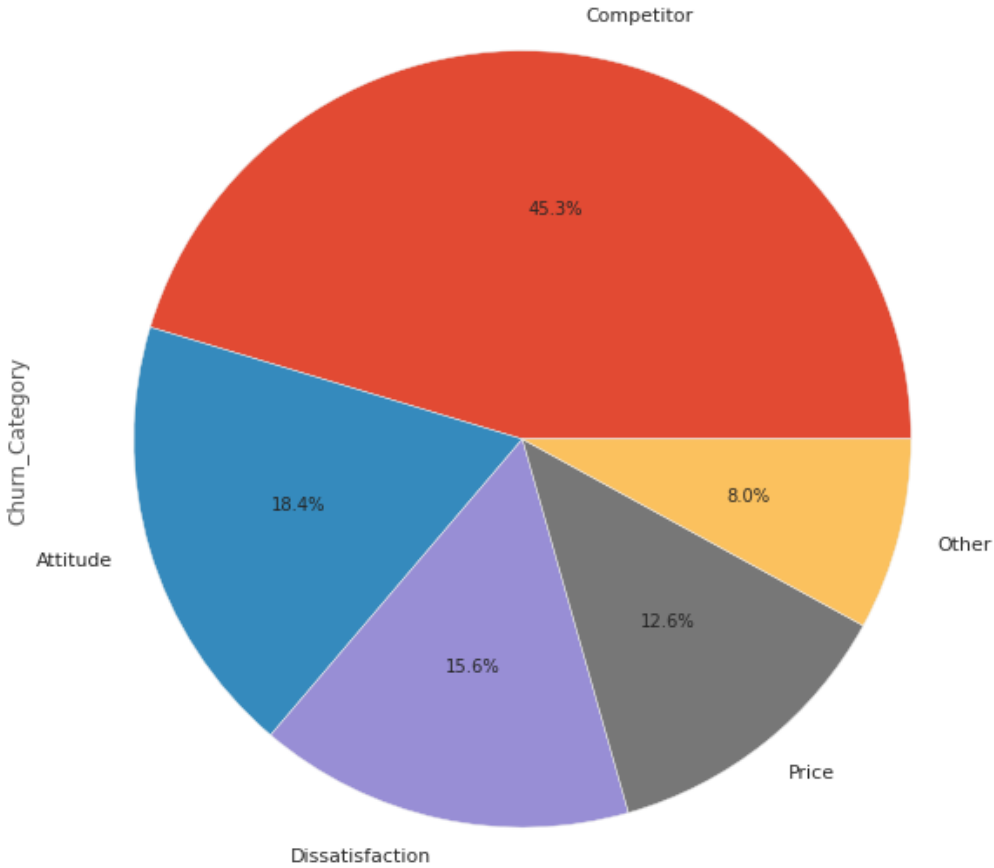


Action 1: Investigate on demographics of customers Aged >60 to offer more attractive packages and better service that is tailored for them.

- This age group generated the highest average total_revenue per customer
- However the churn rate for this group is the highest as well
- Reasons for this is due to Competitors & Poor Service
- Specific reason: Competitor offer better price, Competitor offer better devices
- Being able to come up with a package that is attractive to this demographic will definitely boost the revenue of the company.
- Additionally, improving service quality and support given to this demographics will greatly enhance retention rates.

Total_Revenue	
Age	
19-29	2967.899807
30-39	2955.047172
40-49	2900.059754
50-59	2941.853706
60-69	3115.426056
>70	3563.412542

Average Revenue per customer (Age)

