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## IBM Cognos Analytics: Exploration

Link:

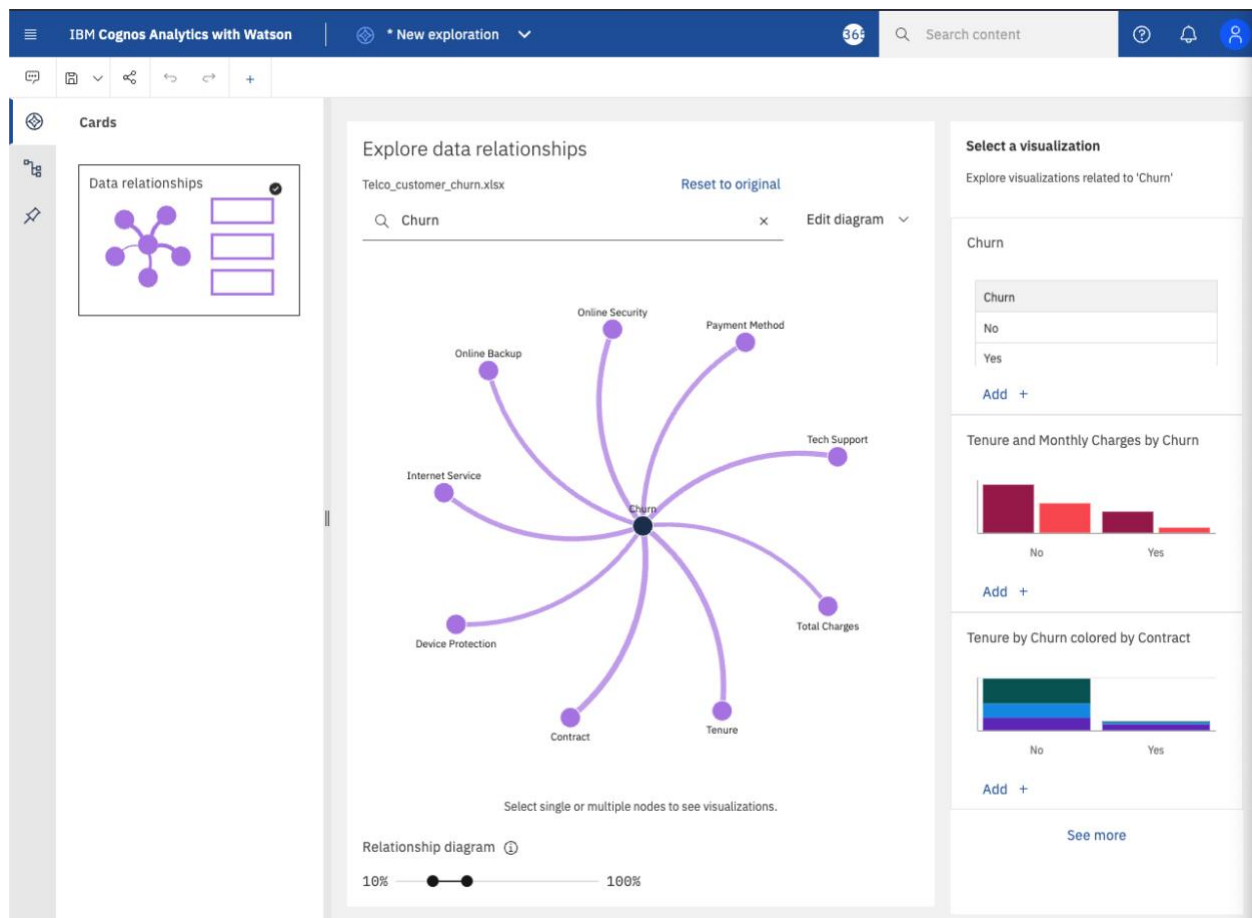
[https://us3.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my\\_folders%2FSubhanjan%2B-%2BTeleco%2BExploration%2BDecision%2BTree](https://us3.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my_folders%2FSubhanjan%2B-%2BTeleco%2BExploration%2BDecision%2BTree)

