



Q3 Telco Churn Analysis

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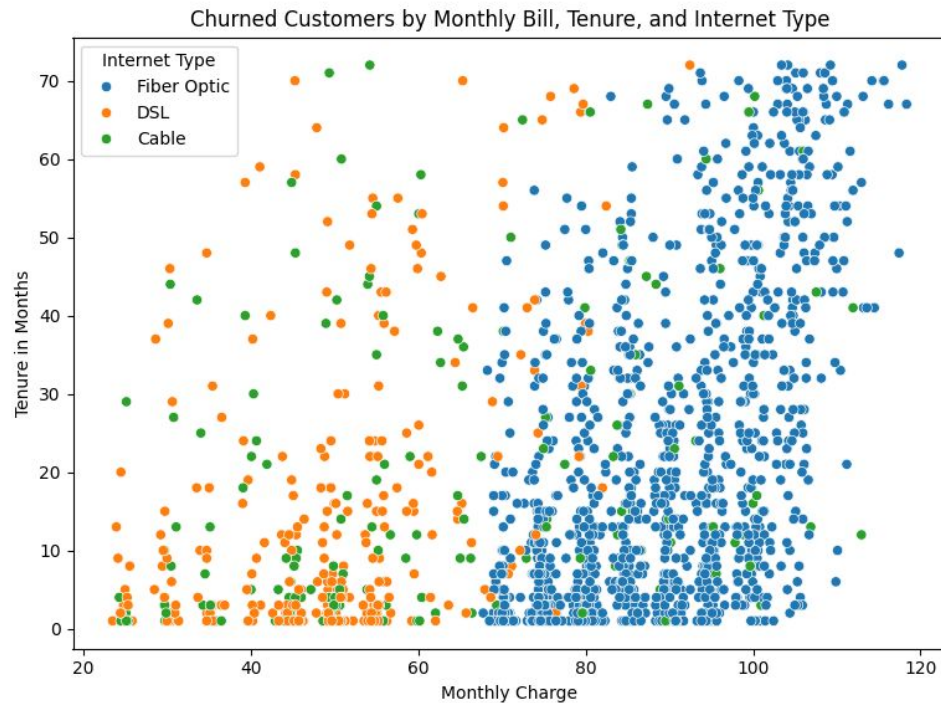
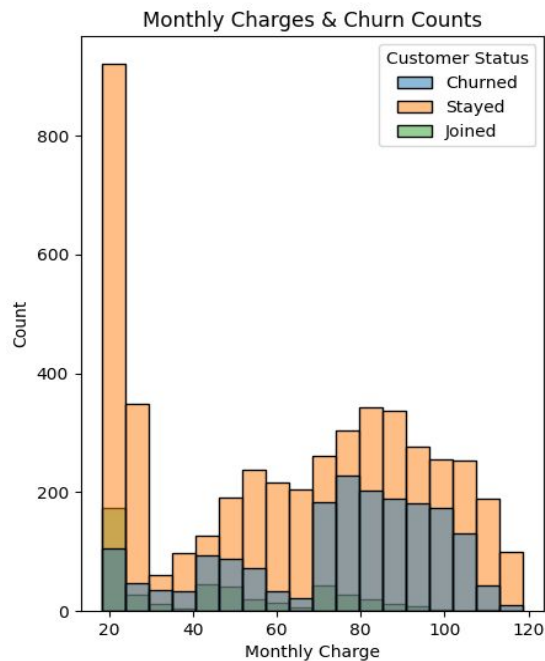
Context



- Telco, a fictional high performance telecommunications company.
- [Original Dataset](#)
- Scenario:

Telco experienced a higher than normal customer churn rate in their third quarter this year. They've asked a data analyst to mine their business data for possible insights

Exploratory Data Analysis



Inference



There is strong evidence to indicate that the proportion of Telco customers who are subscribed to Fiber Optic and churned by the end of Q3 is larger than the proportion of Telco DSL customers who churned.

Recommendations & Next Steps



Right now:

- Lower monthly prices for Fiber Optic.
- Institute a 2-4 months promotional price.

Further Investigation:

- Machine Learning for optimal price point.