

# 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

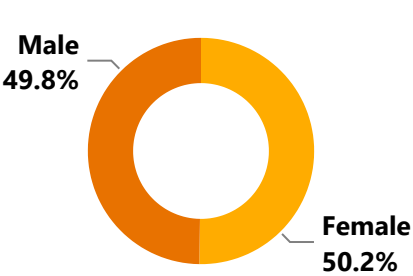
Total Loss

\$2.9M

Loss Rate

17.8%

## Customer Demographics



36%

Has partner

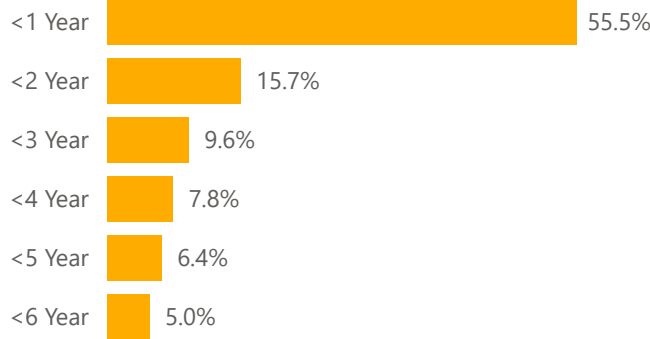
25%

Is senior

17%

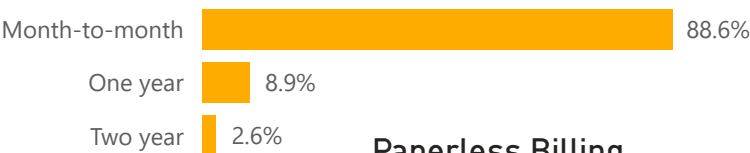
Has dependents

### Churn by Tenure



## Customer Account Information

### Churn by Contract



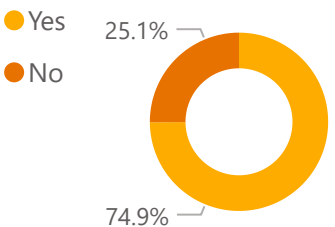
\$74

Avg Monthly Charge

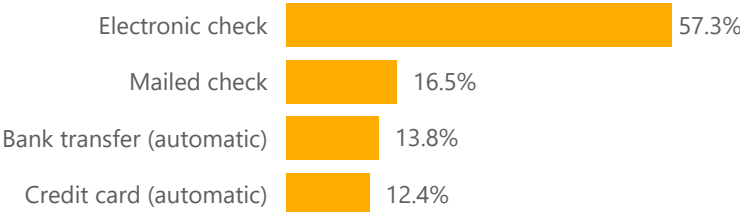
\$1,532

Avg Total Charge

### Paperless Billing



### Churn by PaymentMethod



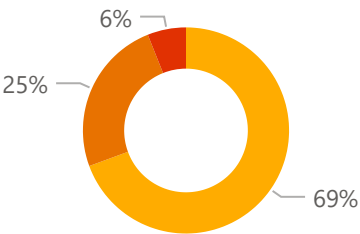
## Customer Services

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](#)

Total Customer

7,043

Churned Customer

1,869

Churn Rate

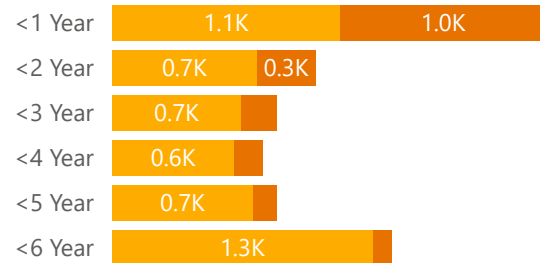
26.5%

Retain Rate

73.5%

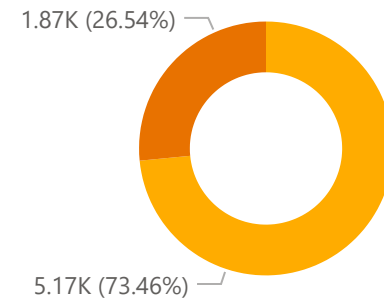
## Churn by Tenure (in Year)

