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Tout

Churn Overview

Total Customers

7043

Churn Rate

26,5%

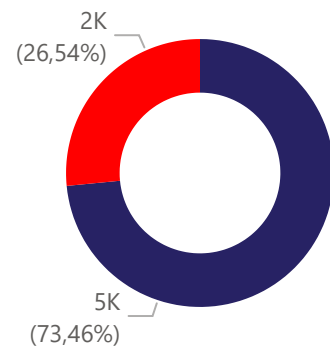
Total revenue

21,37M

Average of CLTV

4,40K

Total Customers per Churn Label



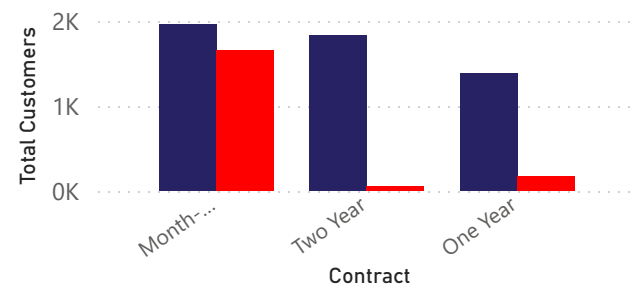
Churn Label

● No

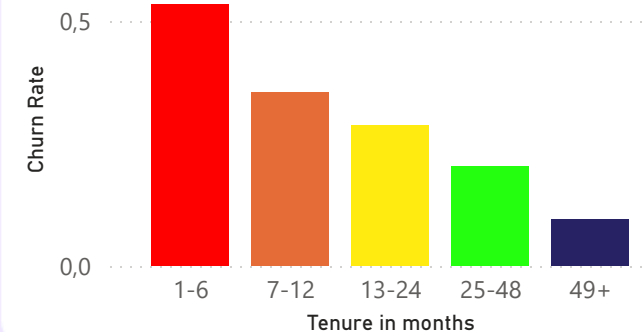
● Yes

Total Customers by Contract Type with Churn Label

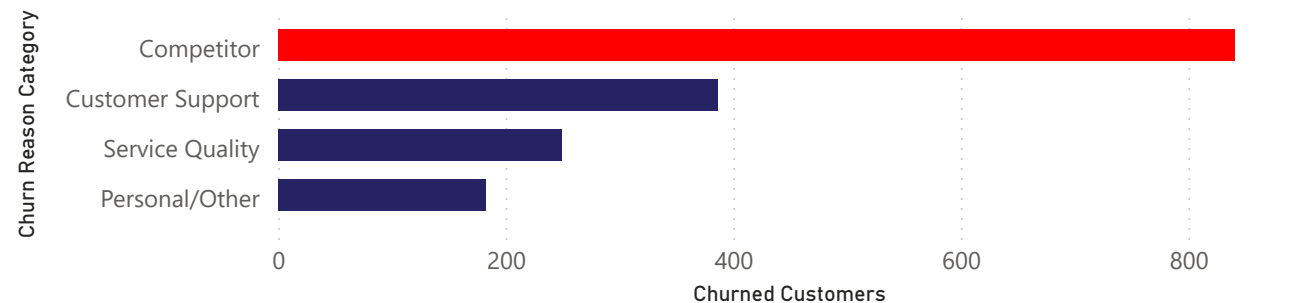
Churn Label ● No ● Yes



Churn Rate by Tenure (in months)



Top Reasons Why Customers Churn





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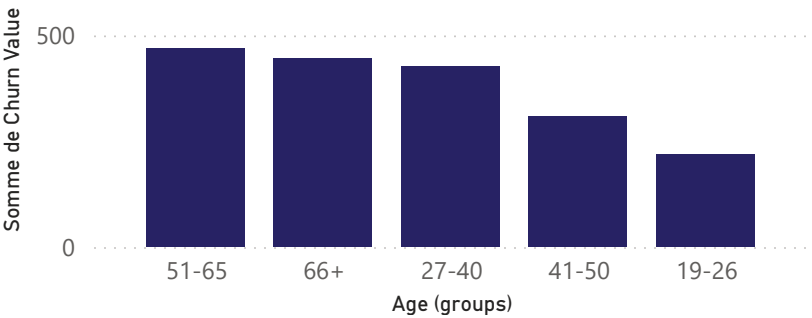
Tout

Tenure (Gro...

