- The Top Three City for those Churned Customer is San Diego, Los Angeles, and San Francisco.

[Back to Main Page](#)

Offer-Customer Analytics

Customer Status
All

tenure in months depending on marriage status

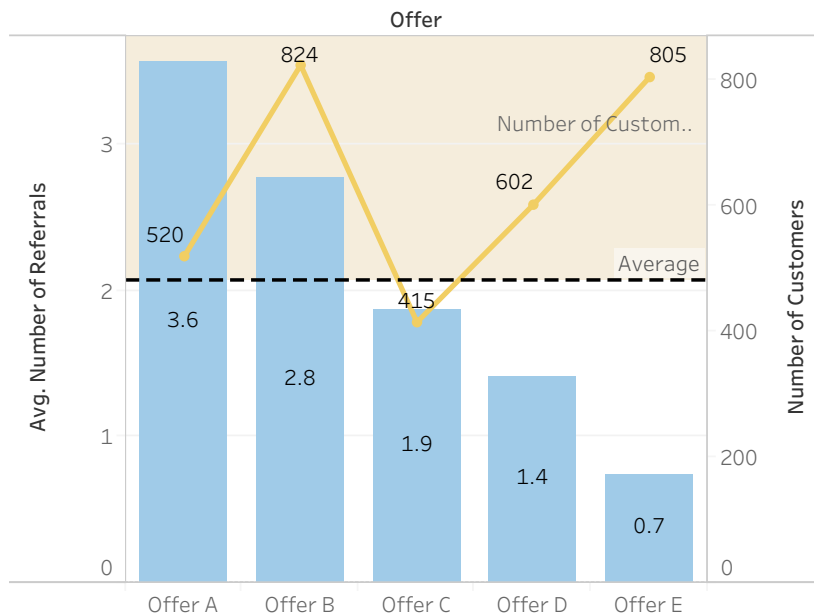


- Married people tend to stay longer because they can consider being more loyal.

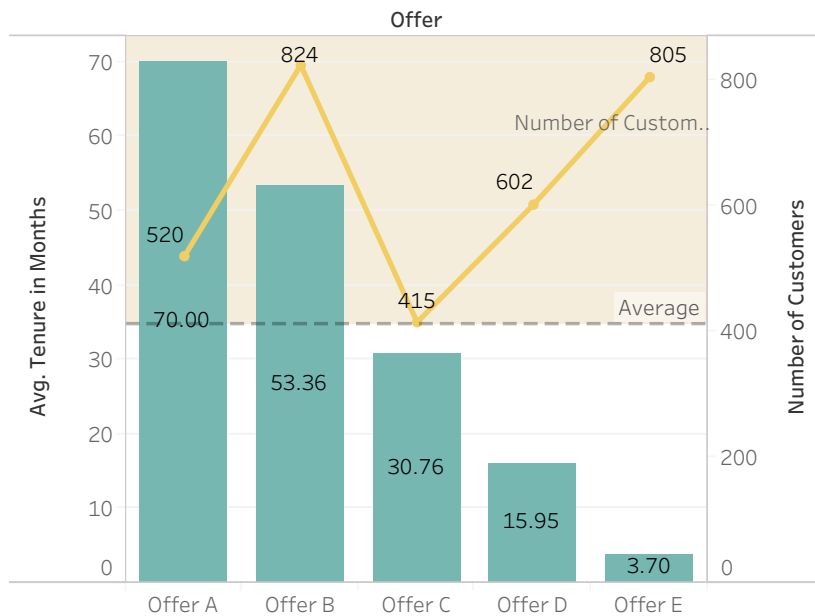
- Customers who choose offer A or B are willing to refer people and stay longer.

- Customers who choose offer E have a high possibility of churn with an average number of referrals of 0.3 and average tenure in months of 3.09.

