

# TELECO CHURN ANALYSIS

Tracking a telco company's customer churn based on various possible factors



General Insights



Customer Demographics



Service and Contract



Churn and Revenue

Lost One

## OVERVIEW

7043

Total Customers

21.37M

Total Revenue

16.06M

Total Charges

1869

Total Churned Customers

# General Insights

General insights about the dataset

Hide Totals

Hide Filters

7043  
Total Customers

21.37M  
Total Revenue

16.06M  
Total Charges

1869  
Total Churned Customers



Churned

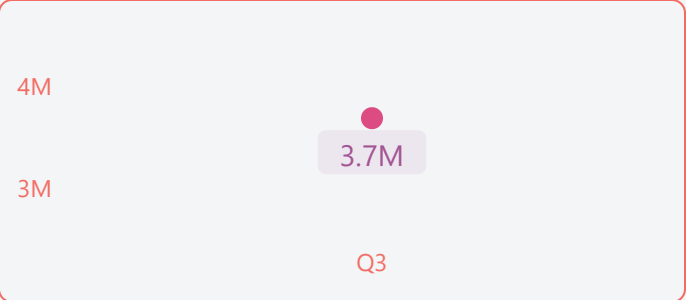
Joined

Stayed

## Churn Rate Over



## Revenue Trend



## Customer Satisfaction Score

Score 1:

922

Score 2:

518

Score 3:

2665

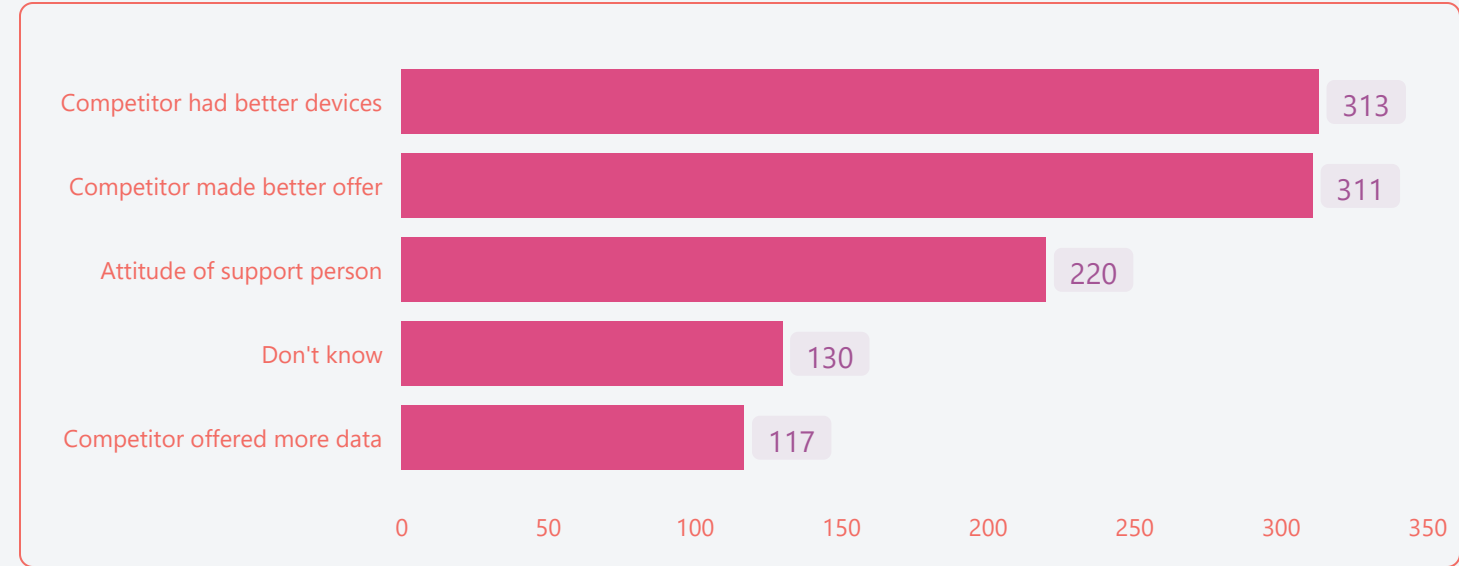
Score 4:

1789

Score 5:

1149

## Top 5 Churn Reasons



Churn and Revenue

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# Customers Demographics

Data about the customers

Hide Totals

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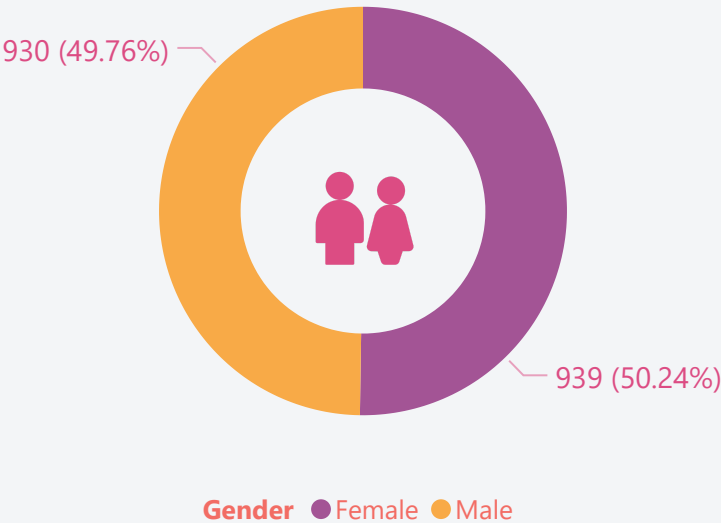


