

CHURN ANALYSIS PROJECT SUMMARY AND CONCLUSION.

- 1. I did find the churn rate, those are refuse to using service, like in total churn rate 883 .**
- 2. I did find how many churn female and male through group by, like total female churn rate 470 and male churn rate 470 .**
- 3. I did find the number of churn customer in each month.**
- 4. I did find the what is the tenure before churn, [Calculate the average number of days between sign up date and churn date for churn customer]**
- 5. I did calculate average, monthly charges and total charges for churn customer.**
- 6. I did find the which internet service type highest churn rate, like most use internet service was Fiber optic around 326.**
- 7. I did find the top 10 customers to charges, who was churn it was very relevant for company to enhance revenue.**
- 8. I did find the all customers who was tenure < 6 and monthly charges > 80 potential high risk customers , so this help to period of churn stay in service and giving more monthly charges.**
- 9. I did find the number of customers who had tech support = “ no ” and churned so it is basically showing number of not churn and number of churned those came from tech support.**
- 10. I did find like identify customer with Fiber optics service and month to month contract who churned, basically show churn customer those using Fiber optics service and show all churn contract type and churn.**
- 11. I did find the average monthly charges by contract type only for customer those are churned basically show the average pay on contract type, so one – year is highest 77.636.**
- 12. I did find the which combination of contract type and internet service were highest churn rate.**
- 13. I did compare the average tenure churned and retained customers.**

Conclusion: Internet service company focusing only churn customers fulfil the requirement expectations customize the packages, which internet service and how many tenures service they take and what is average charges they pay like month to month or year to year and customize the pricing of service to increasing company growth and even take Franchise from other internet service to maximizing sales and make satisfying to churn customer.