Average number of referrals



Average tenure in months



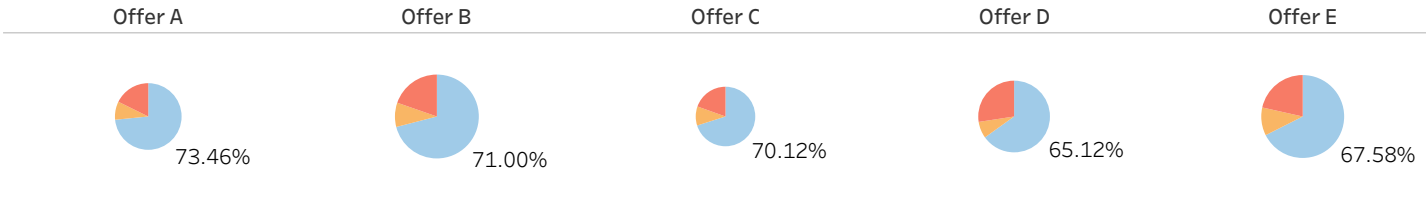
To Offer-Servic..

Offer-Service Analytics

Customer Status
All

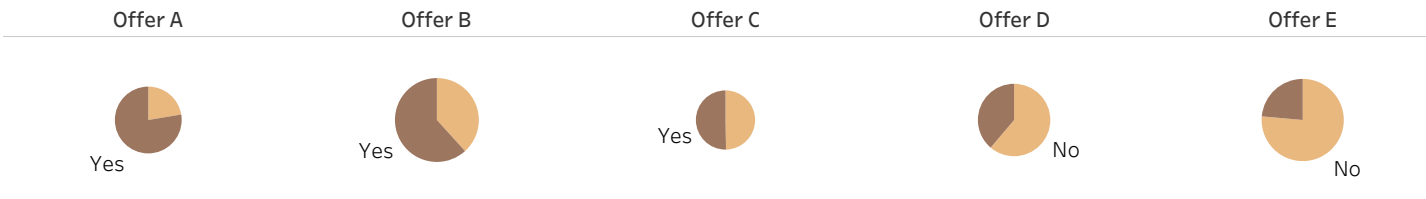
Services type

Service type
Both
Internet
Phone



Multiple lines

Multiple Lines
No
Yes

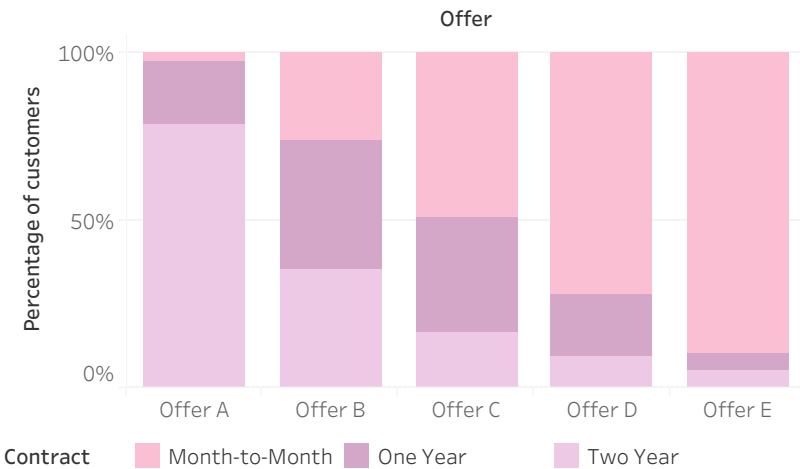


Customers with offer E may not prefer both Internet and phone service and multiple lines, and they are more likely to go with a month-to-month contract.

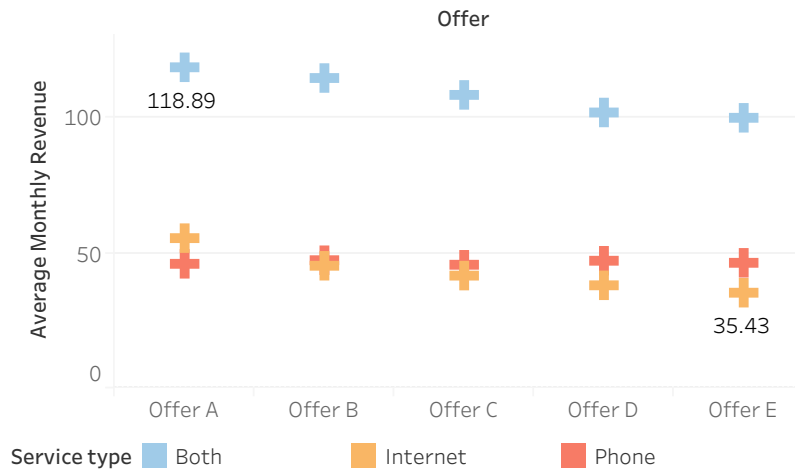
If customers with offer E and both services (Internet and phone) tend to churn, the company will predict a \$104 loss per person per month.