Churned

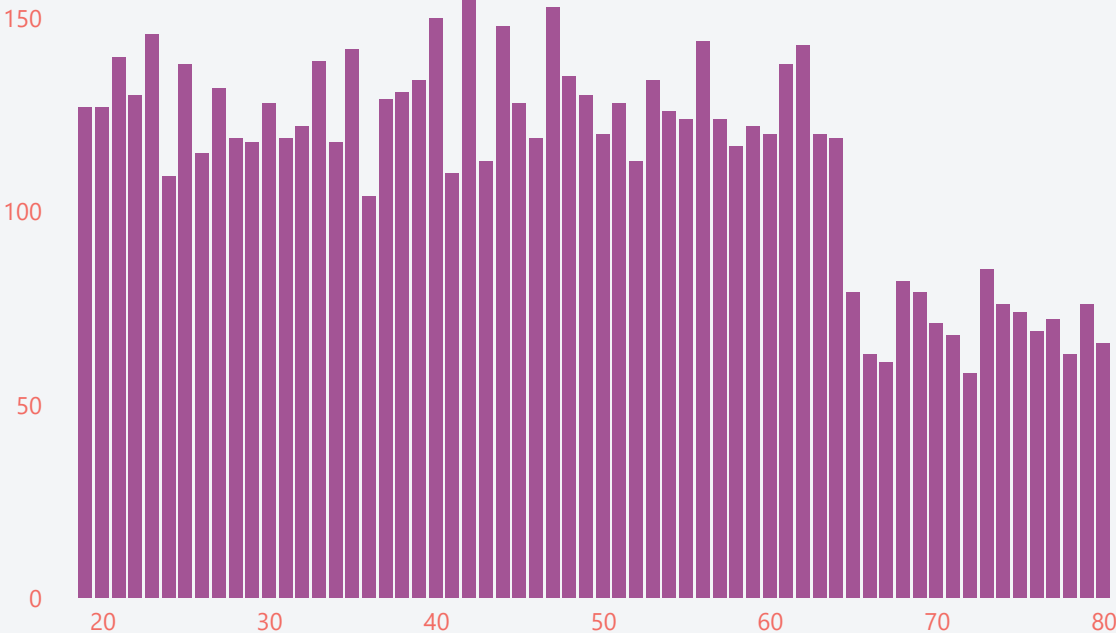
Joined

Stayed

## Gender Distribution



## Age Distribution

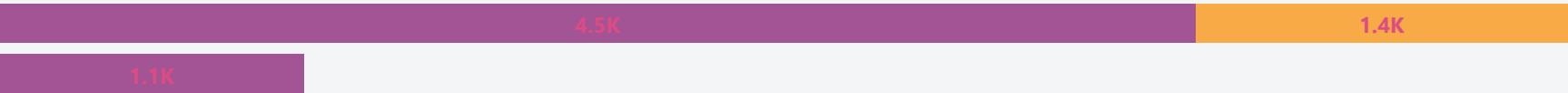


Under 30 ? ● No ● Yes



No

Yes



0K

1K

2K

3K

4K

5K

6K

Customer Demographics

General Insights

# Service and Contract

Data about the contract and provided services

[Hide Totals](#)[Hide Filters](#)

7043  
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Total Churned Customers

[Churned](#)[Joined](#)[Stayed](#)

