CHURN ANALYSIS DASHBOARD

Contract : All

gender : All

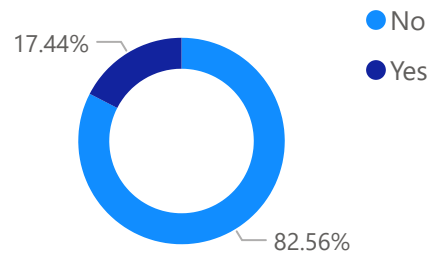| Total Customers	Senior citizen churn Rate	Churn rate	Customers churned
7043	**25.47%**	**26.54%**	**1869**

EXECUTIVE SUMMARY
- Churn rate is **lower** on dependents, partners and also senior customers but equally in both genders
- Customers with **short term contracts, paying through electronic checks** churn more this could be caused to lack of commitment and payment-related friction respectively
- **SUGESSITIONS:** We should target more young customers and improve payment methods especially electronic check
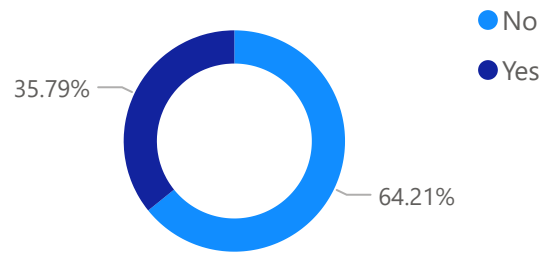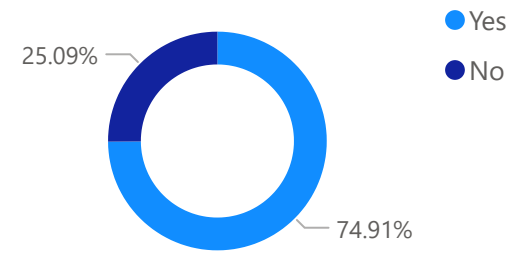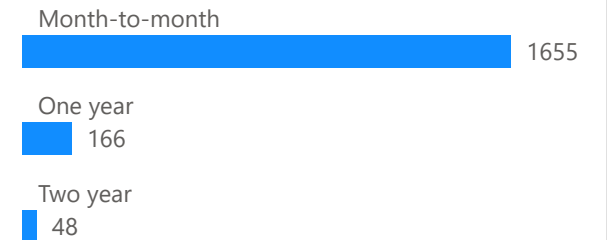
Demographics

Churn by dependency
- No: 82.56%
- Yes: 17.44%

Customers with no partners churn more
- No: 64.21%
- Yes: 35.79%

Both Genders churn at the same rate

Churn ✕ 💡 gender

- Customers 7043
- No 5174
- Yes 1869
- Female 939
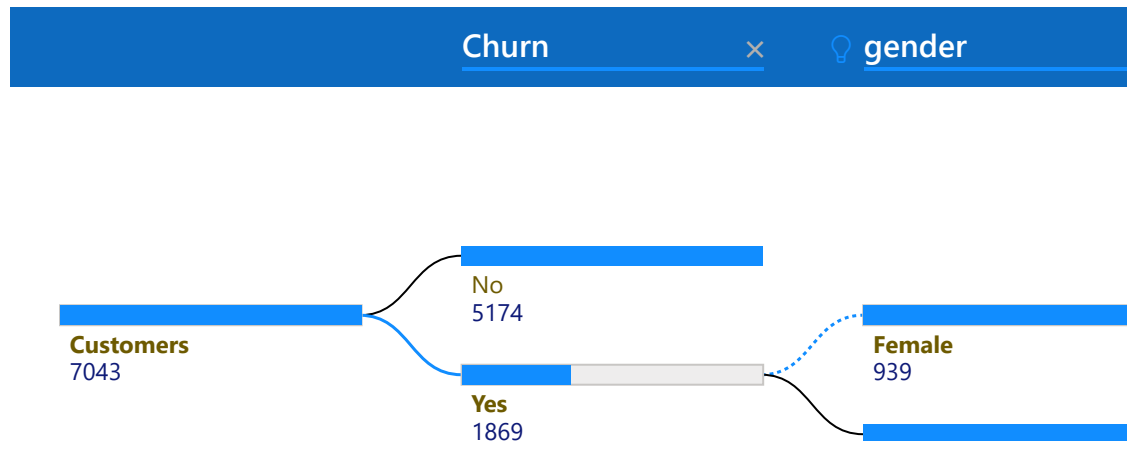
CUSTOMER ACCOUNT INFORMATION

