*The Power BI report file uses Telco free data source that you can find on Kaggle:*

[*https://www.kaggle.com/datasets/blastchar/telco-customer-churn*](https://www.kaggle.com/datasets/blastchar/telco-customer-churn)

**Points to pay attention**

Demographics:

1. Most of Churned Customers are young people with no family yet, are our price impacting on their decision to cancel subscription?

Payments:

1. Are we putting effort to initiate the contract on automatic mode?
2. How Electronic Check could be affecting our churn rate?

Tenure:

1. Why most of our customers canceling the service in 1 month, are we providing free first month or discount? Could we create a 3-month contract?

VIP’s (consider VIP’s users that have more or equal to $69.5 monthly charge):

1. How could we prioritize one-year or two-year contract for our VIP’s users?
2. How 1 service subscribed is solid as well 8 or 9 services subscribed?

Services:

1. Is our fiber optic internet service stable? Streaming TV and Streaming Movies depends to our internet service?
2. Are we receiving customer complaints about fiber optic service?
3. Online security and Tech support could be not relevant because 71% of our customers didn’t have these services