## Customers Have Internet



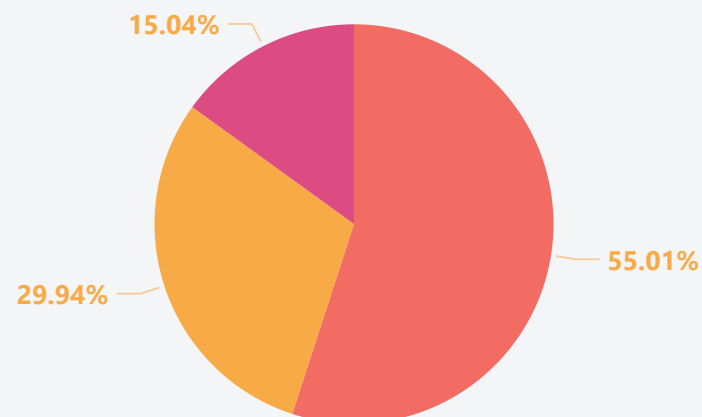
## Customers Have Phone



## Customers Have Multi-lines

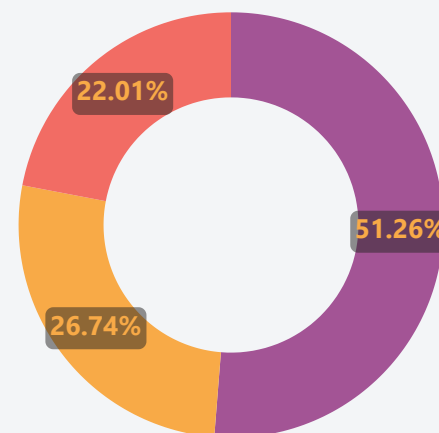


## Type of Internet



Internet Type ● Fiber Optic ● DSL ● Cable

## Contract Type



Contract ● Month-to-Month ● Two Year ● One Year

[Service and Contract](#)[Customer Demographics](#)[General Insights](#)

# Churn and Revenue

Data about the churn causes



Hide Totals

Hide Filters

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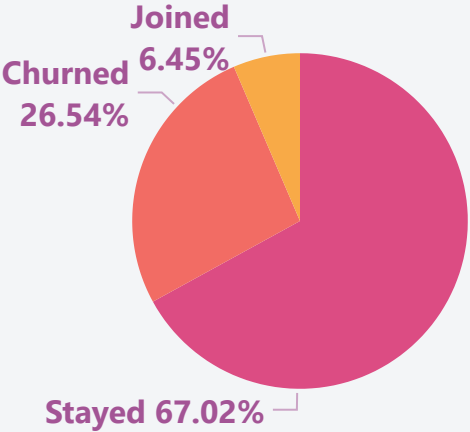
1869  
Total Churned Customers

Churned

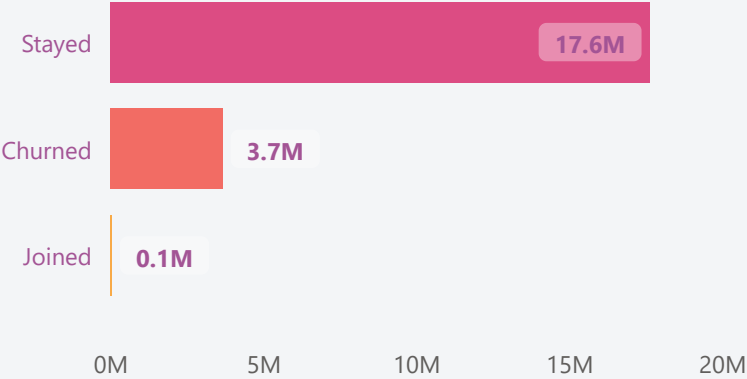
Joined

Stayed

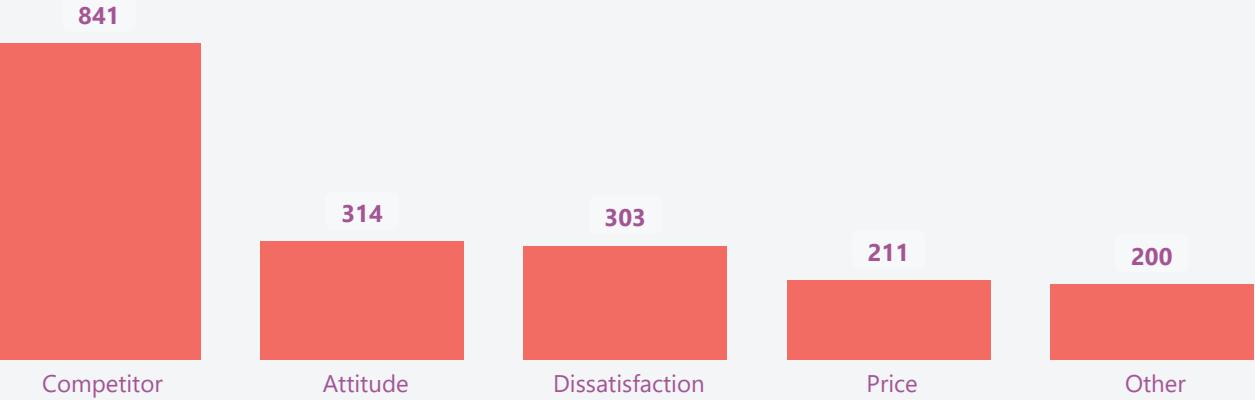
Customers Status



Total Revenue



Number of Churner in each Churn Category



Detail Churners Reasons

Churn Category	Count of CustomerID
Price	211
Other	200
Dissatisfaction	303
Competitor	841
Competitor offered more data	117
Competitor offered higher download speeds	100
Competitor made better offer	311
Competitor had better devices	313
Attitude	314
Attitude of support person	220
Attitude of service provider	94
Total	1869

Churn and Revenue

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