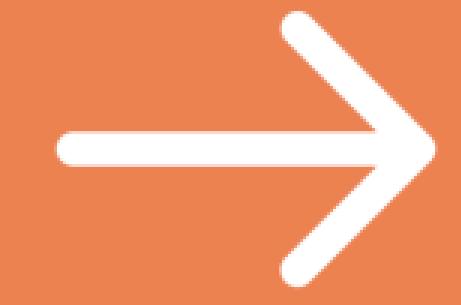


Customer Churn Analysis



Abdulrahman Khalifa
Data Engineer



Mohamed Roshdy
Data Engineer

TELECOM CHURN ANALYSIS OVERVIEW

OVERVIEW

CHURN ANALYSIS

Retention Analysis



Select all
churned
joined
stayed

Reset Filters

Total Revenue

21.37M

Total Refunds

13.82K

Total Charges

16.06M

Total Customers

7.04K

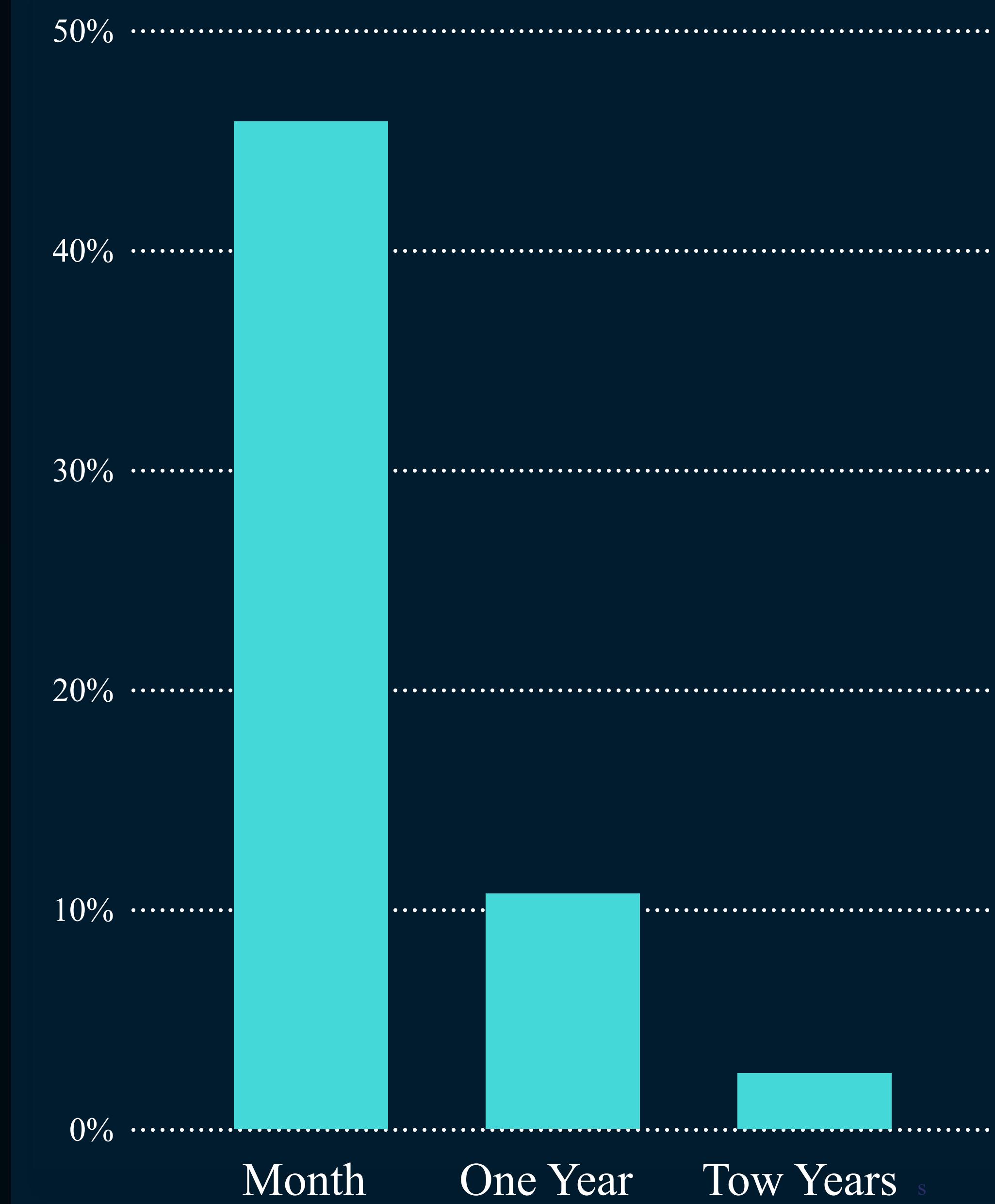
Churn Rate

26.54%

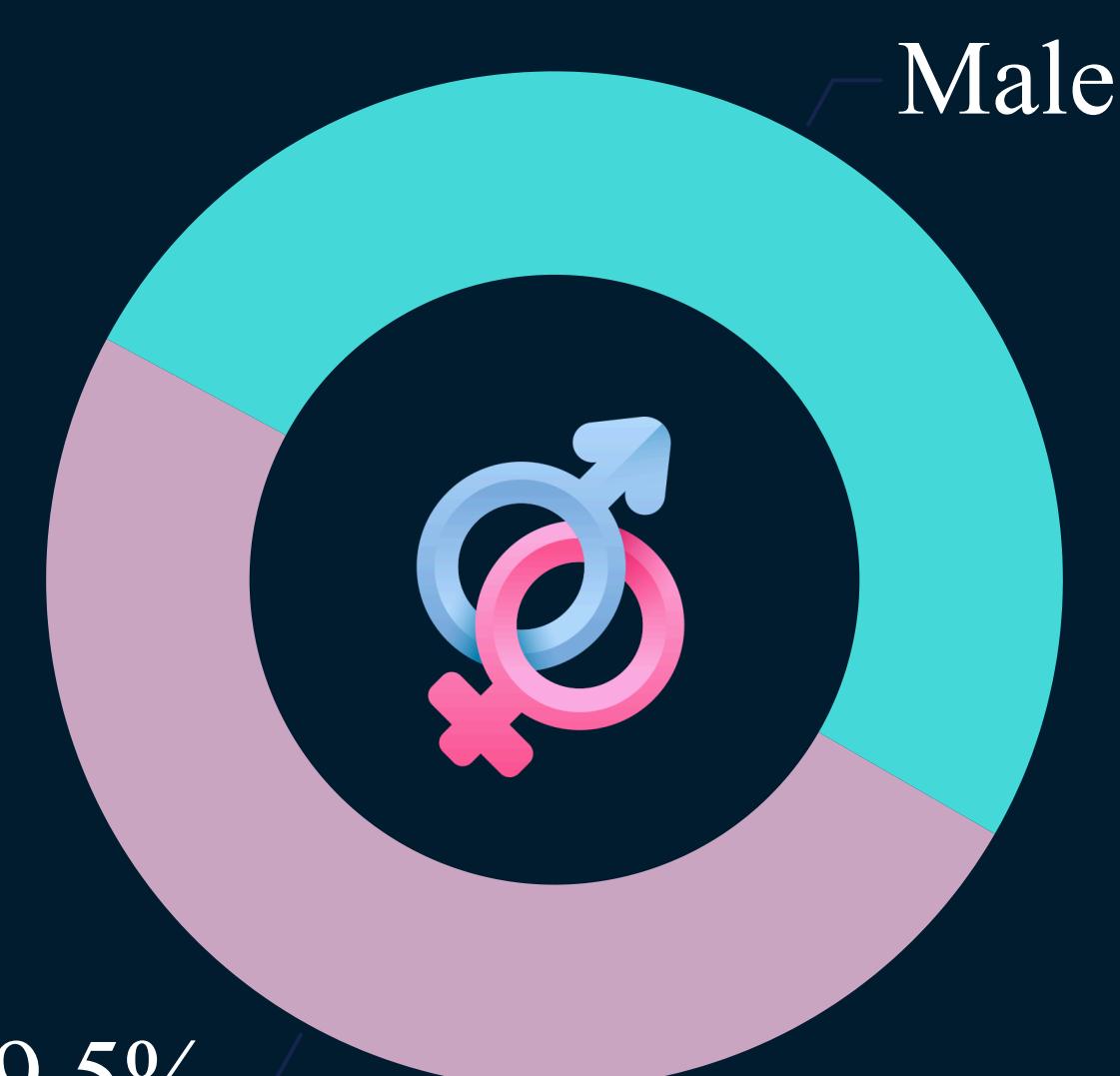