### Q1. What were the 3 key drivers (in order) that affected Churn?

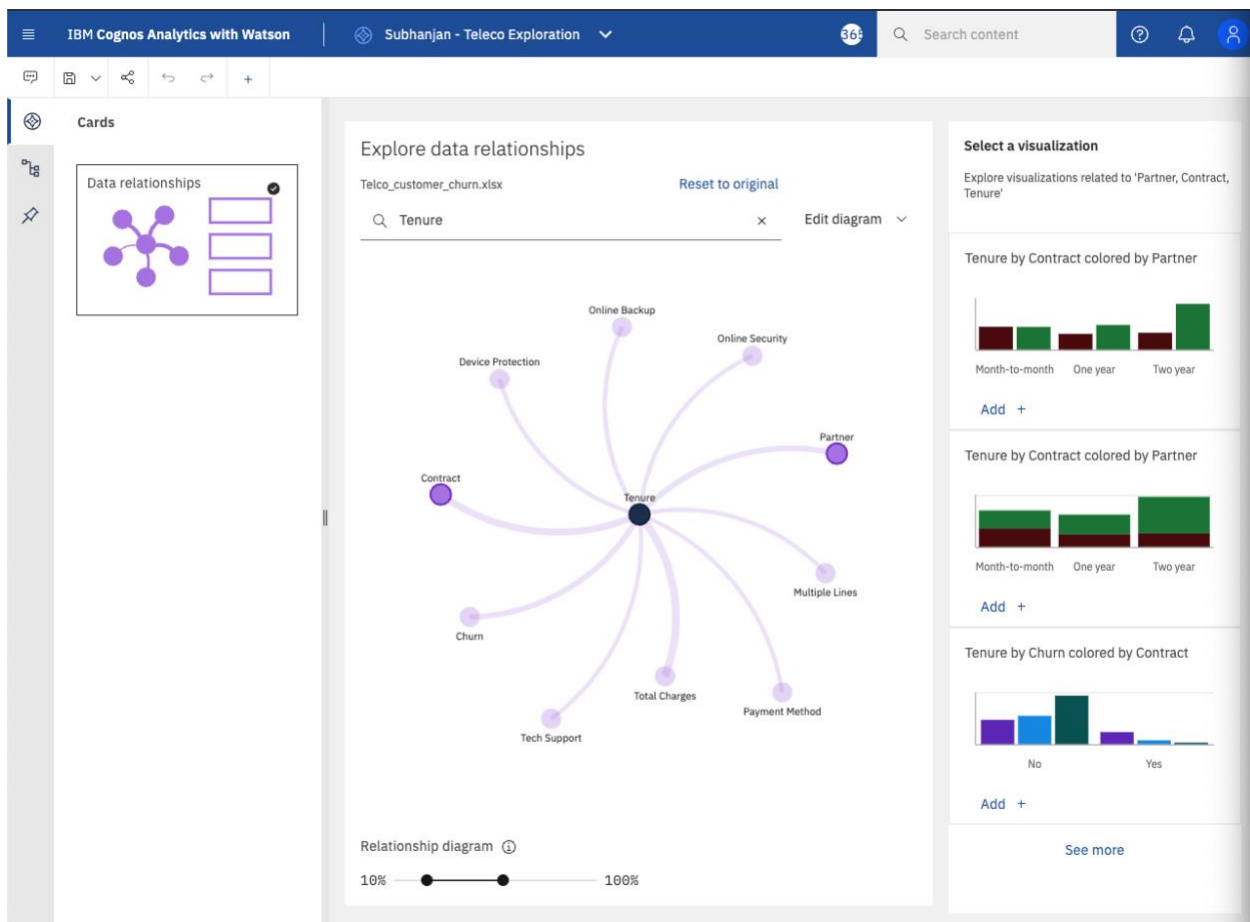
1. Customers with less than 3 months with fiber optic
2. Customers with 10-24 months with fiber optic and electronic check
3. Customers with 10-24 months with fiber optic and Mailed check.