Please refer to Offer E Services for more details.

Contracts



Average monthly revenue



To Offer E Deta..

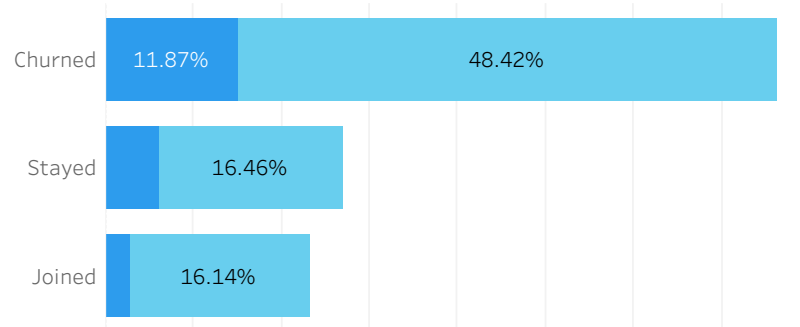
Offer E Subscribers' Service Details

Bought the Service or Not

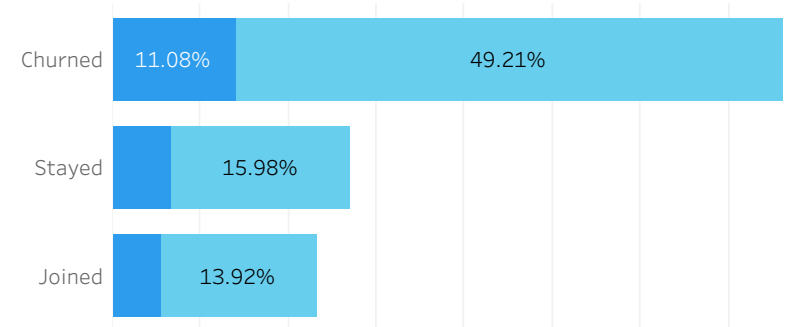
No

Yes

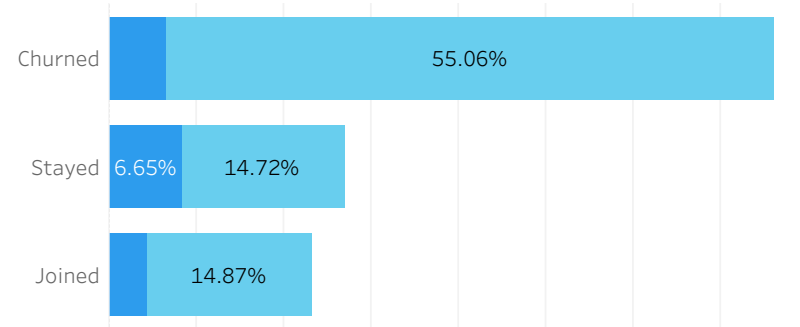
Device Protection Plan



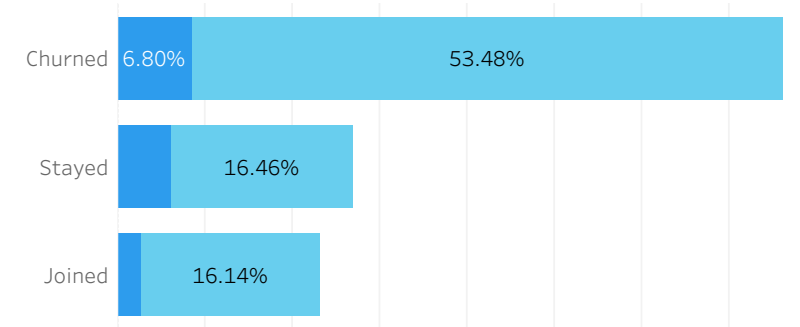
Online Backup



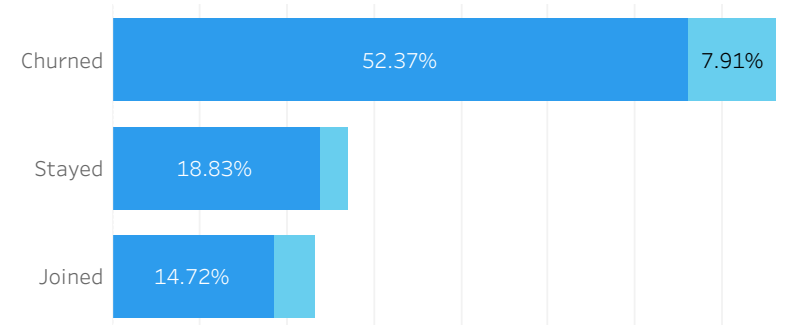
Online Security



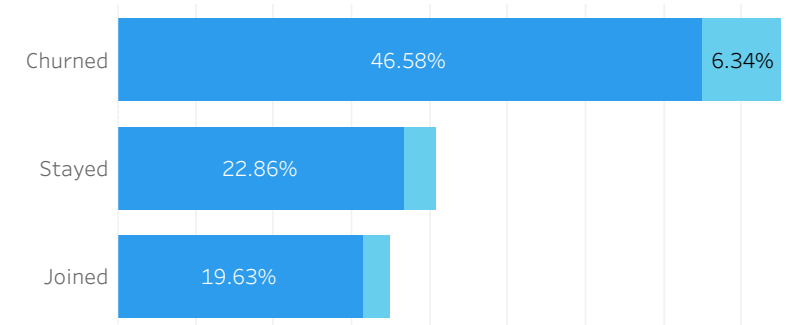
Premium Tech Support



Unlimited Data



Phone Service