Joined Rate

6.45%

Churn Rate by contract Type



Total Customers by gender



Revenue Target



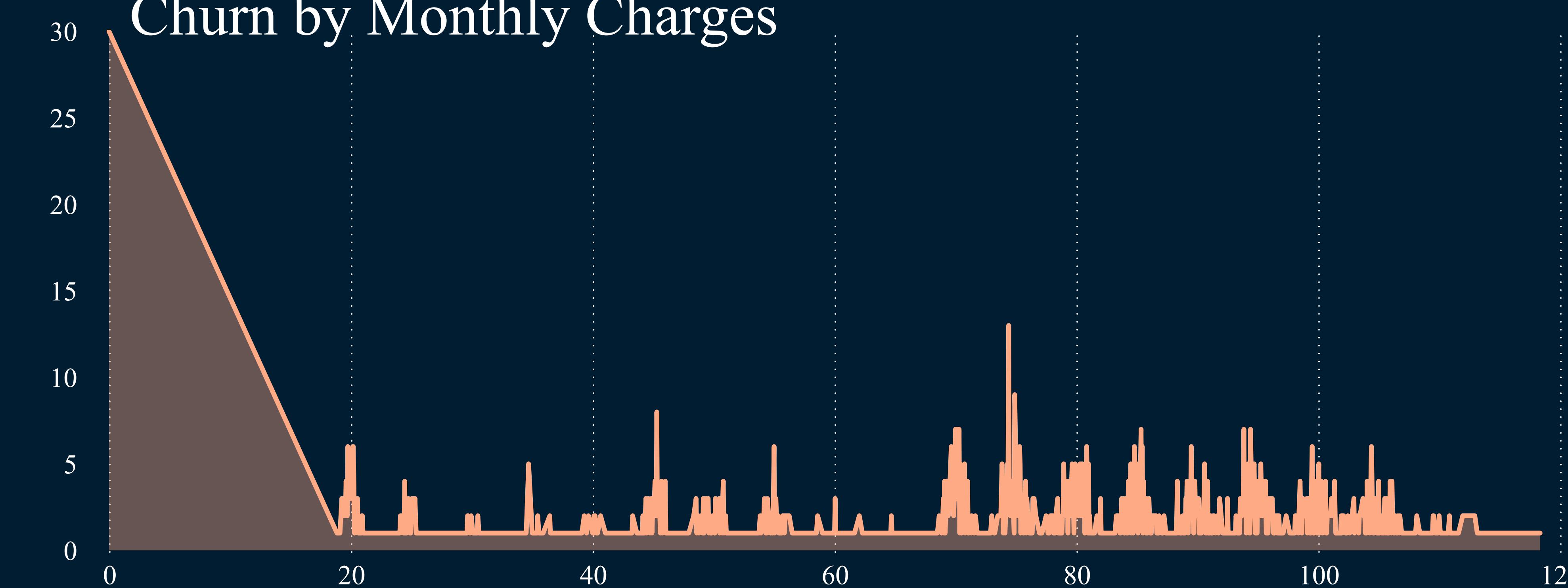


Reset Filters