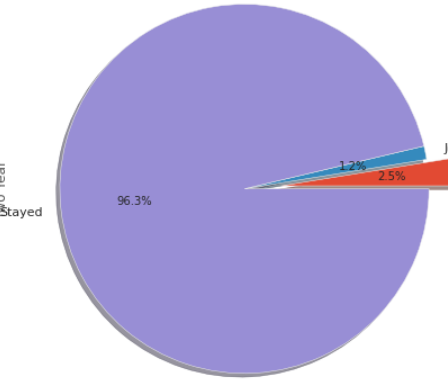
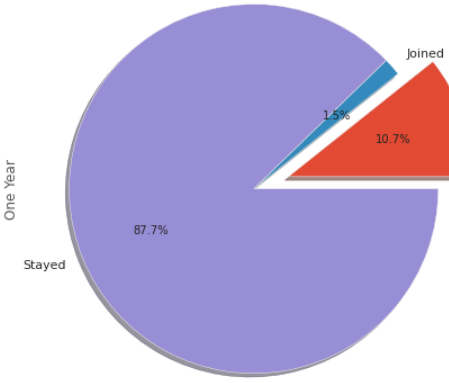
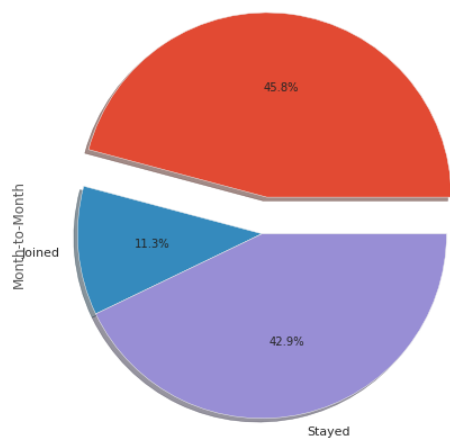


Churn Category (Aged>60)

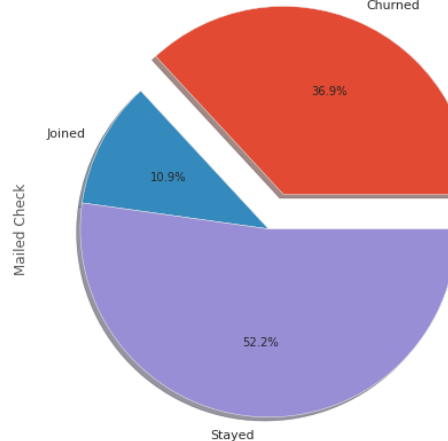
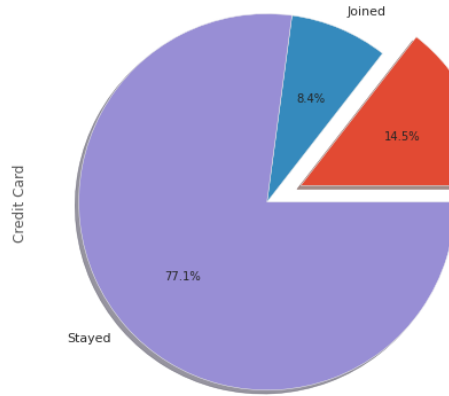
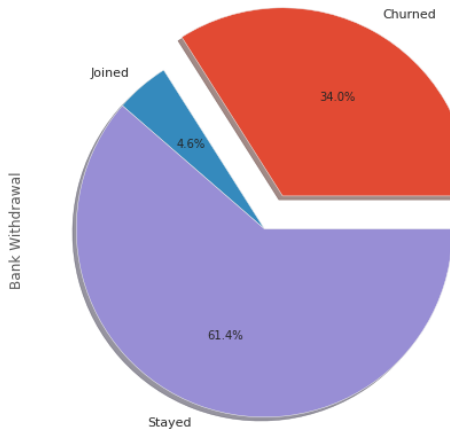
Action 2: Push out phone plans that have a longer term contract and uses credit card payment method.

Total_Revenue	
Contract	
Month-to-Month	879.445
One Year	3390.405
Two Year	4238.330

Average Revenue per customer (Type of Contract)



