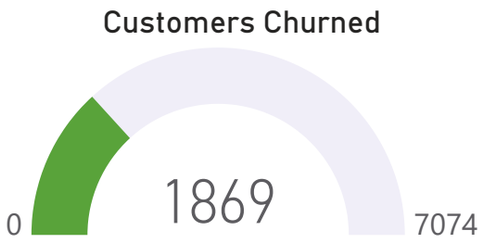
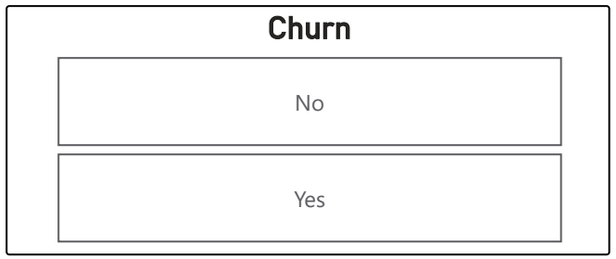
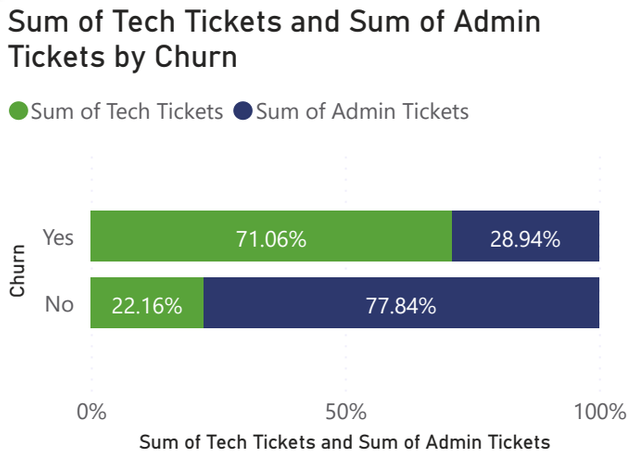
Customer Retention

Customer demographics and insights.







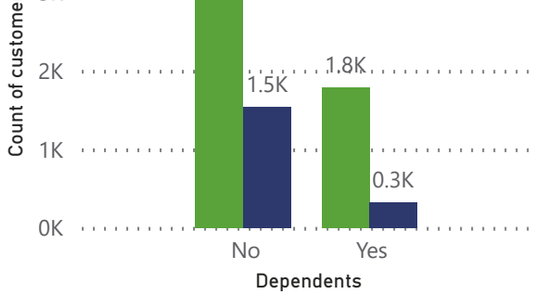
64.76

Average Monthly Charges

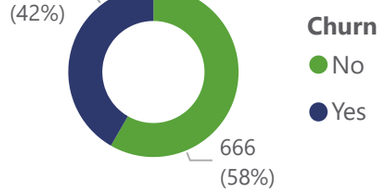
7043

Number of Customers

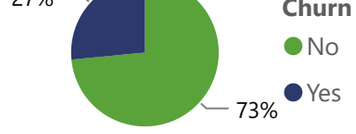
Count of customer by Dependents and Churn