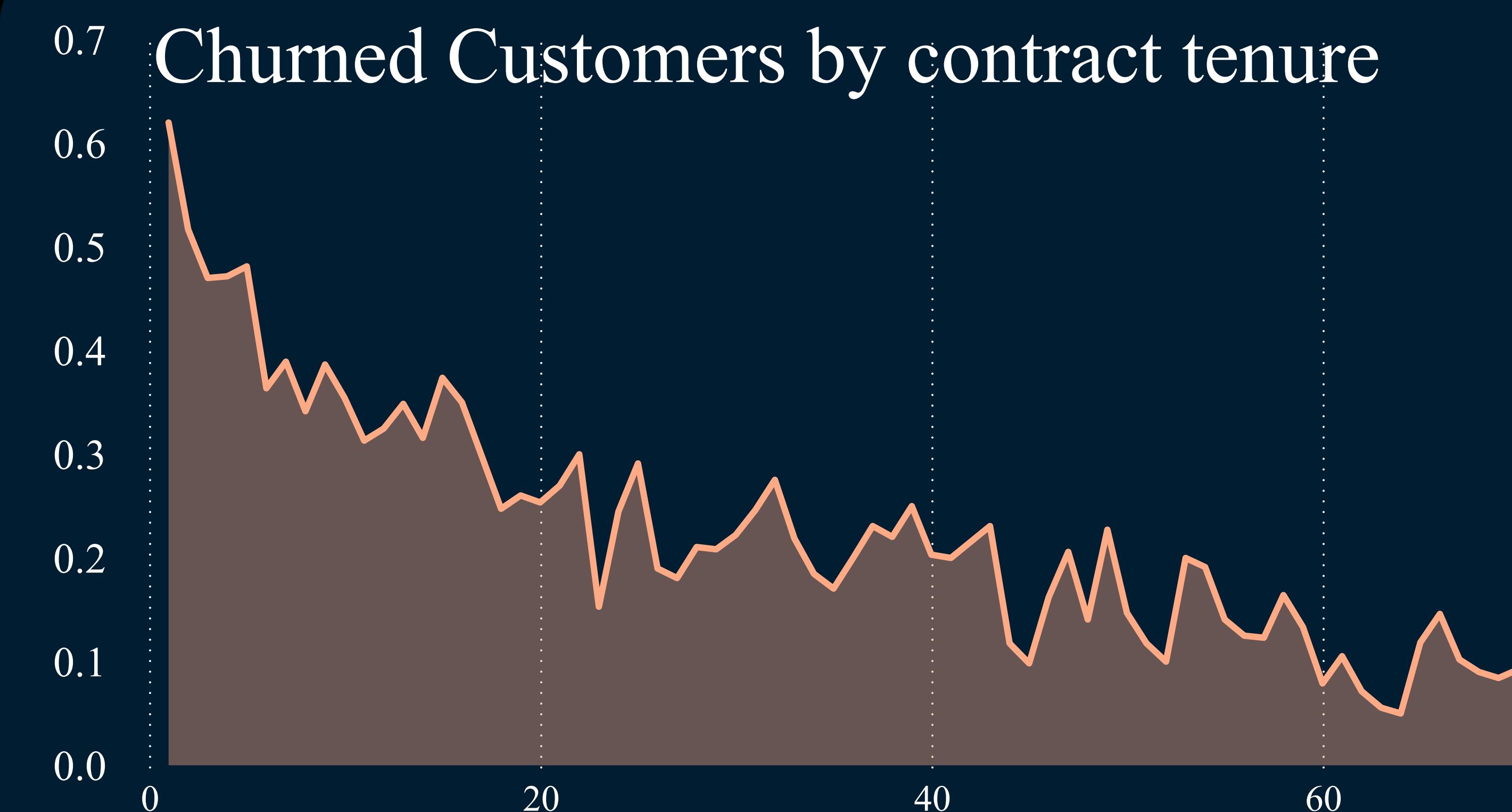
Churned Customers

1.87K

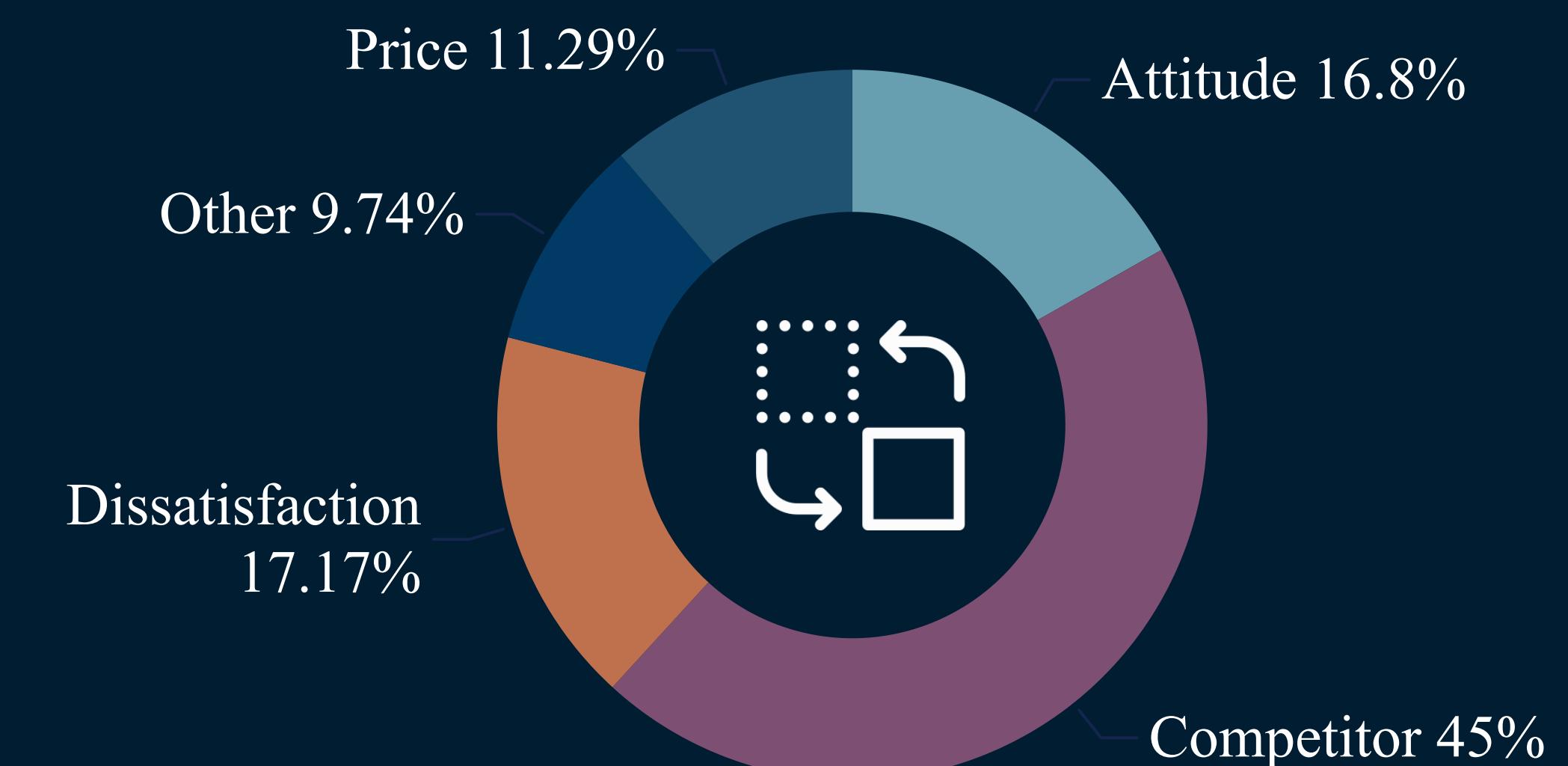
Churn by Monthly Charges