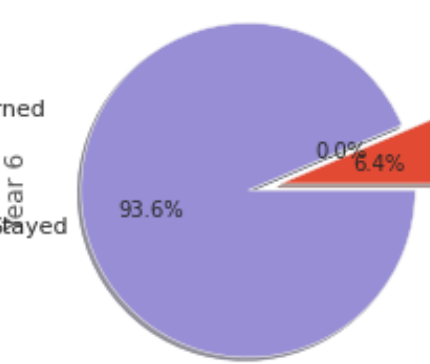
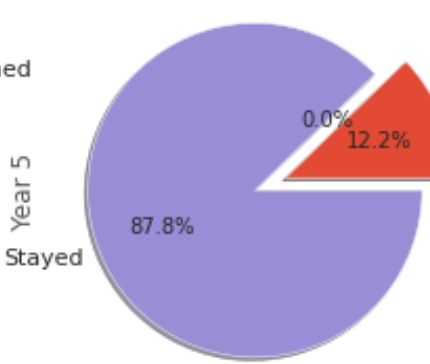
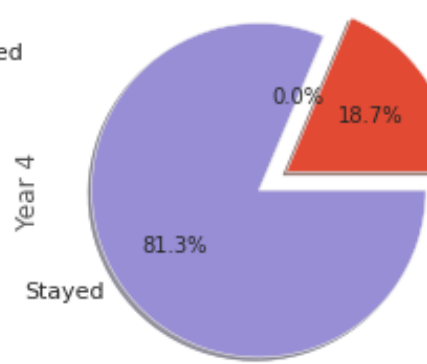
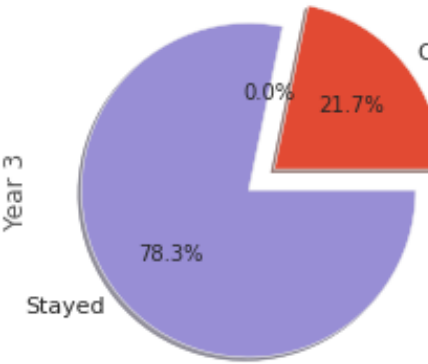
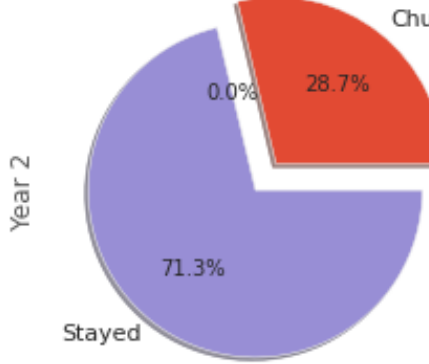
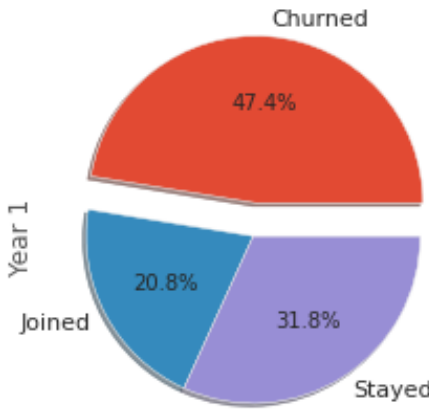
Contract Vs Churn



Payment Method Vs Churn

- Consider partnering with credit card companies to come up with a promotion package to get customers to sign longer term contract.
- Analysis shows that payment by credit card and longer term contracts have the highest retention rates.

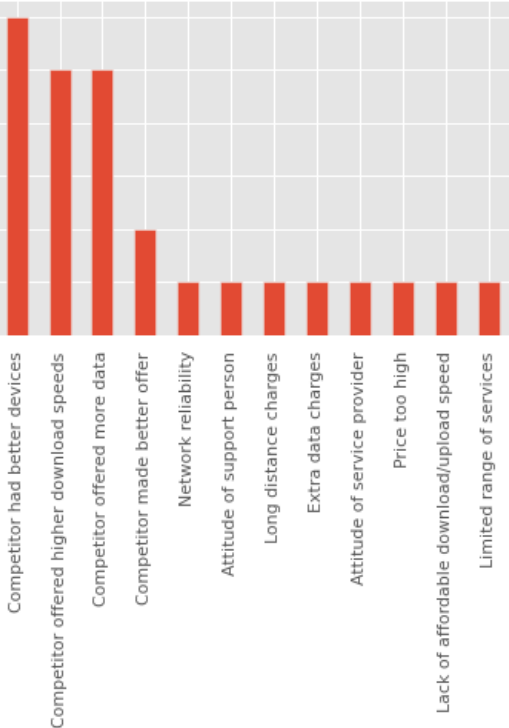
Action 3: Focus incentives/marketing efforts to get customers to stay for the first year.



