Customer Churn and Online Streaming Revenue Analysis

Total Senior Citizens
1142

Sum of Total Charges
16.06M

Sum of Monthly Charges
456.12K

Churn based on gender
All ▾

Churn based on Online...
All ▾

Sum of TotalCharges by PaymentMethod

Sum of TotalCharges (y-axis): 4M, 2M

Values: 4.9M, 4.7M, 4.7M, 1.7M

PaymentMethod (x-axis): Electronic check, Bank transfer (automatic), Credit card (automatic), Mailed check
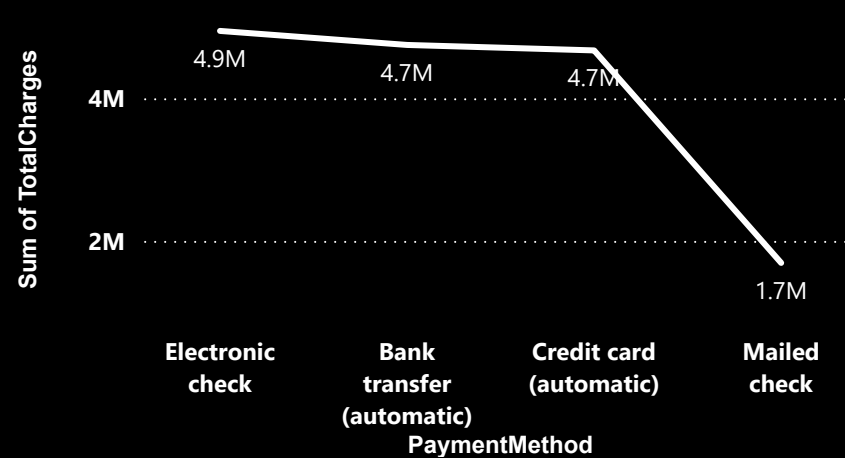
Sum of TotalCharges by StreamingMovies and StreamingTV

StreamingTV ● No ● No internet service ● Yes

StreamingMovies:
- Yes: 2.0M, 8.3M — 10.27M
- No: 2.9M, 1.9M — 4.77M
- No internet se...: 1.01M

Sum of TotalCharges (x-axis): 0M, 5M, 10M
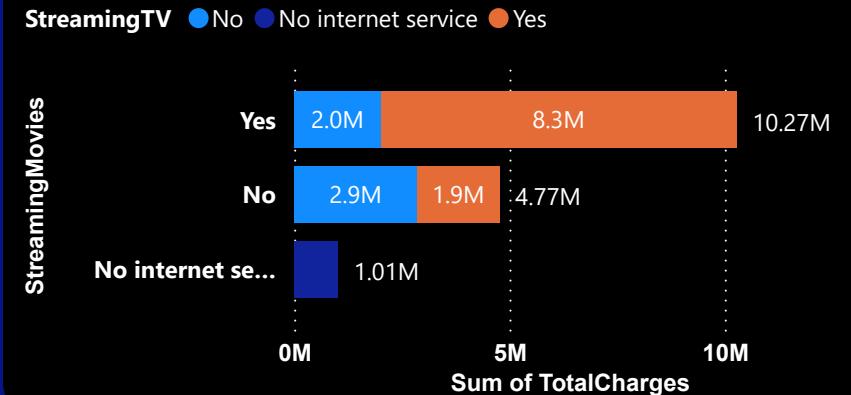
Sum of MonthlyCharges by StreamingMovies and StreamingTV

Pie chart values:
- 32.17K (7.05%)
- 59.33K (13.01%)
- 60.83K (13.34%)
- 180.88K (39.66%)
- 122.9K (26.95%)