Customers who bought device protection plan, online backup, premium tech support, especially online security are more likely to stay than to churn. Therefore, providing discounts of online security service might be a good idea to keep offer E customers.

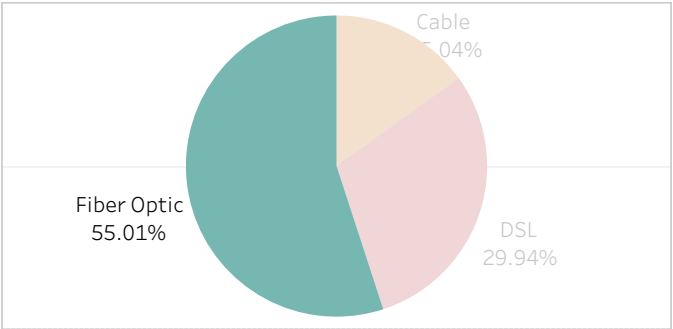
Phone service and unlimited data are not ideal services that we provides discounts to stop customers from churning since the data shows that even if they bought those two services, most of them still churned then.

[Back to Main P..](#)

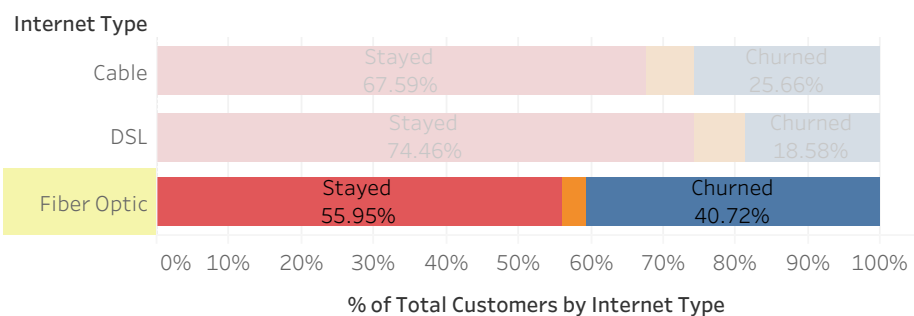
Internet Service Analytics

Highlight Internet Type
Highlighting "Fiber Optic"