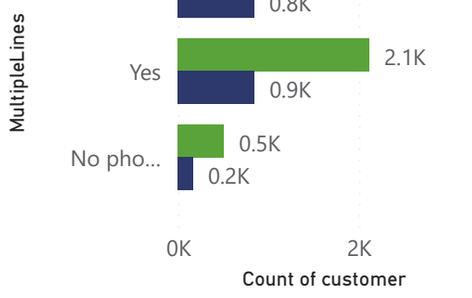
Sum of SeniorCitizen by Churn



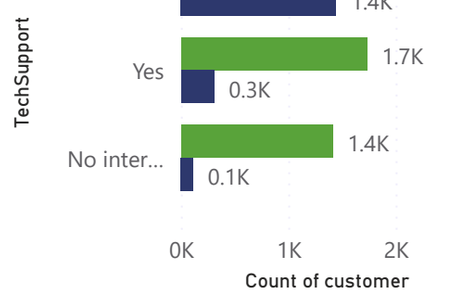
Count of Churn by Churn



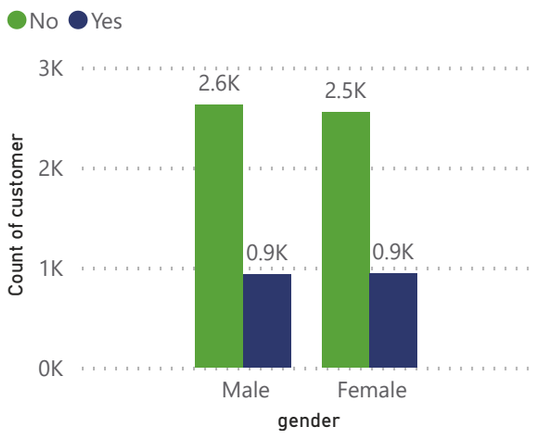
Count of customer by MultipleLines and Churn



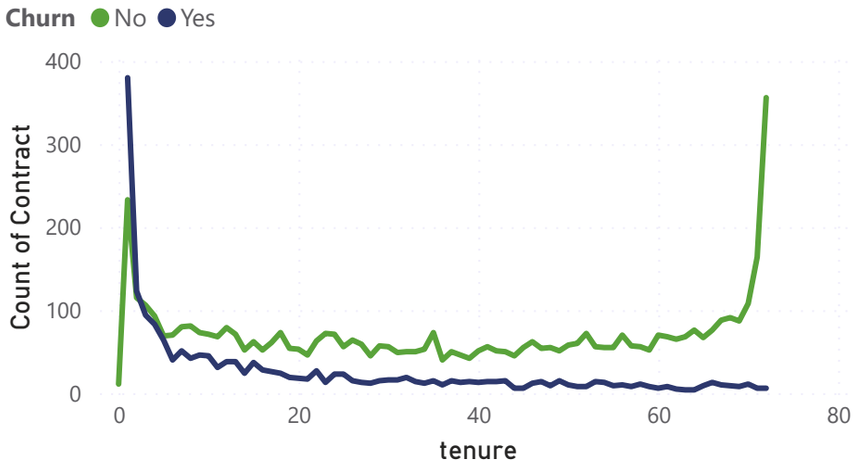
Count of customer by TechSupport and Churn



