Telecom Customer Churn Analysis

26.54%
Customer Churn Rate

7043
# of Customers

3555
3488

5901 Non Senior
1142 Senior

Unmarried **3641**
Married **3402**

4933 Doesn't have Dependents
2110 Have Dependents

16.06M
Total Revenue

2.86M
Revenue Loss

32.37
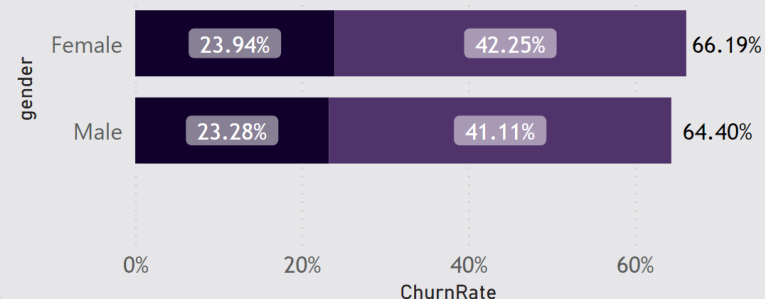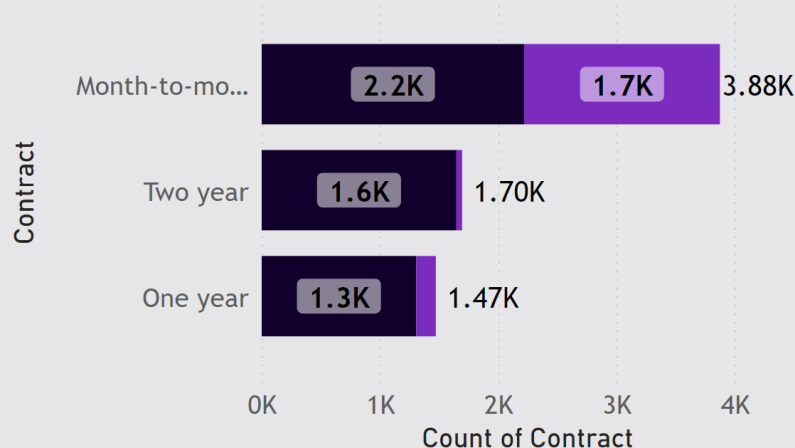Avg. of Tenure(in mon...

64.76
Avg. of Monthly Charg...

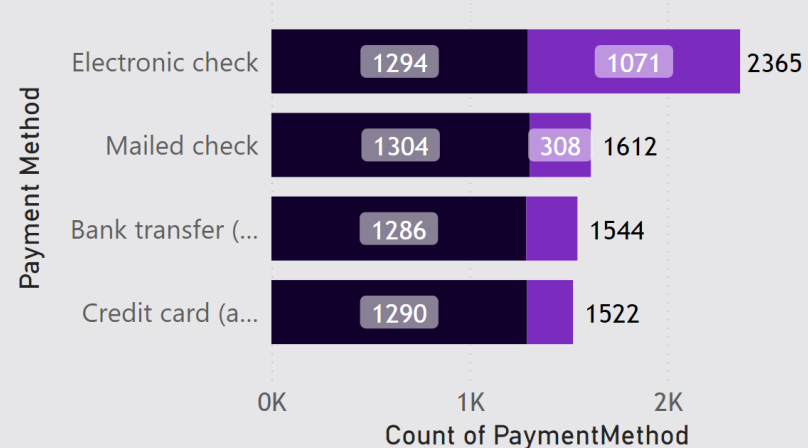## Churn Rate by Gender and Seniors

SeniorCitizen ● 0 ● 1

gender		
Female	23.94%	42.25% → 66.19%
Male	23.28%	41.11% → 64.40%

0%   20%   40%   60%
ChurnRate

Churn by Contract Type

Churn ● No ● Yes

Contract		
Month-to-mo...	2.2K	1.7K → 3.88K
Two year	1.6K	1.70K
One year	1.3K	1.47K

0K   1K   2K   3K   4K
Count of Contract

Churn by Payment Method

Churn ● No ● Yes

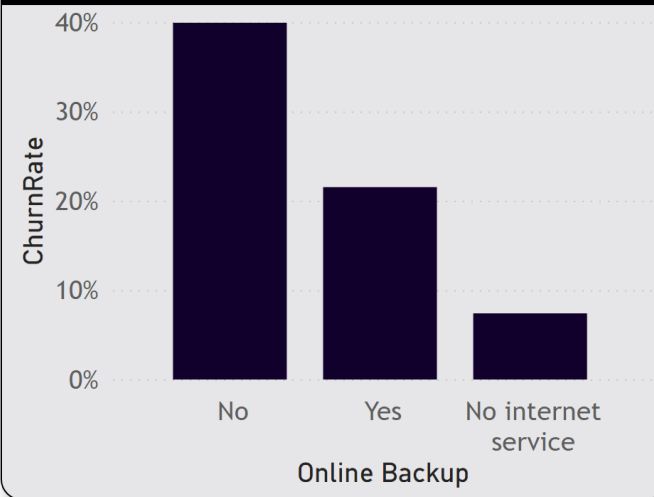| Payment Method		
Electronic check	1294	1071 → 2365
Mailed check	1304	308 → 1612
Bank transfer (...	1286	1544
Credit card (a...	1290	1522