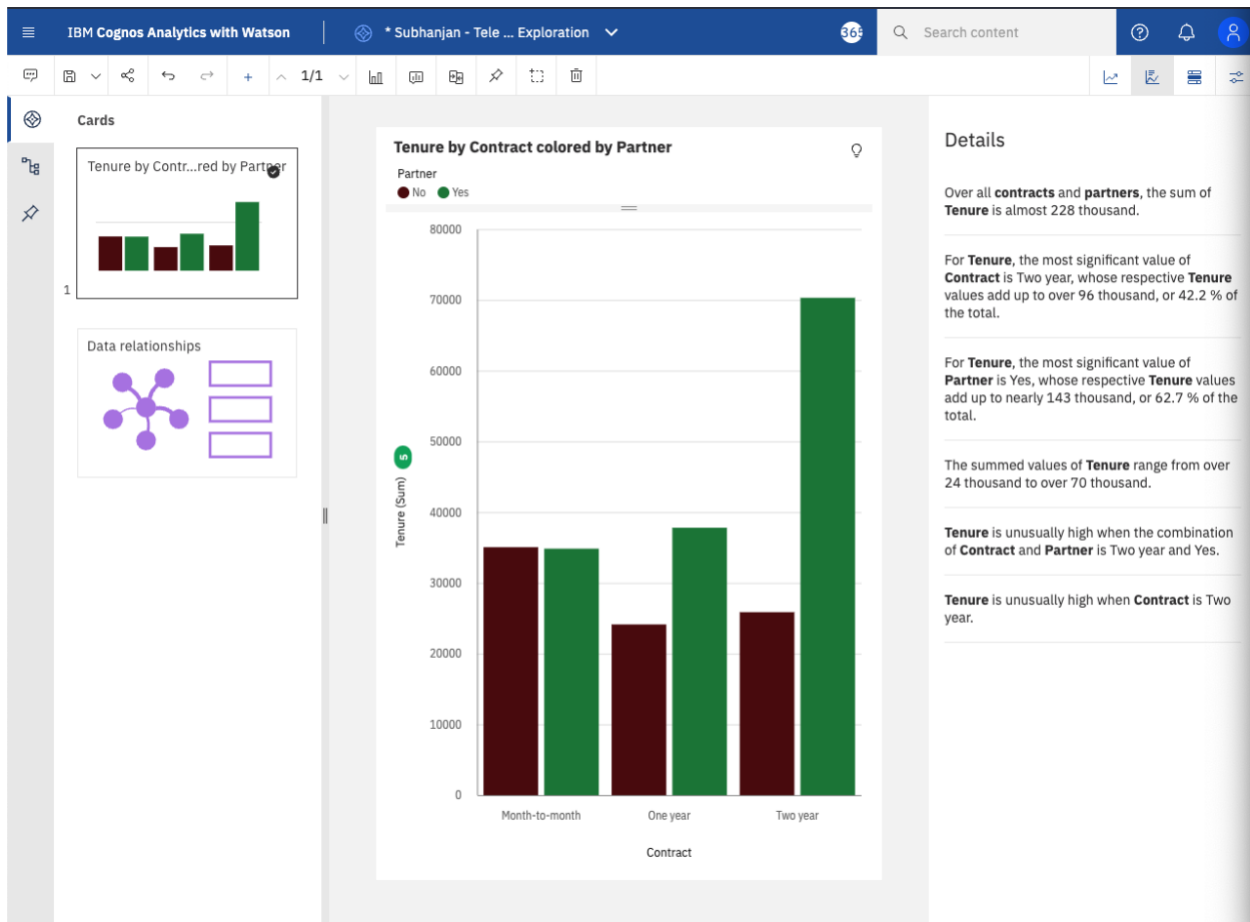
### Q2. Please summarize 3 key insights that you discovered through this exercise.

1. Customers with no internet service or customers with a DSL churn at a lower rate when compared to the customers with a Fibre Optic from Teleco.
2. Customers paying with an Electronic check have the highest turn rate.
3. Customers with a tenure less than 3 and who have a fibre optic have the highest churn rate overall.