Internet Type



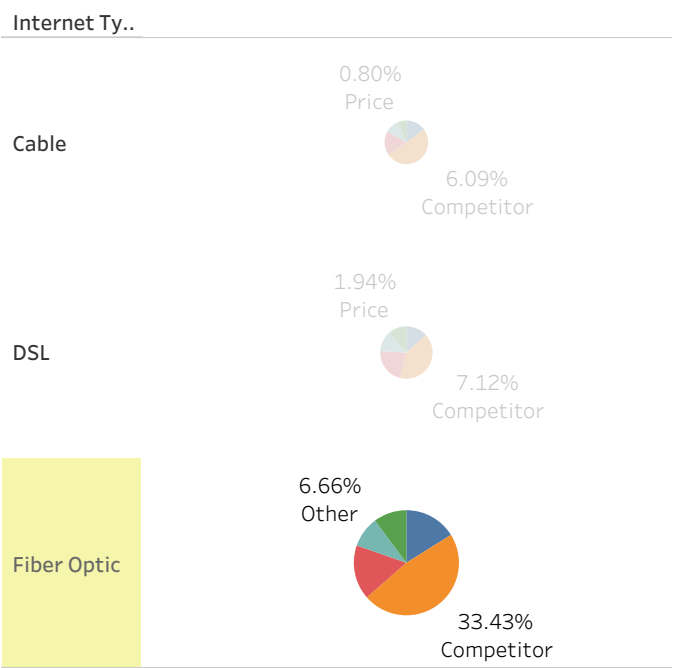
Customer Status By Internet Type



Fiber optic is the most popular internet service type and fiber optic users are more likely to churn compared to other internet types, which requires further investigation to understand the underlying reasons:

The most common churn categories are competitor and attitude, specifically competitor having better device and better offer and also attitude of support person.

Churn Category



Churn Reason

		Internet Type		
Churn Cate..	Churn Reason	Cable	DSL	Fiber Op..
Attitude	Attitude of service provider	11	12	66
	Attitude of support person	21	29	133
Competitor	Competitor had better devices	42	52	219
	Competitor made better offer	32	38	219
	Competitor offered higher download speeds	19	19	62
	Competitor offered more data	14	16	87
Dissatisfac..	Lack of self-service on Website	4	9	16
	Limited range of services	3	7	24
	Network reliability	11	16	45
	Poor expertise of online support	4	7	20
	Poor expertise of phone support	3	2	6
	Product dissatisfaction	7	17	53
	Service dissatisfaction	6	9	43
Other	Deceased		2	4
	Don't know	16	32	82
	Moved	6	6	31
Price	Extra data charges	4	8	27
	Lack of affordable download/upload speed	3	7	20
	Long distance charges	2	6	26
	Price too high	5	13	53

To Conclusions

Conclusions

[Back to Main P..](#)

Findings:

Summary: This Quarter's Customer Churn Rate* is 21.47%.

Potential *churned* customers profile:

Marital status: Single
Contact type: Month-to-month
Offer: E
Referrals: 0 or 1
Multiple lines: No

High *retention* customer profile:

Marital status: Married
Contact type: Two years
Offer: A
Referrals: 3+
Multiple lines: Yes

*Calculation method:

Customer Churn Rate = (Users at the beginning of the quarter - users at the end of the quarter) * 100 / Users at the beginning of the quarter

Users at the beginning of the quarter = 4720 + 1869 = 6589

Users at the end of the quarter = 4720 + 454 = 5174

Recommendations:

1. Married customers should be targeted for more loyal customers because of their high retention rates and similarly special offers can be made for single customers to increase their retention.
2. Customers subscribing Offer E and month-to-month payment requires attention. The company can set up marketing promotion strategies to keep them stay. For example, offering promoted multiple line plans and providing discount or free trial about additional Internet services including device protection plan, online backup, premium tech support and online security.
3. Offer A and Offer B subscribers are more loyal and more likely to recommend compared to other offers, so in order to increase customer retention, these offers can be considered to be promoted more especially for the high churn risk customers.
4. Fiber optic service is the most popular service type and this service's users tend to churn. In order to increase customer retention fiber optic service should be inspected more closely and some improvements should be done like providing better assistance and better devices and maybe special deals similar to competitors.
5. Newly joined customers mostly subscribe to offer E or don't choose a plan. However, we can observe that offer E has the highest churn rate and since the average tenure in months of offer E subscribers is lower than 4 it shows, thus in order to make newly joined customers stay, subscribing them to offer A or offer B may be a better option.