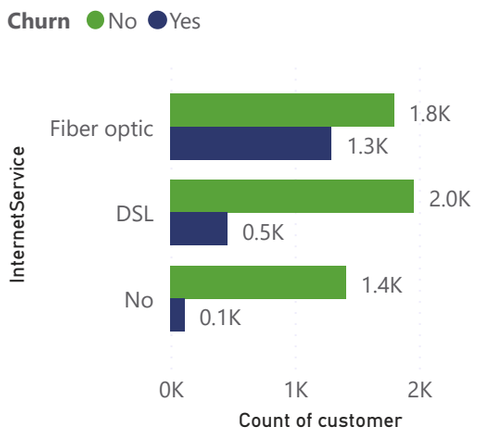
Count of customer by Gender and Churn



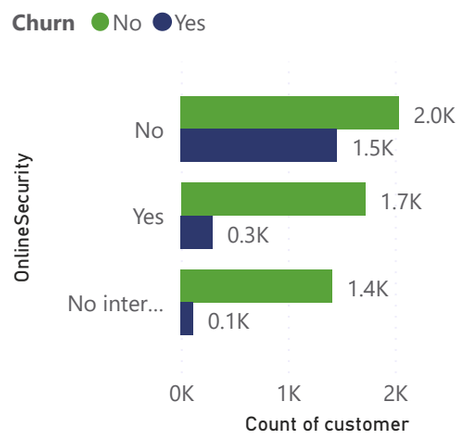
Count of Contract by tenure and Churn



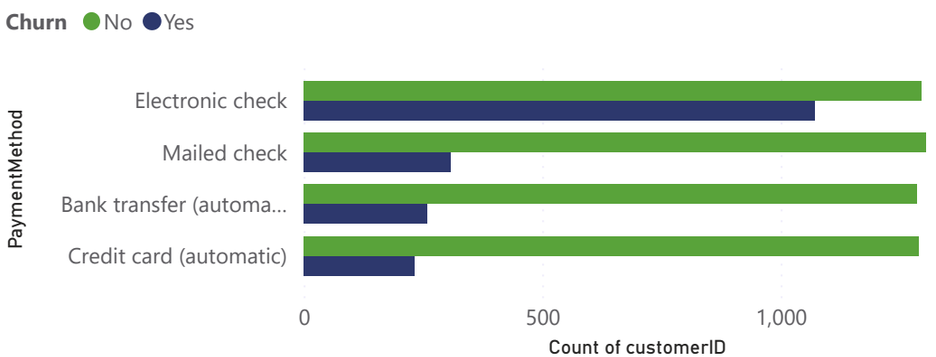
Count of customer by InternetService and Churn



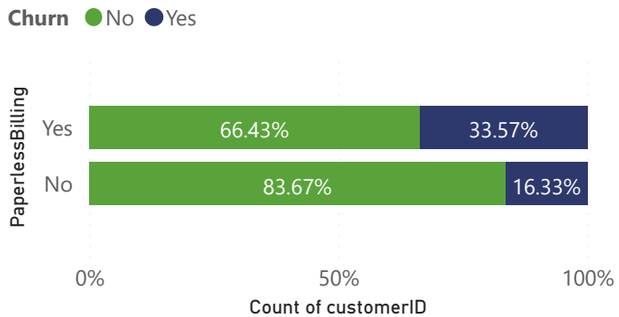
Count of customer by OnlineSecurity and Churn



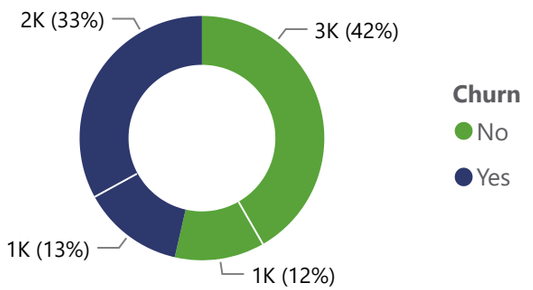
Payment Methods



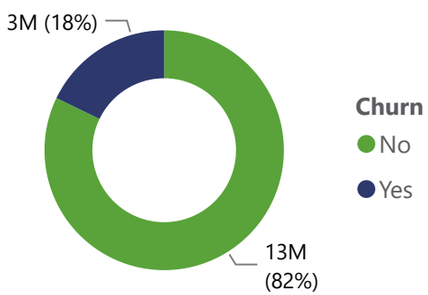
Count of customerID by PaperlessBilling and Churn



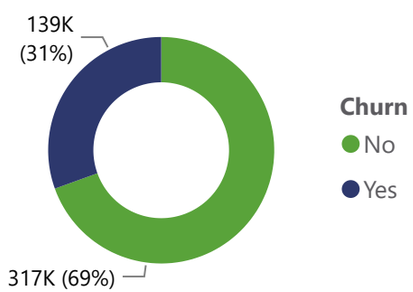
Sum of numAdminTickets and Sum of numTechTickets by Churn