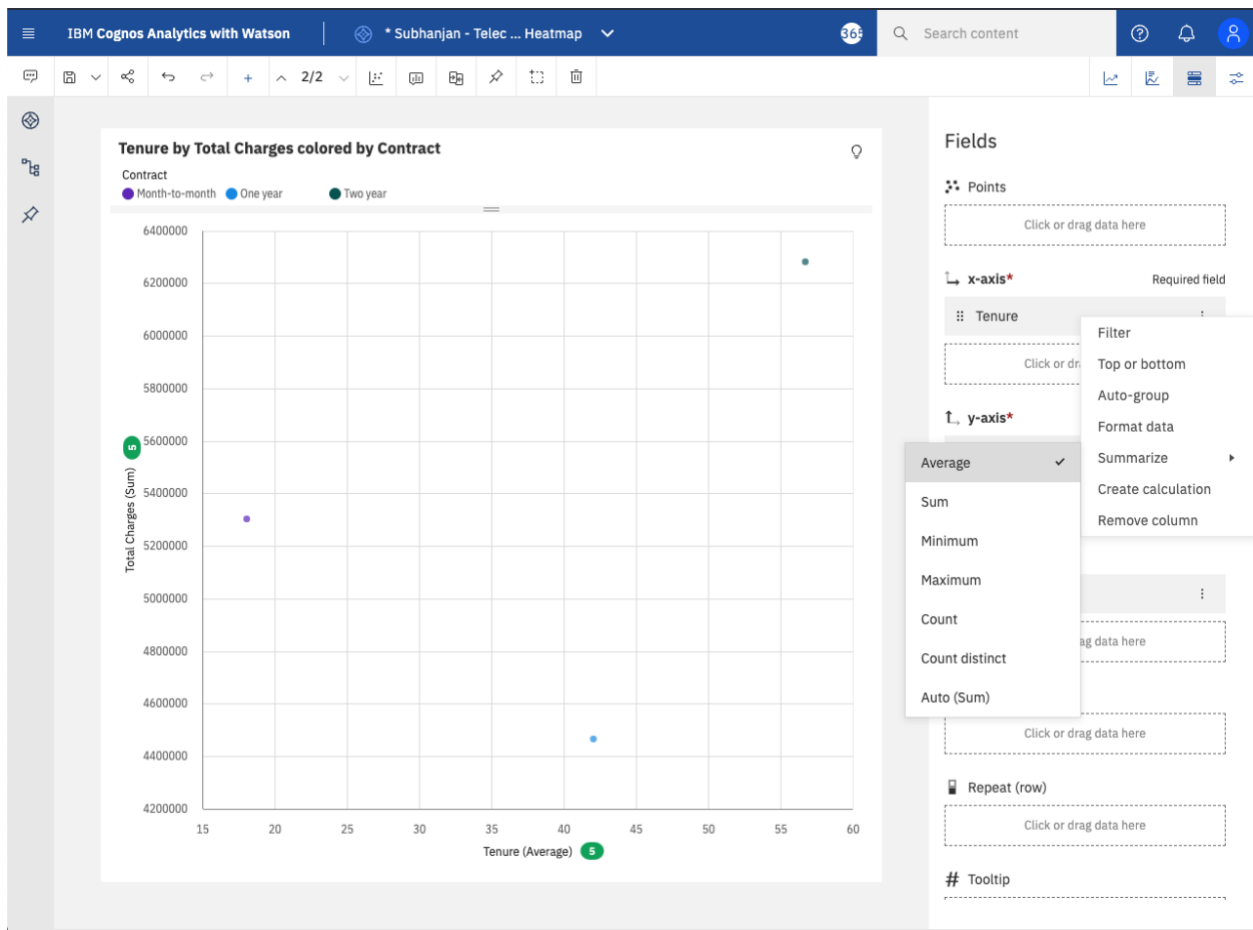






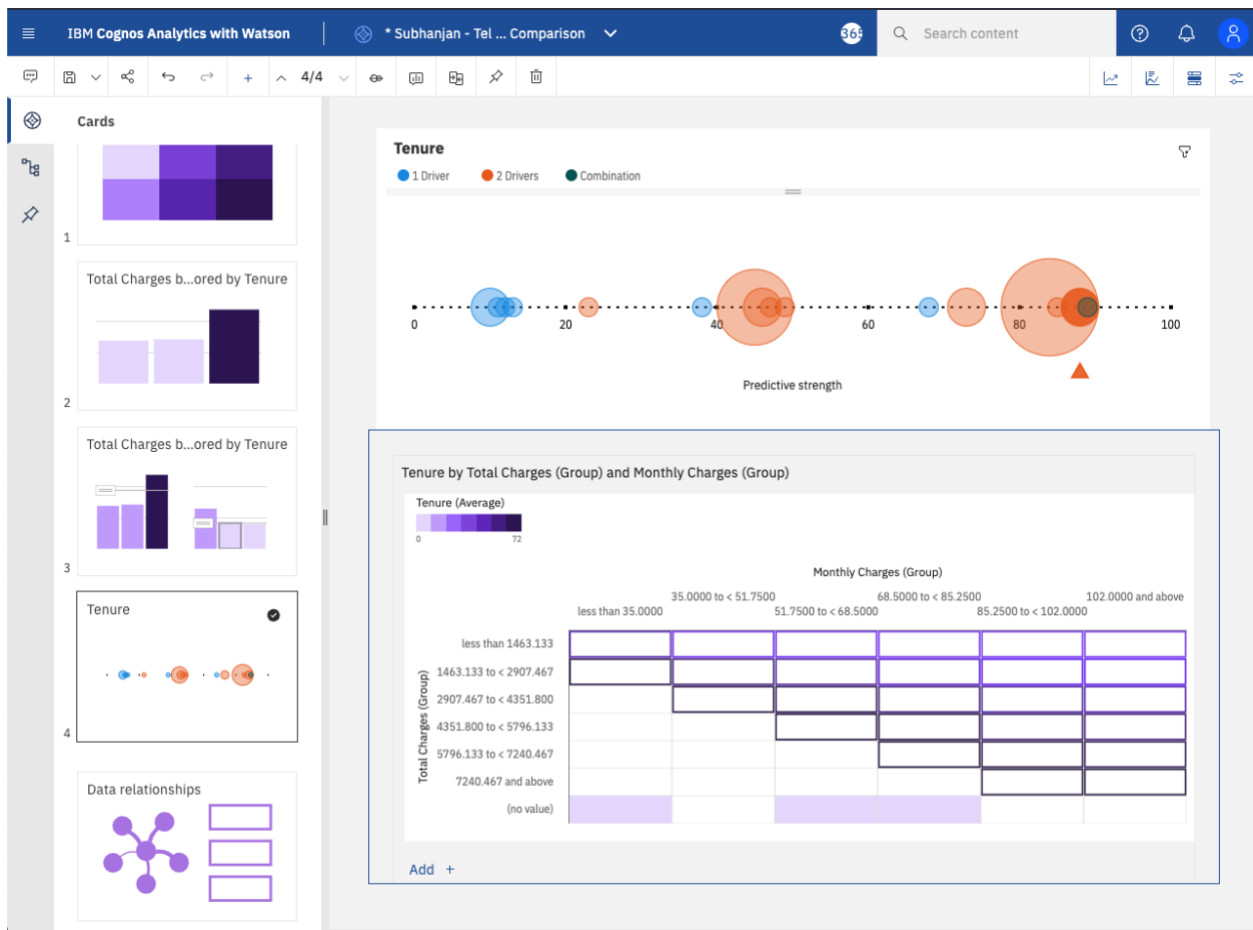
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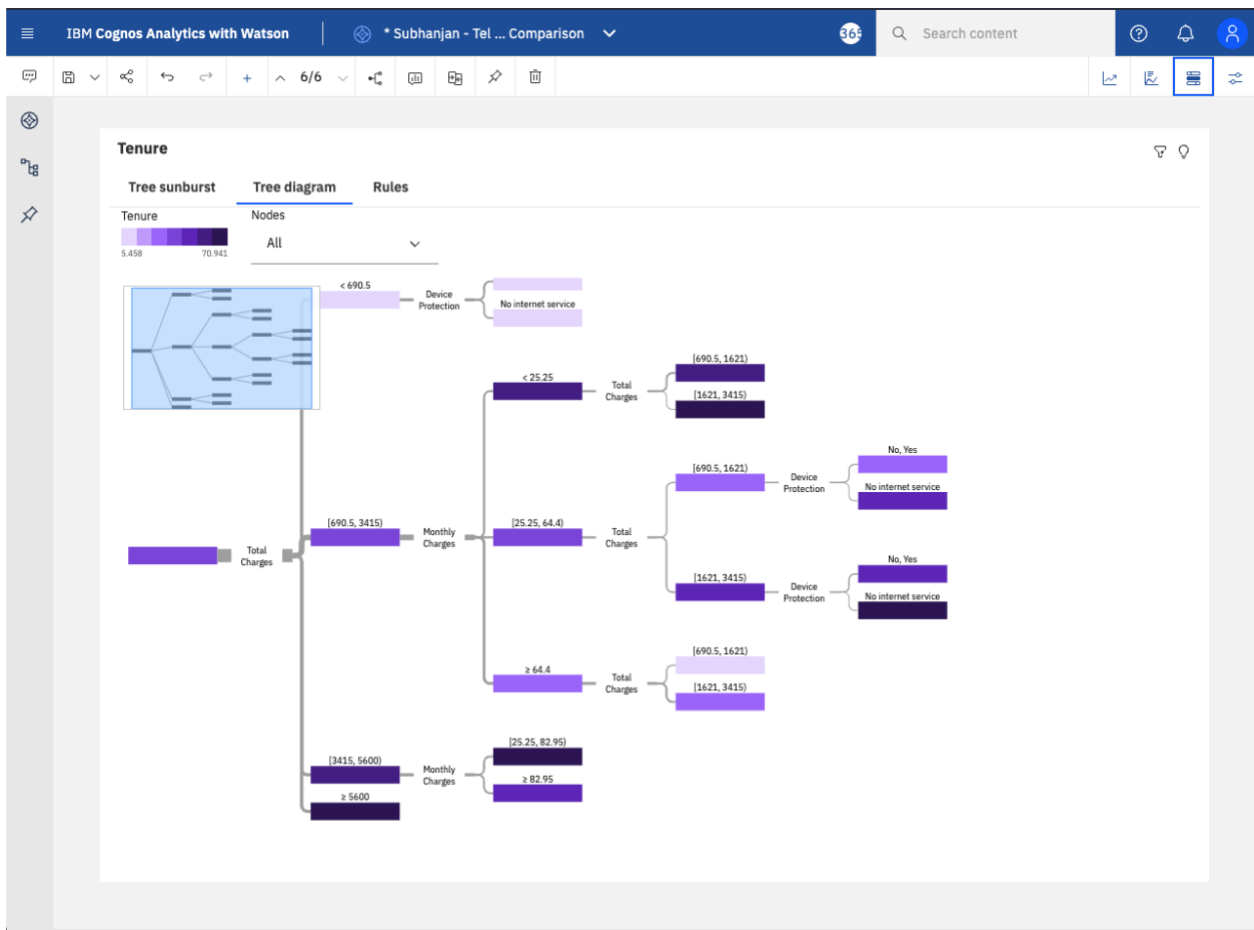
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IBM Cognos Analytics with Watson

\* Subhanjan - Tel ... Comparison

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abc Customer ID

abc Gender

abc Senior Citizen

abc Partner

abc Dependents

Tenure

abc Phone Service

abc Multiple Lines

abc Internet Service

abc Online Security

abc Online Backup

abc Device Protection

abc Tech Support

abc Streaming TV

abc Streaming Movies

abc Contract

abc Paperless Billing

abc Payment Method

Monthly Charges

Total Charges

abc Churn

Churn

Tree sunburstTree diagramRules

Nodes

All

Target category

No

Churn

No

Yes

Internet Service

No

Fiber optic

Tenure

< 16

[16, 54]

≥ 54

DSL

Tenure

< 16

≥ 16

Fields

Target\*

Required field

Churn

Local filters

Partner

Includes: Yes

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