



Menu

Customer Profile

Services & Behavior

Insight, Recommendations

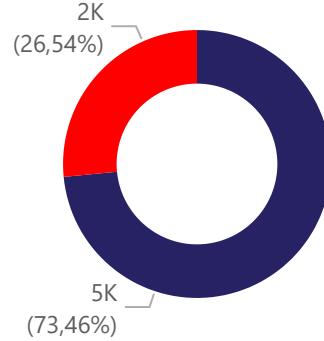
Filter

Contract
ToutInternet Type
ToutPayment M...
Tout

Churn Overview

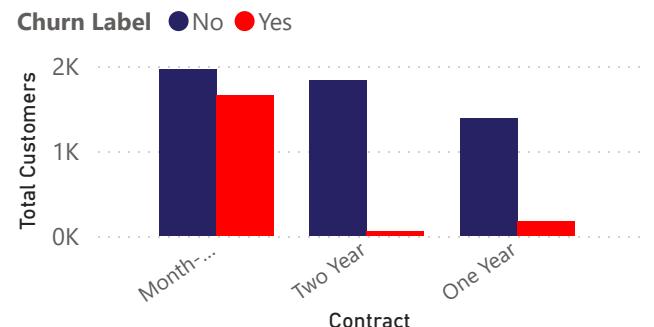
Total Customers**7043****Churn Rate****26,5%****Total revenue****21,37M****Average of CLTV****4,40K**

Total Customers per Churn Label

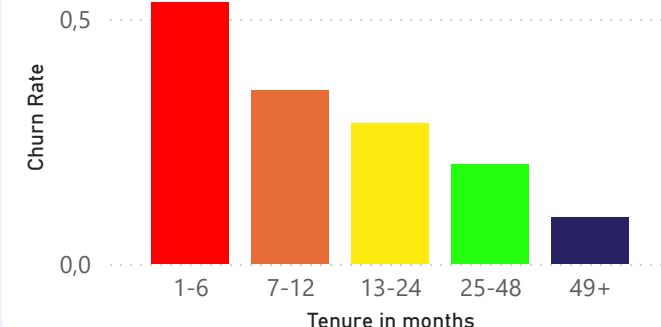


Churn Label
● No
● Yes

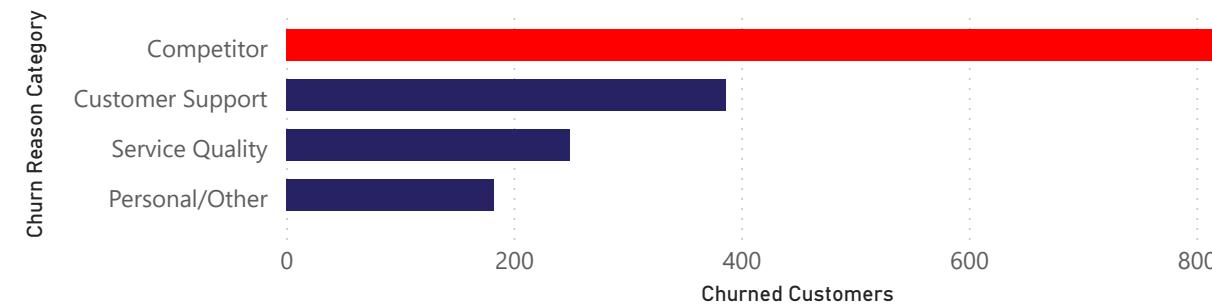
Total Customers by Contract Type with Churn Label



Churn Rate by Tenure (in months)



Top Reasons Why Customers Churn





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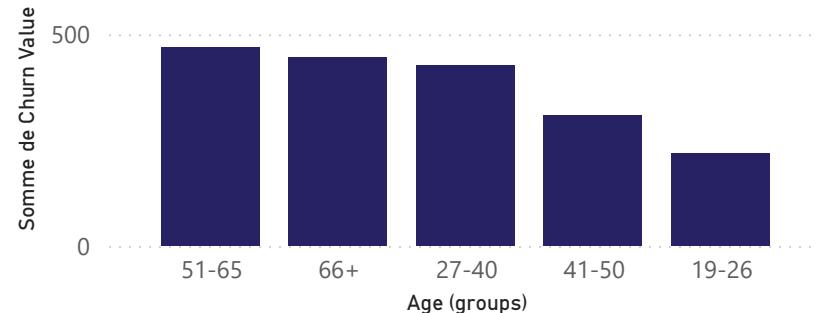
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Tenure (Gro...)

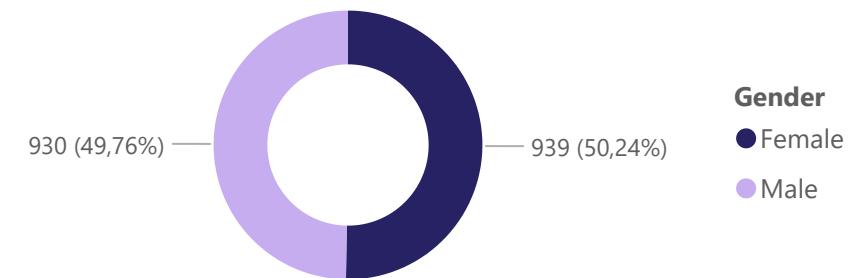
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Customer Profile