Churn ● No ● Yes



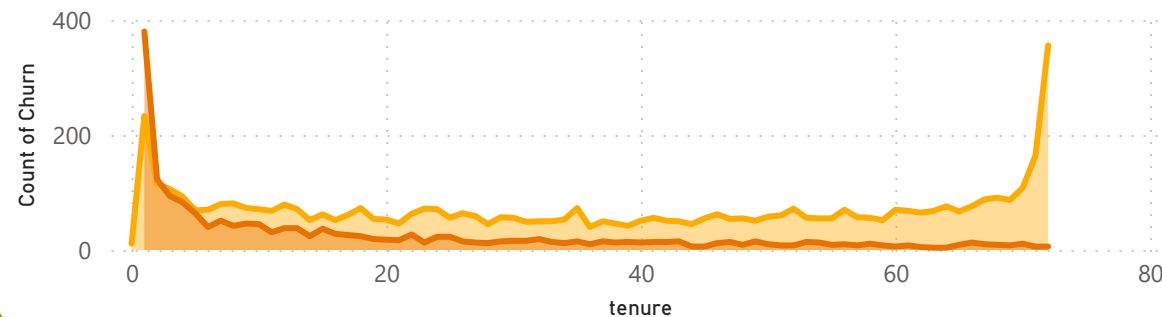
## Count of Churn

Churn ● No ● Yes



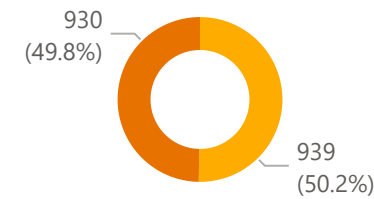
## Churn by Tenure (in Month)