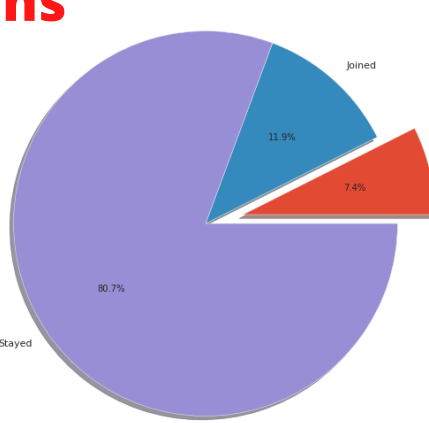
Tenure Vs Churn

- 1st year tenure churn rates are the highest of around 47.4%
- After 1st year, the churn rates drop to 28.7% in the 2nd year
- This churn rate value keeps dropping each year of tenure
- However, the biggest drop is from 1st year to 2nd year, therefore to be strategic in budget allocation, should focus on retaining first year customers.

Action 5: Improvements in Internet Service architecture/data plans



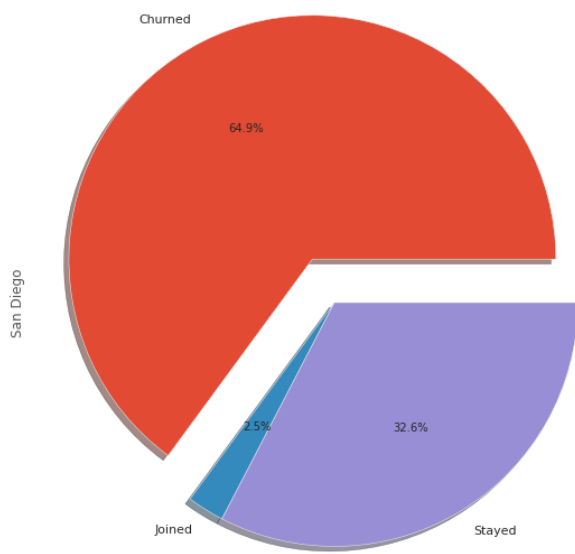
Reason for Churn (Sacramento City)



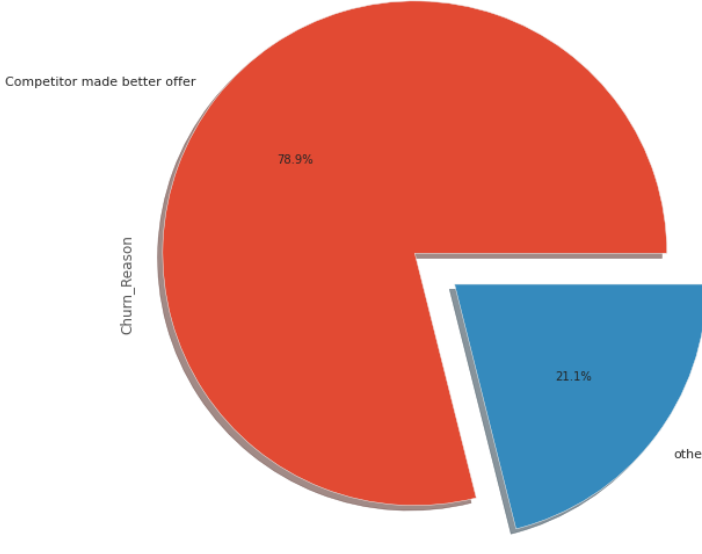
Internet Service Vs Churn

- Customers with internet service churn 31.8%
- Customers with no internet service churn 7.4%
- Highest revenue per customer generating city, Sacramento, have internet service/ better data plans as one of the key reasons for leaving.
- Could work on this area to better retain customers

Action 4: Pilot project in San Diego City for new mobile plans



% of Churned San Diego Customers



Churn Reason (San Diego)

- San Diego City has one of the largest customer base of 285 customers, but also a high churn rate of 64.9%.
- Almost all the reasons stated for churn is due to "competitors have better offers"
- Re-evaluate plans to retain these customers

Note that San Diego city customers generate lesser revenue per customer of \$2591. Nonetheless big customer base still significant to focus efforts in customer retention for this state.