

Churn Dashboard



Churn
Dashboard

Demographics

Payments

Services

Insight &
Suggestion

Total Customer

7,043

Churned Customer

1,869

Churn Rate

26.5%

Total Revenue (Expected)

\$16.1M

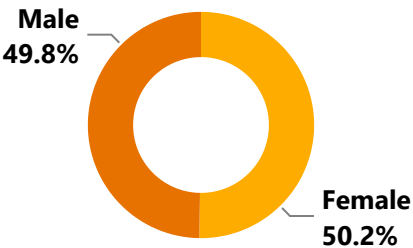
Total Loss

\$2.9M

Loss Rate

17.8%

Customer Demographics



36%

Has partner

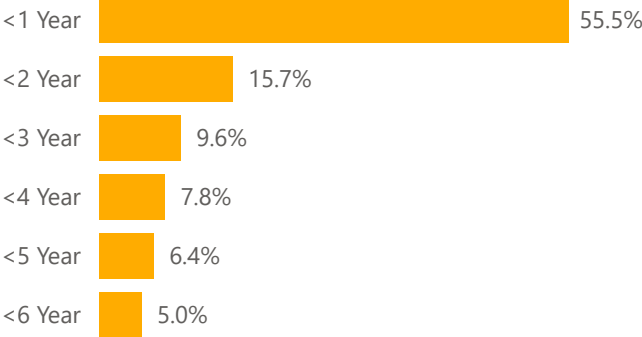
25%

Is senior

17%

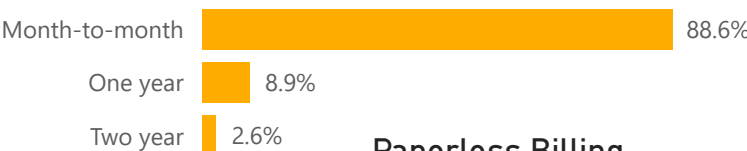
Has dependents

Churn by Tenure



Customer Account Information

Churn by Contract



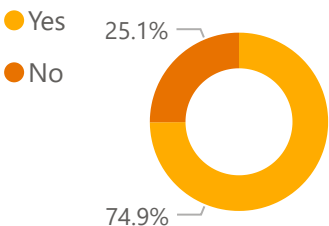
\$74

Avg Monthly Charge

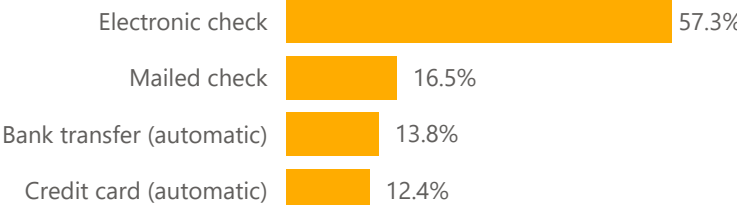
\$1,532

Avg Total Charge

Paperless Billing



Churn by PaymentMethod



Customer Services

91%

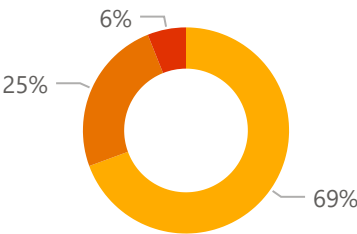
Has PhoneService

94%

Has InternetService

InternetService Type

Fiber optic DSL No



Among those with Internet

29%

Has DeviceProtection

17%

Has TechSupport

16%

Has OnlineSecurity

44%

Has StreamingMovies

44%

Has StreamingTV

28%

Has OnlineBackup

Demographics

← Dashboard

Distribution

Key Influencers

→ Payment

Insights

of Key influencers
that put customer at churn risk

The probability of Churn being 'Yes' increased the most (2.77 times) when Tenure(in year) was <1 Year. 3 other factors also influenced Churn to be 'Yes', explore them in the key influencers visual.

In summary, the top 3 key influencers indicating customers at risk of churn are:

1. Tenure of less than 1 year
2. Absence of dependents
3. Senior citizen status

where gender does not play a significant role in this context.

Key influencers

What influences Churn to be ?

When...