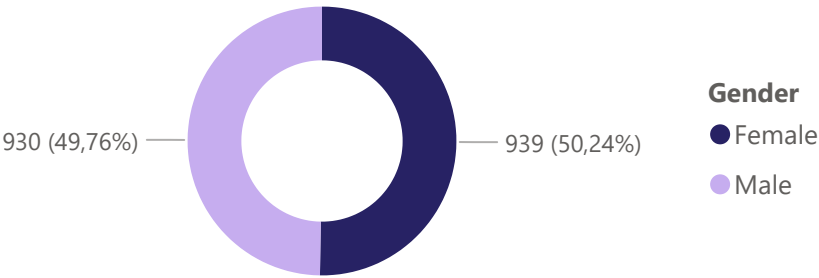
Tout

Customer Profile

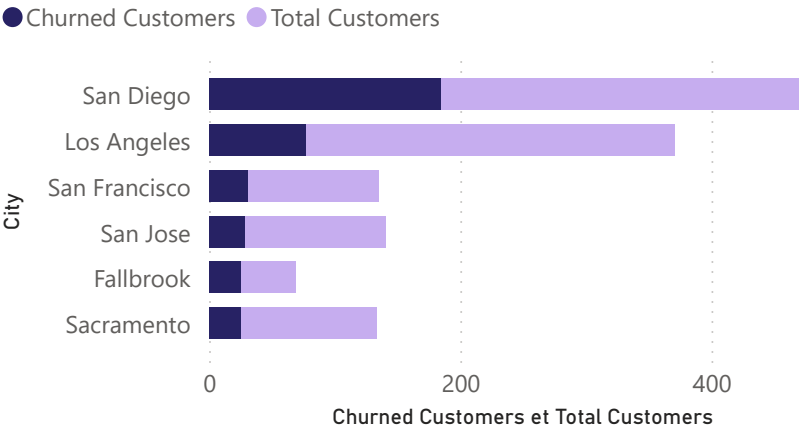
Age Distribution of Churners



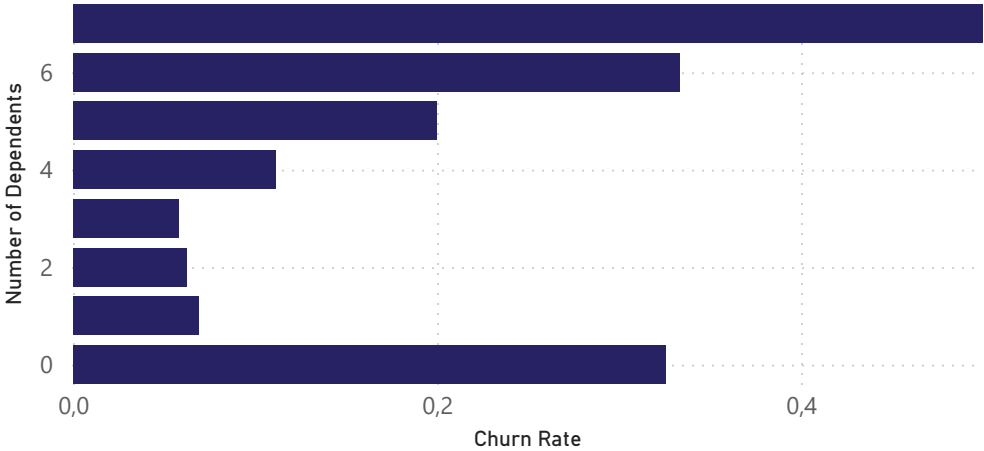
Gender Distribution of Churn



Top 10 City with most Churn Customers



Number of Dependents per Chrun Rate





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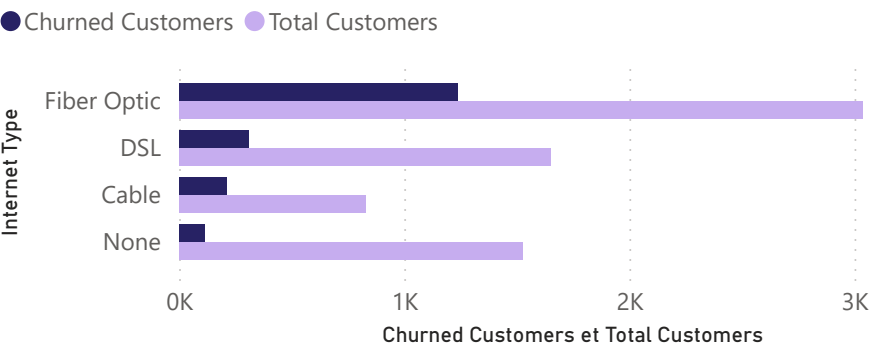
Tout

Payment Method

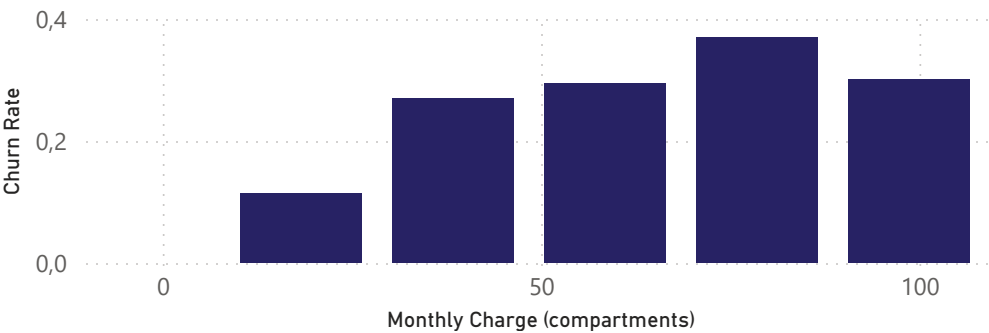
Tout

Services & Behavior

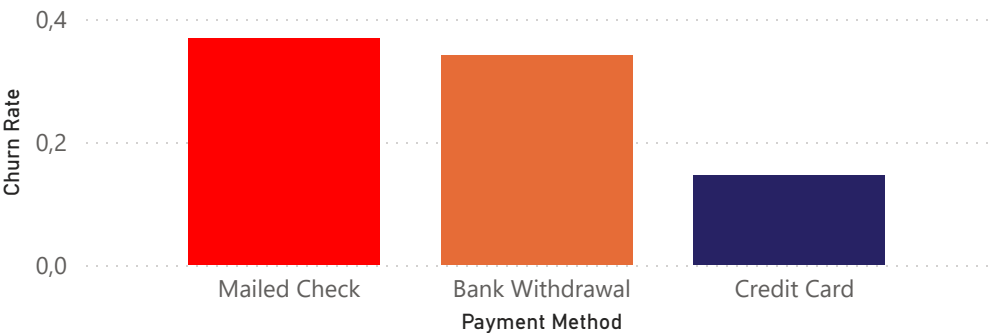
Churned Customers By Internet Type



Churn Rate per Monthly Charge (compartiments)



Churn Rate per Payment Method





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Churn Overview

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Service & Behavior

Socials

kaggle



Insights - recommendations - business impact

Key Insights

- Month-to-month contracts show the highest churn, while long-term contracts improve retention.
- New customers are significantly more likely to churn during the first months.
- Fiber Optic customers churn more than DSL and non-internet customers.
- Online Security, Tech Support, and Backup services reduce churn rates.
- Demographics show no strong churn differences by gender.
- Phone services and multiple lines do not significantly impact churn.

Strategic Recommendations

- Incentivize customers to move from month-to-month to long-term contracts.
- Prioritize network quality improvements for Fiber Optic services.
- Bundle retention-driving services (Security, Support, Backup) into core plans.
- Deploy stronger onboarding and follow-up for new customers.
- Create targeted offers for high-risk customer segments.

Business Impact

- Reduced churn increases recurring revenue and customer lifetime value.
- Retention strategies cost less than continuous customer acquisition.
- Higher service bundling increases customer loyalty and average revenue per user.
- Better segmentation allows efficient allocation of retention budgets.
- Improved customer experience strengthens brand loyalty and market position.