Age Distribution of Churners

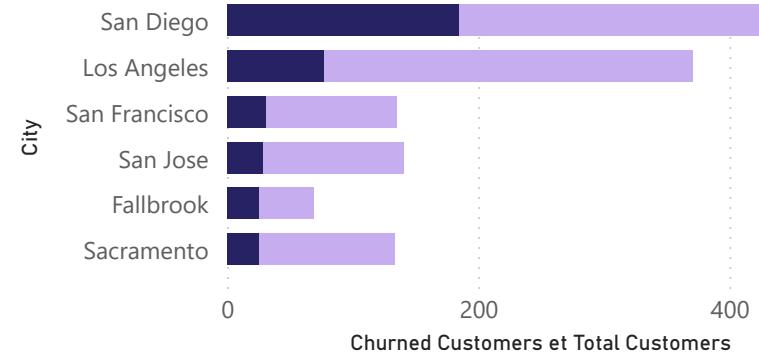


Gender Distribution of Churn

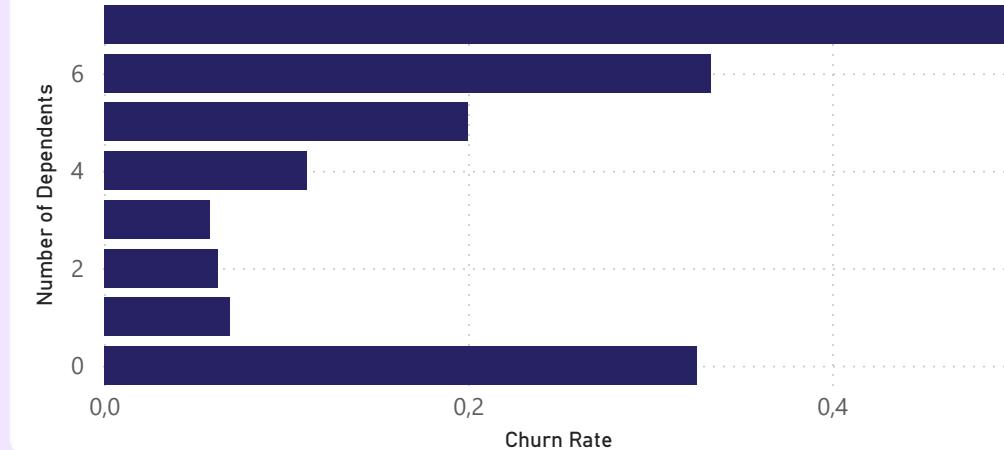


Top 10 City with most Churn Customers

● Churned Customers ● Total Customers



Number of Dependents per Churn Rate





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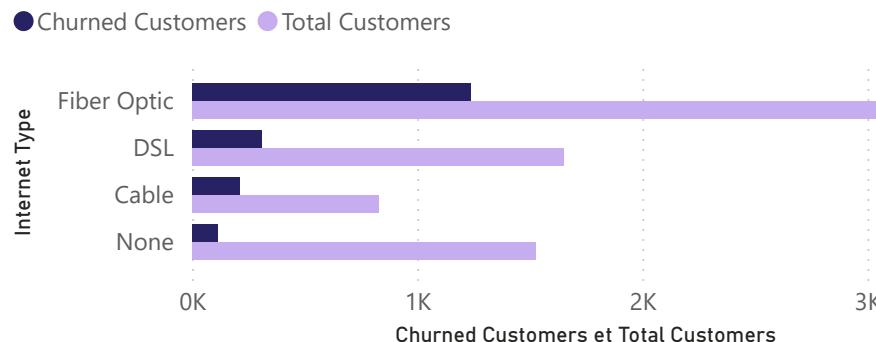
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Payment Method

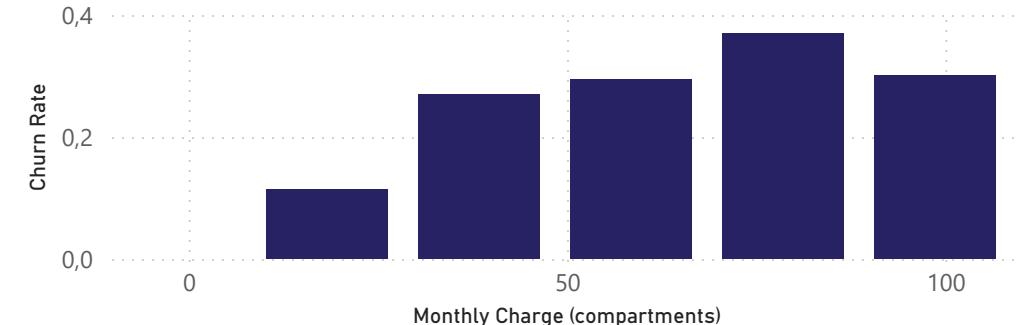
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Services & Behavior

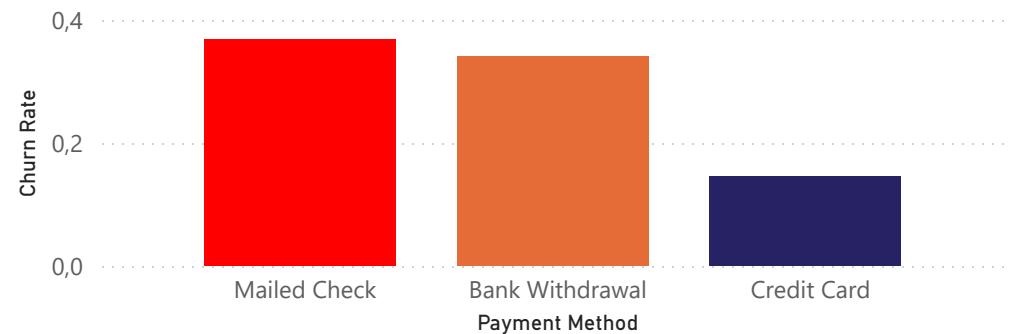
Churned Customers By Internet Type



Churn Rate per Monthly Charge (compartiments)



Churn Rate per Payment Method





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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.