...the likelihood of Churn being Yes increases by

Tenure(in year) is <1 Year

2.77x

Dependents is No

2.02x

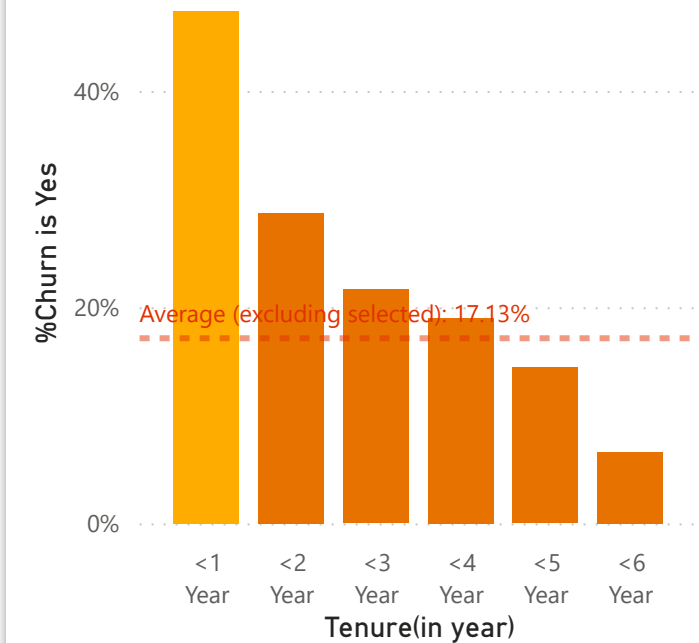
SeniorCitizen is Yes

1.77x

Partner is No

1.68x

← Churn is more likely to be Yes when Tenure(in year) is <1 Year than otherwise (on average).



☐ Only show values that are influencers

Payments

← Demographics

Distribution

Key influencers

→ Services

Insights

of Key influencers
that put customer at churn risk

In summary, the top 3 key influencers
indicating customers at risk of churn are:

1. Sum of Charge between 68.5 and 96.5
2. Payment method is electronic check
3. Paperless bill is yes

Key influencers

What influences Churn to be ?

When...

...the likelihood of Churn
being Yes increases by

Sum of TotalCharges is
68.45 - 96.45

2.90x

PaymentMethod is
Electronic check

2.65x

Sum of MonthlyCharges is
68.8 - 106.75

2.35x

PaperlessBilling is Yes

2.06x

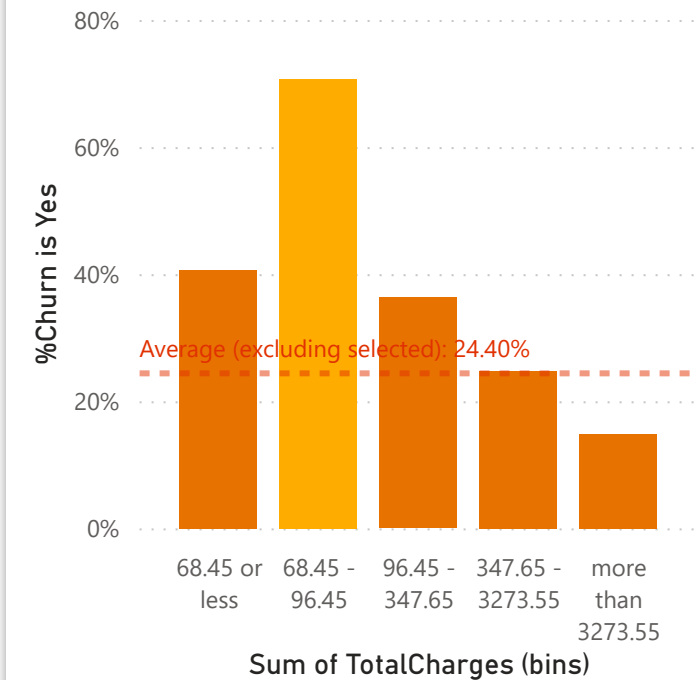
Sum of TotalCharges is
68.45 or less

1.60x

Sum of TotalCharges is
96.45 - 347.65

1.44x

← Churn is more likely to be Yes when Sum of TotalCharges is 68.45 - 96.45 than otherwise (on average).