0K   1K   2K
Count of PaymentMethod

Telecom Customer Churn Analysis

ChurnRate by Online Backup

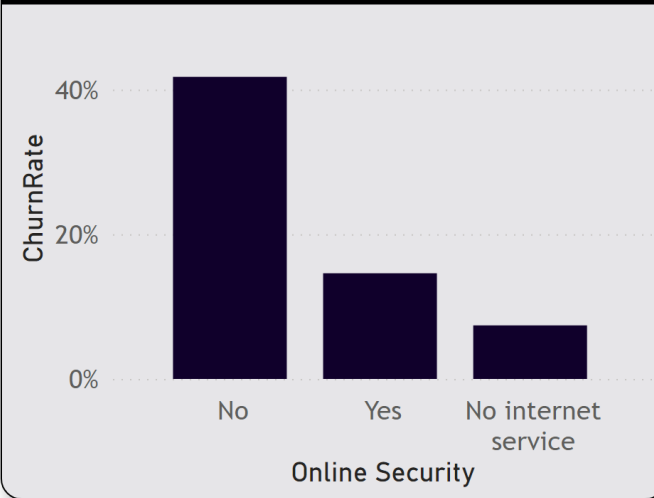Bar chart of ChurnRate by Online Backup. X-axis: No (~40%), Yes (~21%), No internet service (~7%). Y-axis: ChurnRate 0% to 40%.

ChurnRate by Device Protection

Bar chart of ChurnRate by Device Protection. X-axis: No (~39%), Yes (~22%), No internet service (~7%). Y-axis: ChurnRate 0% to 40%.

ChurnRate by Internet Service

Bar chart of ChurnRate by Internet Service. X-axis: Fiber optic (~42%), DSL (~19%), No (~7%). Y-axis: ChurnRate 0% to 40%.

ChurnRate by Online Security

Bar chart of ChurnRate by Online Security. X-axis: No (~42%), Yes (~14%), No internet service (~7%). Y-axis: ChurnRate 0% to 40%.

ChurnRate by Tech Support

Bar chart of ChurnRate by Tech Support. X-axis: No (~41%), Yes (~15%), No internet service (~7%). Y-axis: ChurnRate 0% to 40%.

Churn by Paperless Billing

Churn ●No ●Yes

Stacked bar chart of Churn by Paperless Billing. Yes: total 4171 (No 2.8K, Yes 1.4K). No: total 2872 (No 2.4K, Yes 0.5K). Y-axis: Count 0K to 4K.
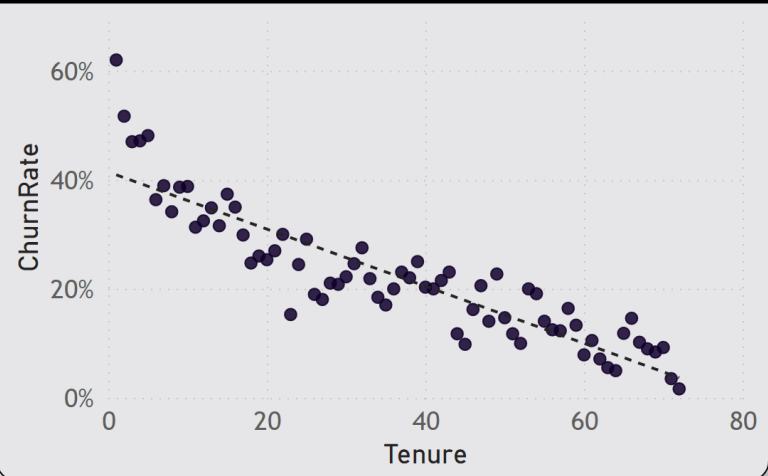
Telecom Customer Churn Analysis

Churn Rate by Tenure

Churn Rate by # of Tech Tickets

Data labels: 19.69%, 62.69%, 65.63%, 66.89%, 69.17%, 75.00%, 81.94%, 100.00%
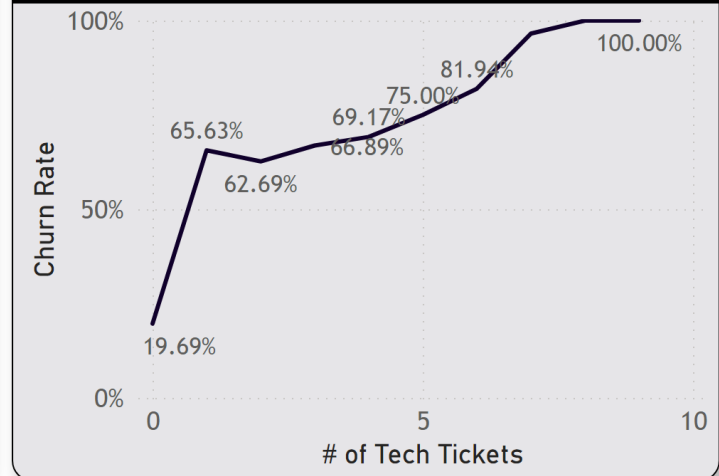
Churn Rate by Monthly Charges (bins)