Churned Customers by contract tenure

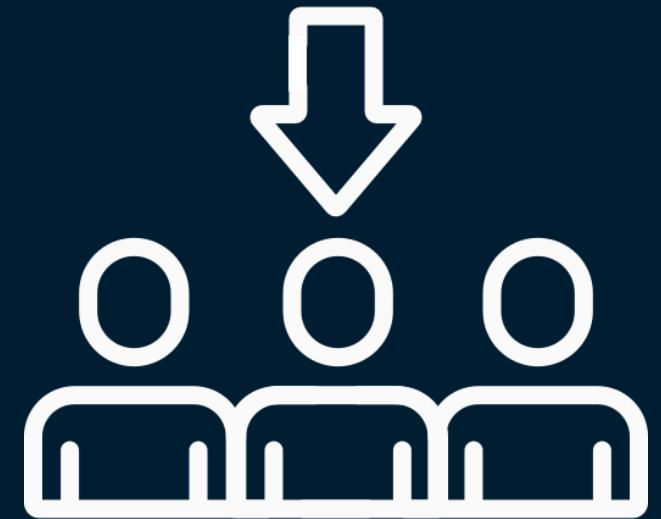


Churn by Reason



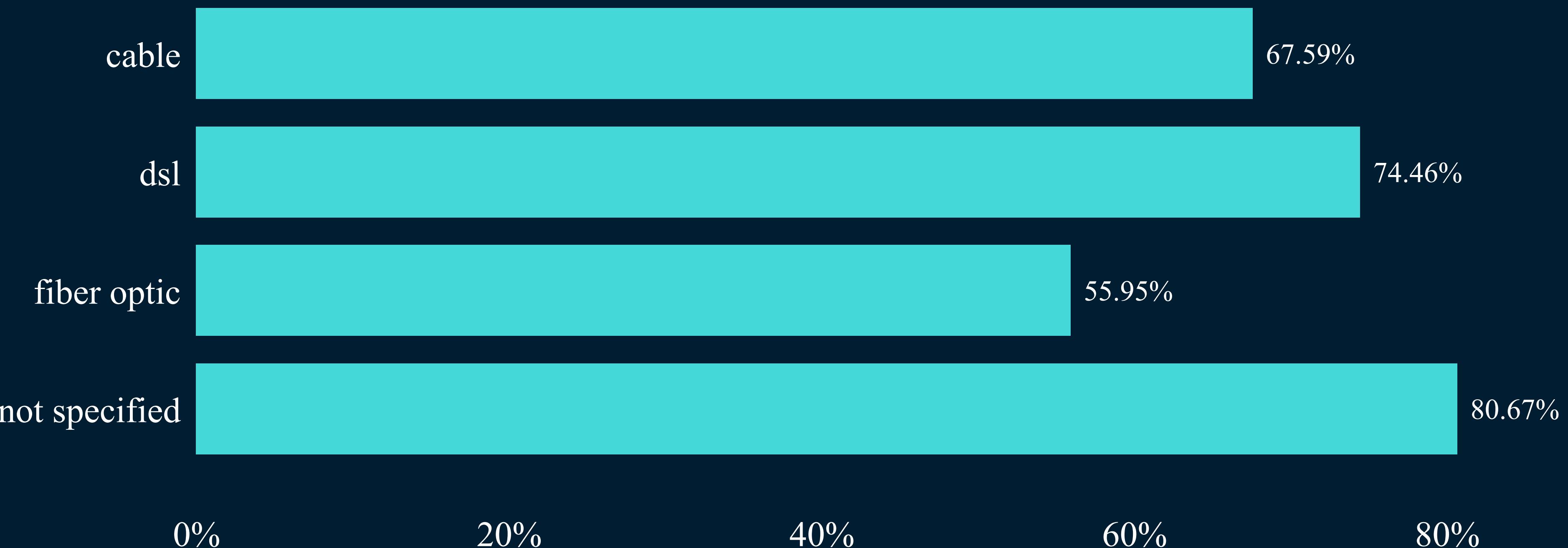
Retention Rate

67%

