**CAPSTONE: MINI PROJECT**

**MARKET ANALYSIS**

**Instructions for the submission:**

* Please maintain the following: Font - Times New Roman, Font Size - 12, Line Spacing - 1.5

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| S.No. | Assessment | Submission Format | Marks |
| **1** | **Market analysis** | **Text + Jupyter Notebook** | **35 marks** |
| 2 | Churn analysis | Jupyter Notebook | 25 marks |
| 3 | Customer Segmentation | Jupyter Notebook | 30 marks |
| 4 | Employee Satisfaction | Text | 10 marks |
| **Project Maximum Marks** | | | **100 marks** |

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| **Question 2.1** | What is the average tenure… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    *From this graph it will shows that the* Here churn = "No" means that the customer is currently associated with the company and churn = "Yes" means that the customer has left using the services provided by the company so from this graph the customer associated with the company generated more revenue rather than the customer who left the company  So from this graph it will shows that the generated tenured for the churn No have higher than tenured Yes. So we clearly says that the customer are within company have higher generation of revenue. |

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| **Question 2.2** | What is the monthly |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that the monthly generated company for a who are in the company and who left the company from this graph it is shows that the monthly generated revenue for a customer who are within company are very high as compared to the revenue generated for customer who left the company |

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| **Question 2.3** | Which gender group… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that the monthly revenue generated for a Male is much more than the Female those who are in the company not who left the company. |

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| **Question 2.4** | What percentage of… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that the internet service for fiber optic uses most as compared to the DSL and No. From this graph it is shows that the more than 50% uses fiber optic and 20-25% uses DSL and 10-15% uses No internet service. |

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| **Question 2.5** | Check if the following… |
| **Marks** | 12 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*            From this graph it is shows that which services are preferred by the customers or not. from this graph it is shows that the customer are preferred most online security, online backup, Tech support and device protection as compared to the streaming tv and streaming movies. |

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| **Question 2.6** | Which method of payment… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that the customer whose support most payment method are Electronic payment as compared to bank transfer and mailed. |

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| **Question 2.7** | Do customers(non-churn)… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that the customers(non-churn) with a partner generate more profit for the company as we see in the graph |

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| **Question 2.8** | Which type of internet… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that the Fiber optic are more popular among the non-churn customer as compared to the DSL and No internet service.  DSL internet service are 2nd one and No internet service are 3rd one. |

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| **Question 2.9** | The company is looking… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*    From this graph it is shows that company is looking to do a survey by reaching out to the top 10 and the bottom 10 non-churn customers based on the total revenue generated by them.so we see that the top 10 and bottom 10 customer |

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| **Question 2.10** | Based on the analysis above… |
| **Marks** | 2 marks |
| **Word Count** | N/A |
| **Your Answer** | *Write your answer here + Screen Shots of code/ Excel*  *Based on the above analysis we see that the situation here for USA is much better so that the tenure generated in the USA is much better which is the electronic media is in better reach and it is uses a much online support for this telecom market in the USA.* |