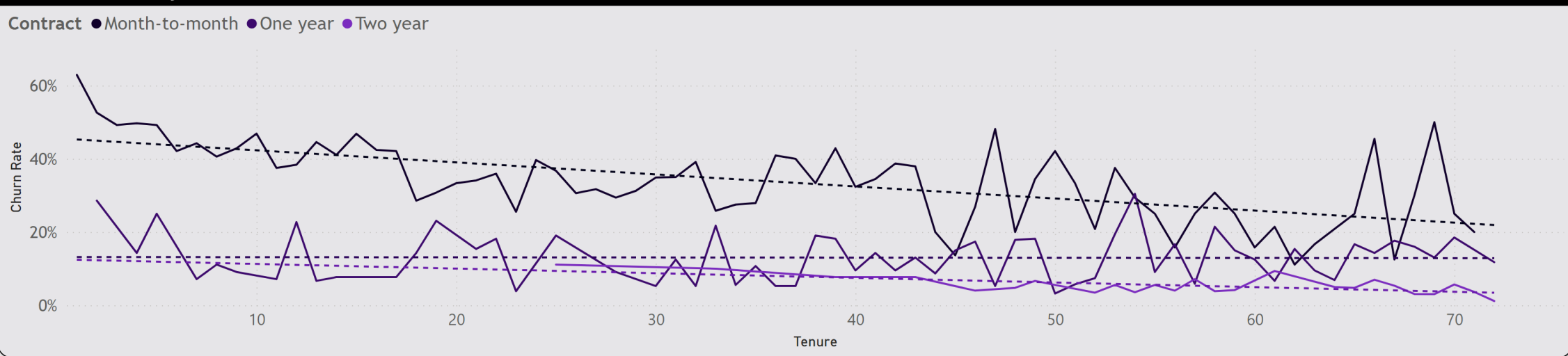

Data labels: 11.41%, 26.99%, 29.40%, 37.02%, 30.04%
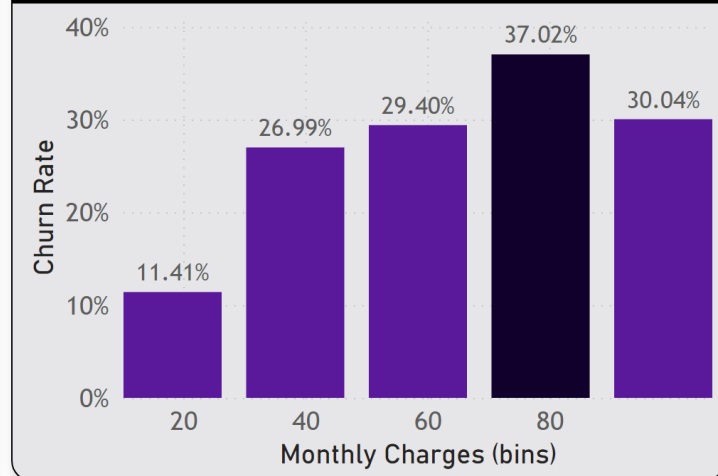
Churn Rate by Tenure and Contract

Contract ● Month-to-month ● One year ● Two year

Telecom Customer Churn Analysis

💡 Data-Driven Insights

1:- With 7043 unique consumers, the aggregate churn rate is 26.54%, with 3555 male customers and 3488 female customers. The turnover rate for older females was 42.25 percent. The significant churn rate among older females raises the possibility that this group may be having particular problems with the company's services or customer assistance.

2:- Customers on month-to-month contracts are more likely to churn than those on yearly contracts. This shows that when there is no commitment to stay, customers are more inclined to depart. Company should think about rewarding yearly contracts with lower costs or more services to lower the turnover rate.

3:- Customers that use fiber-optic internet are more likely to churn. This can be as a result of fiber optic service typically costing more than alternative options. Company should look into ways to lower the cost of their fibre optic services in order to lower the churn rate, such as by selling bundles with other services or implementing loyalty programmes.

4:- Customers who use electronic checks or mailed checks are more likely to churn than those who use other payment methods. Company should look into ways to make their payment process more convenient in order to lower the churn rate, such as by providing automatic payment options or permitting online payment.

5:- Customers are more likely to churn than those who do not have services like online security, online backup, device protection plans, and tech support plans. To entice users to sign up for these services, company should concentrate on promoting them and making them easily accessible to customers by offering discounts or including them in bundled packages..

6:- Customers who pay higher monthly charges are more likely to churn. This could be because they are dissatisfied with the services provided or are looking for cheaper alternatives. Using customer surveys and feedback mechanisms to gauge satisfaction levels and make necessary improvements.

7:- If a customer has registered more tech support tickets, they are more likely to leave. The technical staff should determine the primary reason for the complaints and try to raise the level of service.