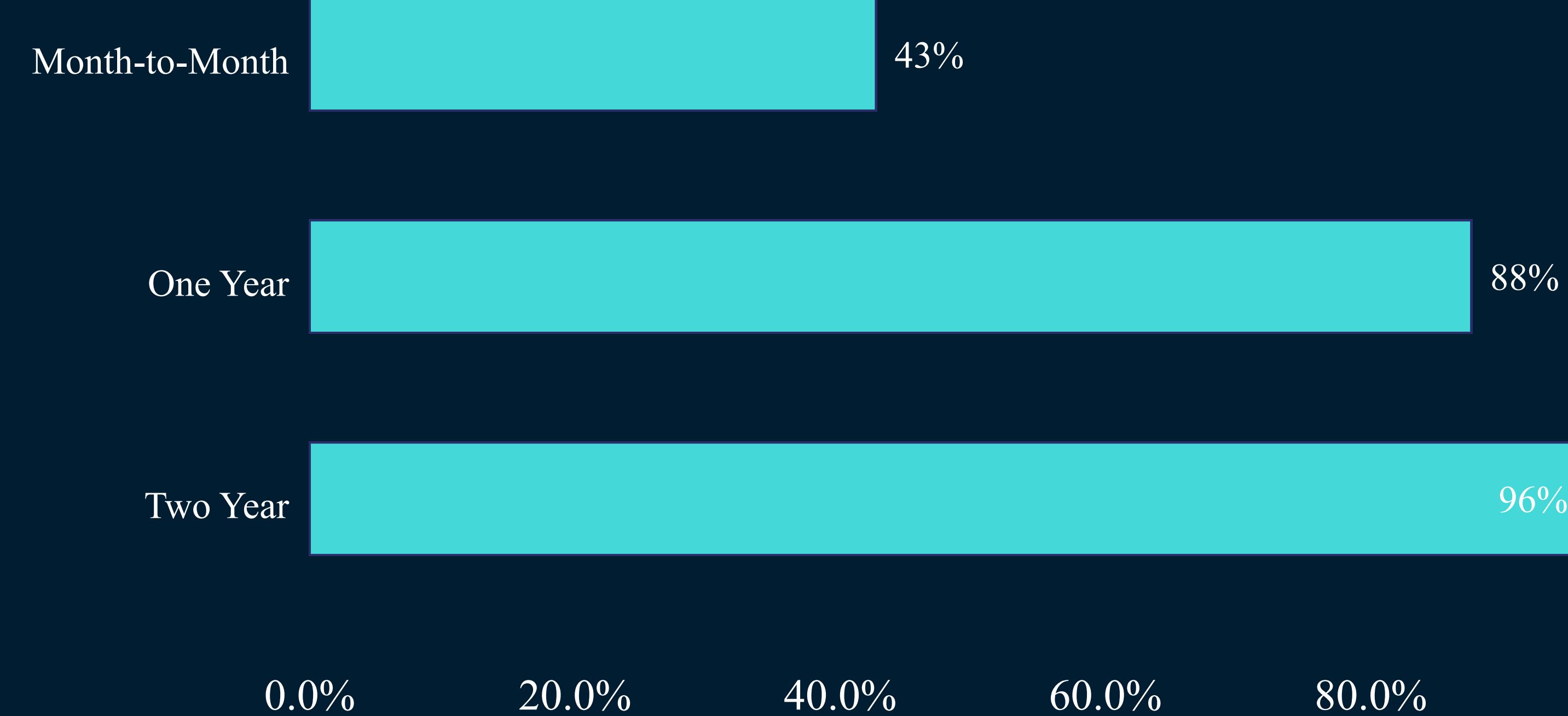


Reset Filters

Retention by Internet Service Type



Retention Rate by Contract Type



Retention Rate VS Churn Rate