StreamingMovies
- ● Yes
- ● No
- ● No internet serv...
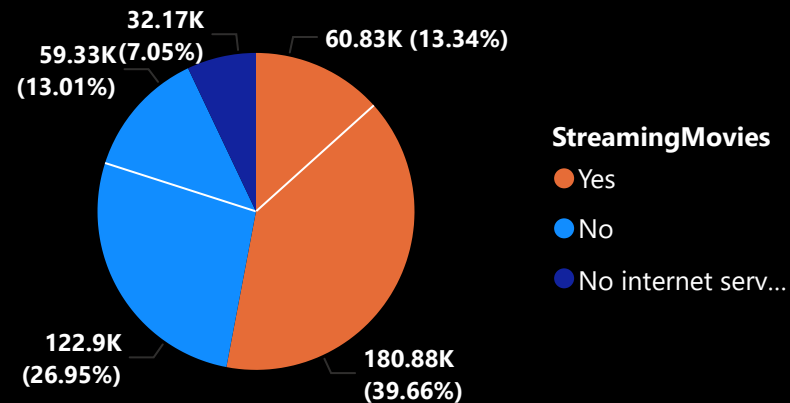
Sum of Senior Citizens with OnlineBackup and OnlineSecurity

OnlineSecurity ● No ● No internet service ● Yes

Sum of SeniorCitizen (y-axis): 100%, 50%, 0%

OnlineBackup (x-axis): No, Yes, No internet service
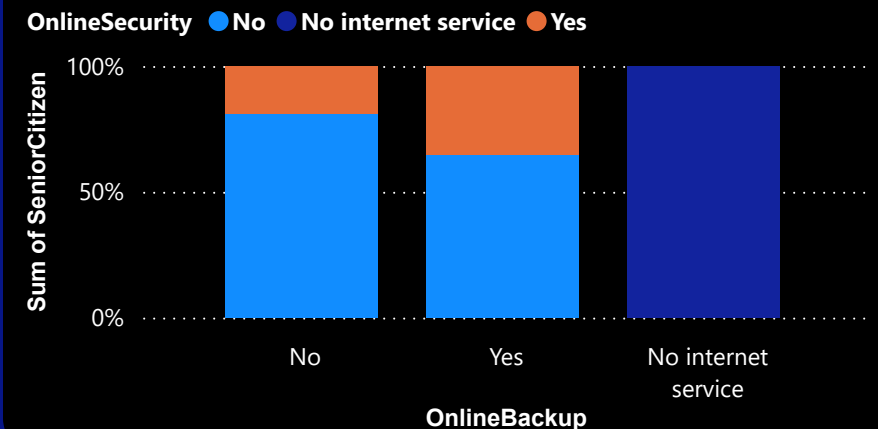
Customer Churn & Revenue Analysis for Streaming Services

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Business problem

- High Customer Churn rate is reducing revenue.

- Identifying key churn to suggest data driven solutions

- Goal – Improve customer retention and optimize revenue.

Dataset Details

- 1,000+ records from a streaming service provider

- 23 columns including customer demographics, contract details, and churn, subscription details and billing information.

- Key Fields - Contract, Internet Service, Payment method, Monthly charges, Churn, Tenture.

- Used Power BI to visualize churn trends, revenue and customer retention patterns.

Insights from Power BI Dashboard

Key Findings:-

- Churn is Highest in month to month contracts – suggesting to offer discounts to long term contracts.

- Customers paying through Electronic churn the most – Can be reduced by introducing discounts to credit card payments.

- Customers with high tech support churn more – can be reduced by implementing customer service response time.

- New customers who's tenture is less than 6 months have the highest churn – can be reduced by implementing onboarding support programs.

Data – Driven Business Solutions

Retention Strategy
- Targeting at risk customers with personalized retention offers can help in retaining churn.

Pricing and Billing Optimization
- By offering bundle discounts we can reduce churn which helps in maintaining churn and revenue.

Customer Experience Enhancement
- By Offering Better customer support to reduce tech issues.

Based on these findings the Business should introduce contract renewal discounts, focus on improving billing options and enhance customer support to reduce churn. These strategies will help to increase customer retention and revenue.

Business Impact and Return on Investment

If the Business can reduce churn by around 5% then we can estimate that a rise in revenue can be around 20% over the next year this can also help in reducing customer acquisition cost by 30% because retaining customers is easier than acquiring new ones.