

Kaggle: Telco Customer Churn.

1. Demographic:
 - a. Which 2 demographics have proven to be the most popular with the telco brand?
 - b. If the marketing team wanted to increase customer retention, to whom should they target their advertisements to?

2. Services:
 - a. Which 3 services are contributing to a higher monthly charge and resulting to customers churning? (Use visualizations in explaining your analysis)
 - b. If the telco was to offer Phone as a standalone service, which type of contract would encourage customer retention?

3. Payment: (Use visualizations in explaining your analysis)
 - a. If the company was to streamline all its services into 3 bouquet packages, what monthly prices will be appropriate for the following packages to keep customers from churning:
 - i. Basic
 - ii. Plus
 - iii. Premium
 - b. Should the company strictly go paperless for their monthly billings as a technique of keeping their customers and why?