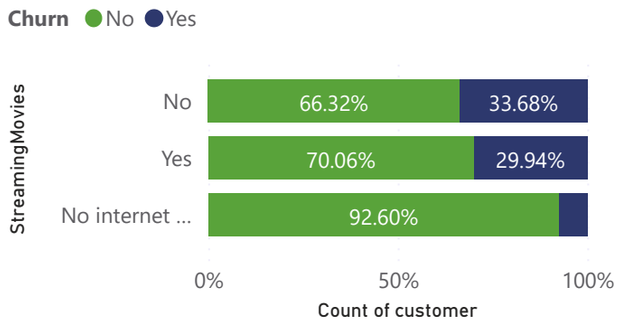
Sum of TotalCharges by Churn



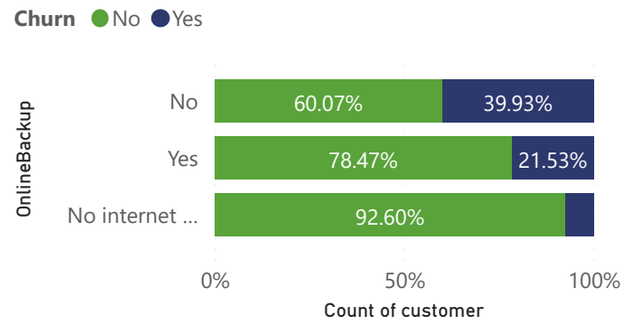
Sum of MonthlyCharges by Churn



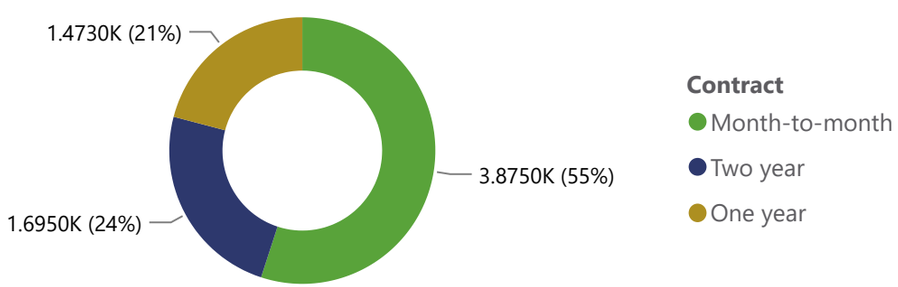
Count of customer by StreamingMovies and Churn



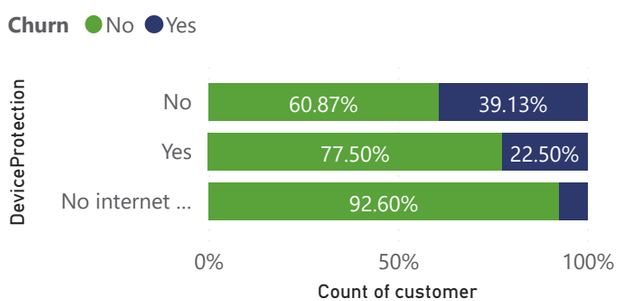
Count of customer by OnlineBackup and Churn



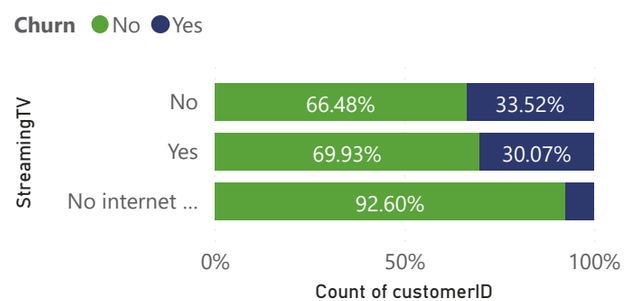
Count of customerID by Contract



Count of customer by DeviceProtection and Churn



Count of customerID by StreamingTV and Churn



Hi Janet,

Hope you're doing well. First of all, I'd like to thank you for giving me opportunity to work on this problem and find key insights. I have gone through the data and used Power BI to build a dashboard that will clearly give the management a brief overview on the customer churn situation. I have shared some insights and suggestions below. Please check and let me know what you think of them.

Insights:

- Out of all the 7043 customers, 1869 customers which is 27% of the total customers have churned last month.
- Tenure and contract plays an important role in determining whether the customer will churn or not. Customers with monthly contract i.e. lower tenure will switch frequently.
- Customers without any dependents, partners will churn more.
- Gender type doesn't have a direct impact on the churn decision. Non-senior citizens have a higher churning rate.
- Customers with Fiber-Optic internet service have churned more. The payment method like Electronic check also makes a significant impact on churning decision.
- If company doesn't provide services like Tech Support, Device Protection and Online Security then the customer will opt for another service.

Suggestions:

- Extending the basic contract plan to 3 months or 6 months can be a good starting point. This will help customers stay for a bit longer with the company.
- Starting special offers or schemes for customers who are single and have no family responsibility. They can become permanent customer for the company. 'Catch them Young' is key to success here.
- Offering basic services like device protection, tech support, online security should be primary goal. This will help the customer stay longer with the brand.

Thanks & Regards,
Adrije Guha