Paperless billing customers churn more
- Yes: 74.91%
- No: 25.09%

Customers with short term contracts churn at significant rate
Month-to-month	1655
One year	166
Two year	48

Customer churn by payment method
Electronic check	1071
Mailed check	308
Automatic Bamk transfer	258
Automatic Credit Card	232

CHURN ANALYSIS DASHBOARD

Yearly charges
16.06M

Monthly charges
456.12K

Monthly revenue lost
139.13K

EXECUTIVE SUMMARY

- Customers that subscribe the services for less than one year **churn at a significant rate** compared to others this may be due to unmet expectations
- Customers using fiber optic internet service and higher average monthly charges exhibit **higher churn rates** compared to other connection types this could be the result of quality issues or pricing concerns(sensitivity)
- Customers with higher number of technical support tickets are more likely to churn this may be due to experiencing recurring problems
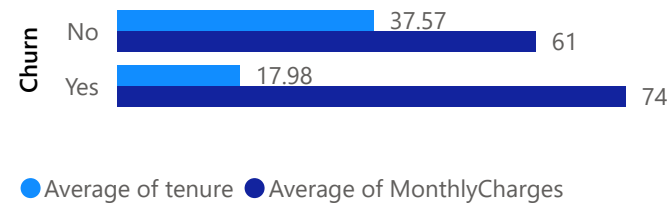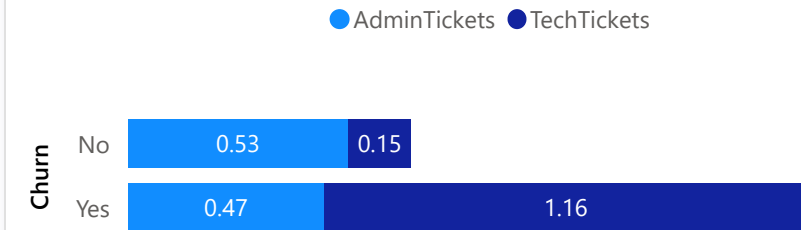
SERVICES REGISTERED

Churn rate by internet type is most

InternetService	Percent
Fiber optic	69.40%
DSL	24.56%
No	6.05%
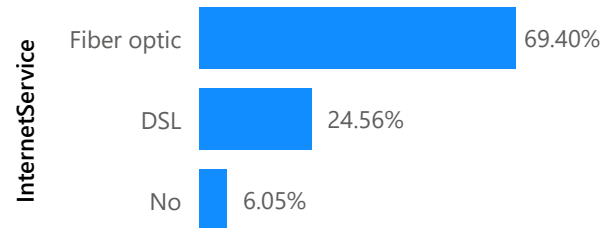
USAGE INSIGHTS

Customer churn by average tenure and monthly charges

Churn
- No: 37.57 / 61
- Yes: 17.98 / 74

● Average of tenure ● Average of MonthlyCharges

SUPPORT TICKET INSIGHTS

Tech tickets are the most cause of churn on customers

● AdminTickets ● TechTickets

Churn
- No: 0.53 / 0.15
- Yes: 0.47 / 1.16

Churn Rate by Registered services

Services Registered	Percent ▼
Phone services	90.09%
Streaming movies	43.77%
Streaming TV	43.55%
Device protection services	29.16%
Online backup services	27.98%
Tech support	16.39%
Online security services	15.78%

Customer churn by subscription years

Subscription	Count
<1year	1037
<2years	294
<3years	180
<4Years	145
<5years	120
<6years	93
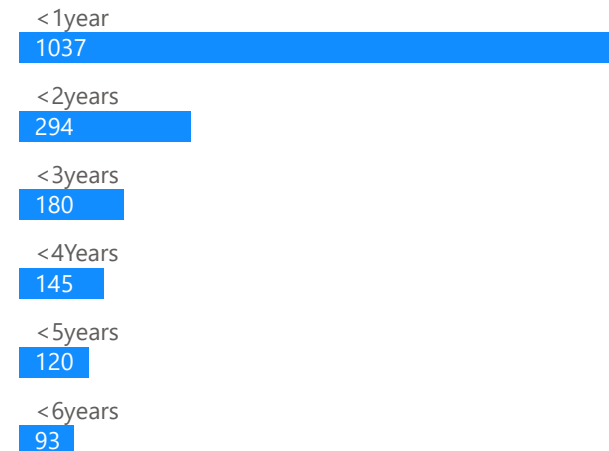
Churn rates by Admin and Tech tickets