Churn ● No ● Yes



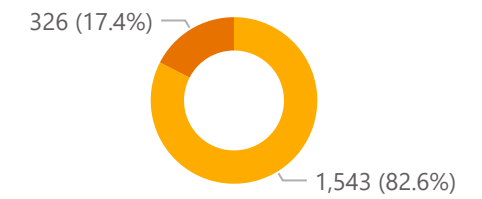
## Churn by Gender

● Female ● Male



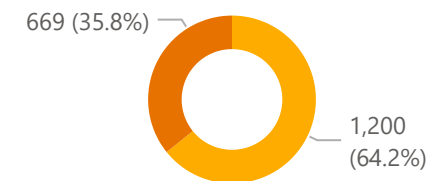
## Churn by Dependents

● No ● Yes



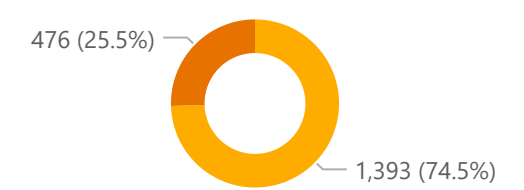
## Churn by Partner

● No ● Yes



## Churn by SeniorCitizen

● No ● Yes



# Payments

← Demographics

**Distribution**

Key influencers

→ Services

Total Customer

7,043

Churned Customer

1,869

Churn Rate

26.5%

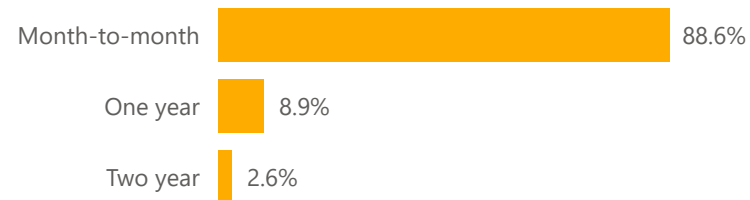
Avg Monthly Charge

\$74.4

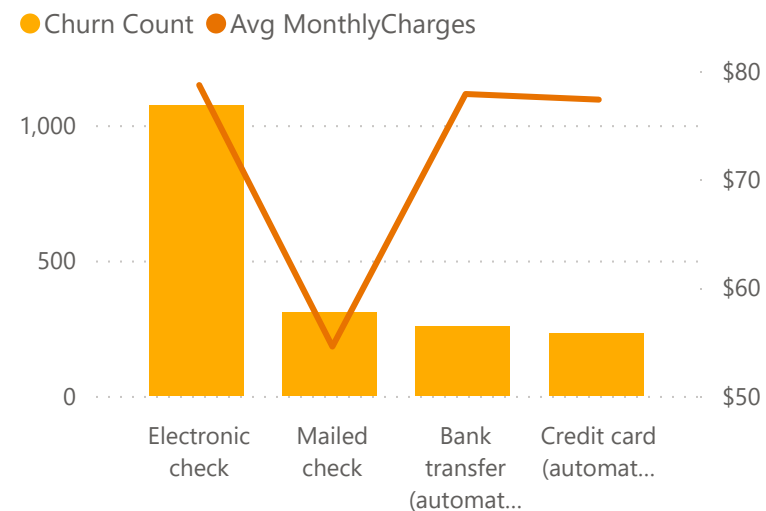
Avg Total Charge

\$1,532

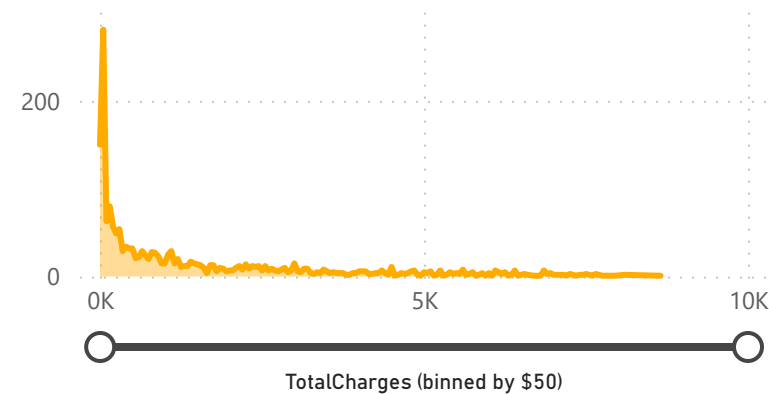
## Churn by Contract



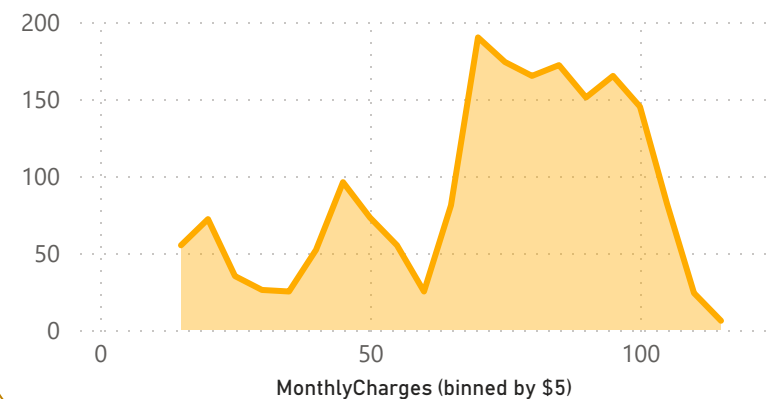
## Churn by PaymentMethod



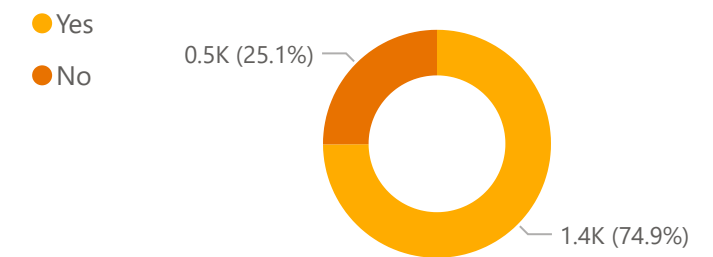
## Churn by TotalCharges



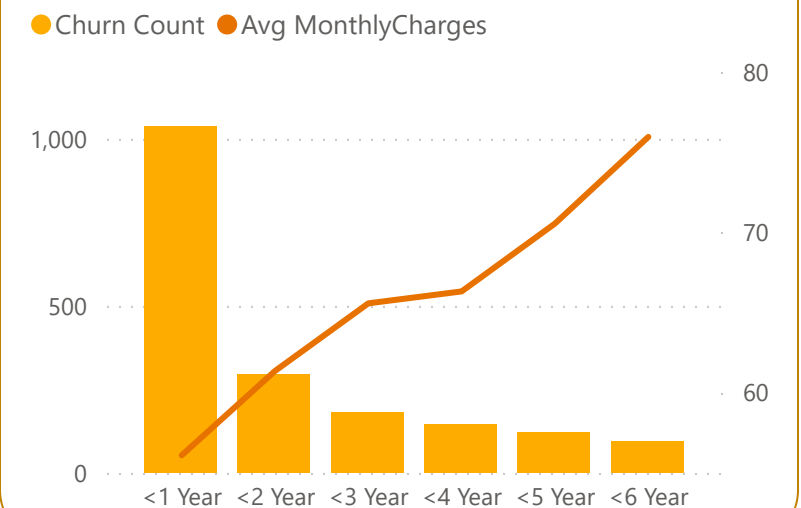