☐ Only show values that are influencers

Insights

of Key influencers
that put customer at churn risk

In summary, the top 3 key influencers indicating customers at risk of churn are:

1. Month-to-month contract type
2. High number of opened TechTickets
3. InternetServices without Onlinesecurity, TechSupport, or OnlineBackup

Key influencers

What influences Churn to be ?

When...

...the likelihood of Churn being Yes increases by

Contract is Month-to-month

6.32x

Sum of numTechTickets goes up 1.25

4.02x

OnlineSecurity is No

3.63x

TechSupport is No

3.51x

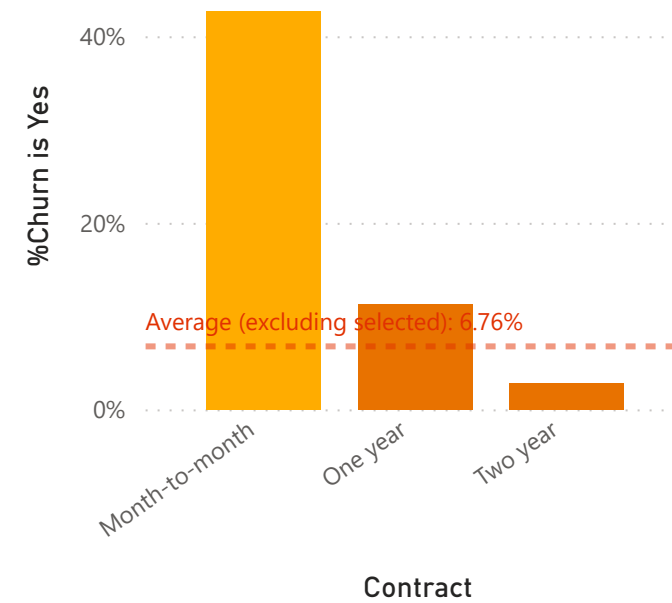
InternetService is Fiber optic

2.89x

OnlineBackup is No

2.48x

← Churn is more likely to be Yes when Contract is Month-to-month than otherwise (on average).



☐ Only show values that are influencers



KPIs

Key performance indicators indicating customers at risk of churn are:

- **Key influencers:** Month-to-month contracts and high tech tickets opened significantly impact churn.
- **Service gaps:** Non-subscription to internet (94%) and phone (91%) services, particularly Online Security and Tech Support.
- **Payment method:** Higher churn for customers with electronic check payments.
- **Demographics:** Higher churn for customers without dependents (2 times)

Customer Risk Analysis Insights and Suggestions

Insights:

Churn Overview:

The company experienced a total customer churn of 7,043, resulting in a churn rate of 26.5%. This slightly exceeds the industry average of <25%, leading to a total loss of \$2.9M, equivalent to a 17.8% loss rate compared to expected revenue.

Churn Key Influencers:

Churn probability spikes 6 times for customers signed up with a month-to-month contract type, and 4 times for having high number of opened Tech tickets.

Services, Payments, and Demographics

Regarding services, a considerable portion of churned customers did not subscribe to internet (94%) and phone (91%) services. Fiber optic internet service constitutes 69% of internet service churn, and the absence of Online Security and Tech Support in internet services stands out as a focal area.

In terms of payments, customers with monthly charges between \$70-95 exhibit the highest churn rates. Notably, electronic check payments have the highest churn (>1000), while automatic payment methods like bank transfer and credit card show low churn numbers.

Demographically, there is a higher churn probability for customers without dependents (2 times) and those with senior citizen status, while gender does not emerge as a significant factor.

Suggestions:

Contract promotion. Launch campaigns to promote yearly contracts with compelling deals to shift customers away from month-to-month subscriptions.

Ticket management. Implement focused strategies to significantly reduce the high tech ticket open rate from the current 74% to below 30%.

Service emphasis. Create targeted marketing events emphasizing the advantages of signing up services for phone and internet. In particular, highlight the benefits and value of Online Security and Tech Support.

Payment method optimization. Encourage customers to opt for automatic payments such as credit card and bank transfer. Streamline the electronic check payment process for enhanced convenience.

Give to gain. Provide discounts or special events/challenges to retain users without dependents and introduce family packages to attract customer with dependents and/or partners. Looking forward to discussing these insights in our next meeting.