TechTickets	0	1	2	3	4	5	Total
0	20.14%	15.58%	18.36%	17.86%	16.51%	19.50%	**19.69%**
1	64.39%	60.00%	72.22%	60.00%	80.00%	76.92%	**65.63%**
2	63.10%	62.50%	100.00%	72.73%	33.33%	50.00%	**62.69%**
3	65.38%	71.43%	50.00%	100.00%	100.00%	83.33%	**66.89%**
4	73.45%	100.00%	33.33%	50.00%	100.00%	30.00%	**69.17%**
5	78.79%	100.00%	60.00%	50.00%	50.00%	40.00%	**75.00%**
6	82.54%	50.00%		100.00%	100.00%		**81.94%**
7	95.45%		100.00%	100.00%		100.00%	**96.55%**
8	100.00%		100.00%				**100.00%**
9	100.00%						**100.00%**
Total	**27.06%**	**21.08%**	**25.51%**	**25.57%**	**20.61%**	**26.53%**	**26.54%**

CHURN PREDICTION MODEL

Subscription
1 — 6

Dependents All

gender All

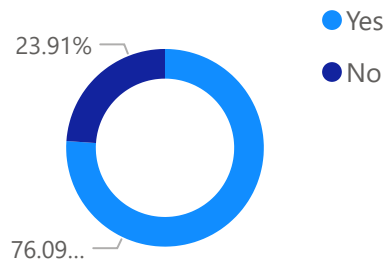| Predicted chuners	Predicted churn rates	Predicted female churners	Predicted male churners
1740	**24.71%**	**865**	**875**

EXECUTIVE SUMMARY

- The model predicted 70% of customer churn before they churned and identified 5 influential drivers Technical support tickets, Tenure(subscription time), Total charges, Monthly charges ,Contract.
- **SUGGESTIONS:** If we shall address these key factors then most likely churn rates will be reduced
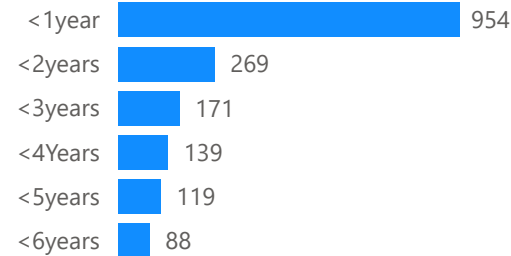
Predicted churn by paperless billing

- Yes
- No

23.91%
76.09...

Predicted Churners by partner

- No
- Yes

36.2...
63.74%
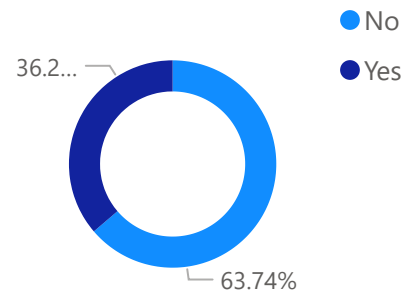
The model predicted most churn occurs within the first year of service

Period	Value
<1year	954
<2years	269
<3years	171
<4Years	139
<5years	119
<6years	88

CUSTOMERS LIKELY TO CHURN

customerID	Monthly Charges	Total Charges	Tenure
0004-TLHLJ	74	281	<1year
0011-IGKFF	98	1238	<2years
0013-EXCHZ	84	267	<1year
0022-TCJCI	63	2792	<4Years
0023-HGHWL	25	25	<1year
0023-XUOPT	94	1216	<2years
0031-PVLZI	20	76	<1year
0032-PGELS	31	31	<1year
0067-DKWBL	49	91	<1year
0093-XWZFY	105	4037	<4Years
0094-OIFMO	95	1120	<1year
0107-YHINA	100	100	<1year
0112-QWPNC	84	4059	<5years
0115-TFERT	111	2317	<2years
0117-LFRMW	40	1449	<4Years
0122-OAHPZ	74	511	<1year
0125-LZQXK	101	1554	<2years
0133-BMFZO	86	182	<1year
0135-NMXAP	90	1052	<1year
0137-OCGAB	80	80	<1year
Total	**131476**	**2744713**	

Top predictors for customer churns

Predictor	Value
Number of Tech-tickets	16.22%
Tenure	14.34%
Total Charges	14.29%
Monthly Charges	13.54%
Contract	7.00%
Online Security	4.91%
Payment Method	3.95%