## Churn by MonthlyCharges



## Churn by PaperlessBilling



## Churn by Tenure



# Services

← Payments

**Distribution**

Key Influencers

→ Insights

Admin Open Tickets

885

Tech Open Tickets

2,173

Admin Open Tickets %

24.4%

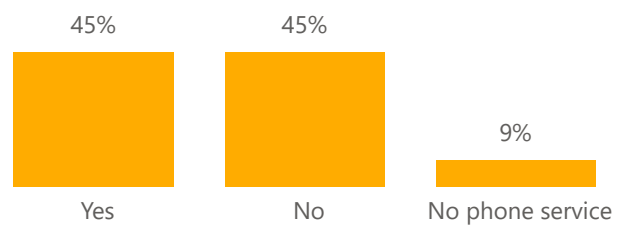
Tech Open Tickets %

73.5%

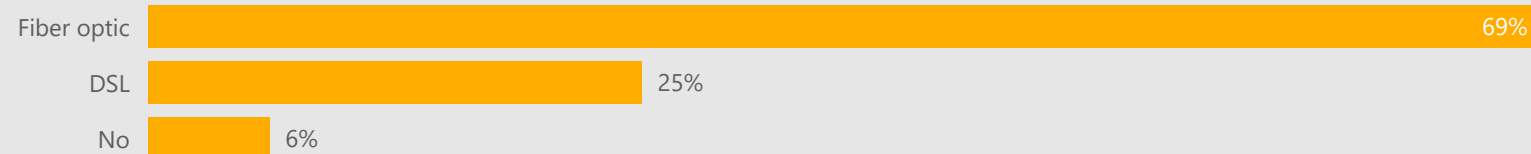
## Churn by PhoneService



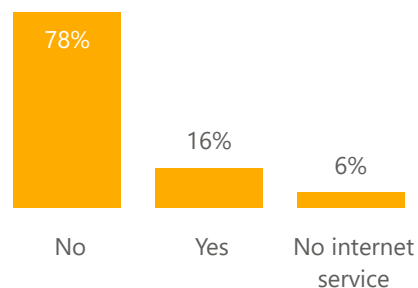
## MultipleLines



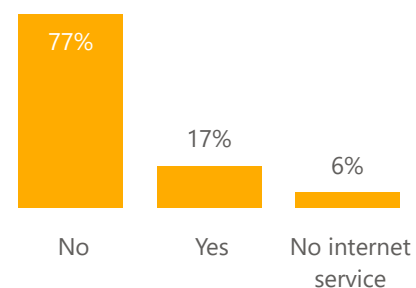
## Churn by InternetService



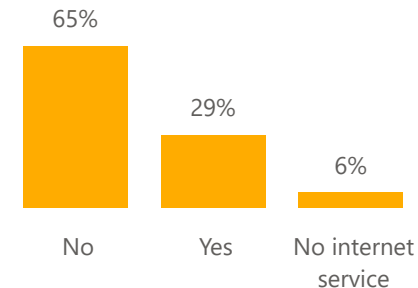
## OnlineSecurity



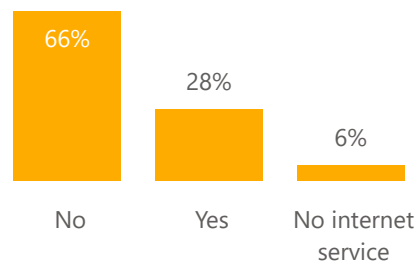
## TechSupport



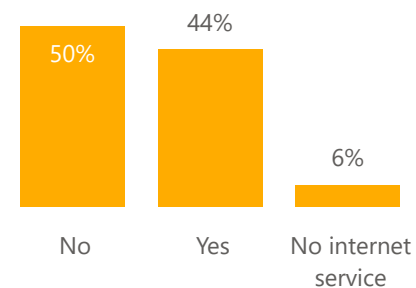
## DeviceProtection



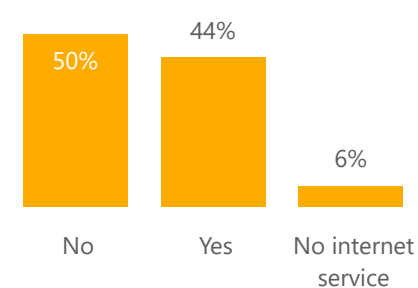
## OnlineBackup



## StreamingMovies



## StreamingTV





## 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.