

Customer Retention Analysis

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CUSTOMER RETENTION ANALYSIS

Gender

All

Tenure Group

All

26.54

Churn Rate

1869

Churned customers

2.28K

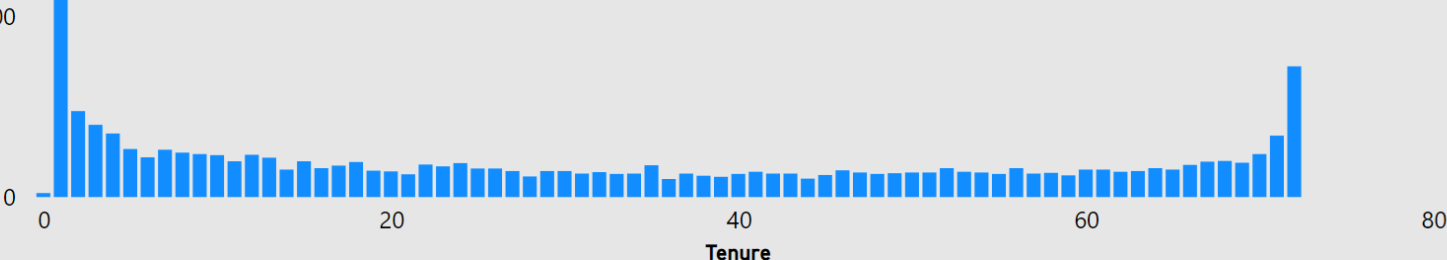
CLV

73.46

Retention rate

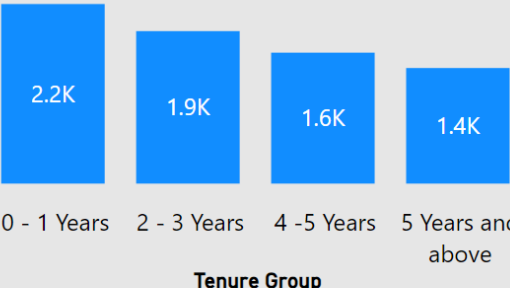
Customer Distribution by Tenure

Customers



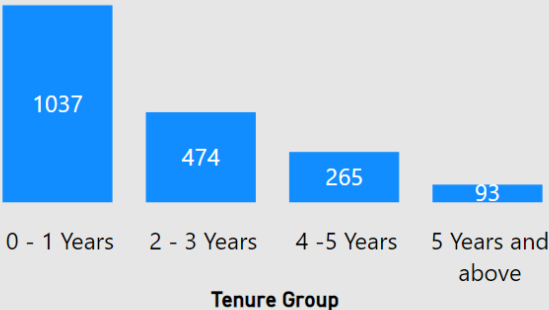
Customer Count by Tenure Group

Customers

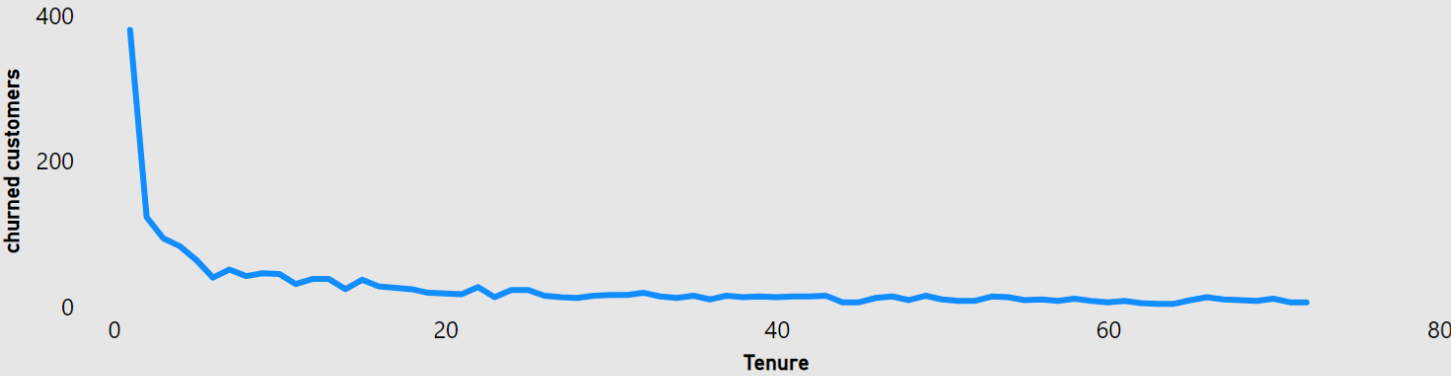


Churn Analysis by Tenure Group

churned customers



Churn Trend Over Time





CUSTOMER RETENTION ANALYSIS

Gender

All



3555

Male Customers

3488

Female Customers

16.06M

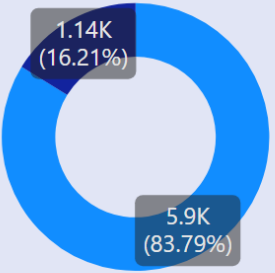
Total Revenue

456.12K

Total MonthlyCharges

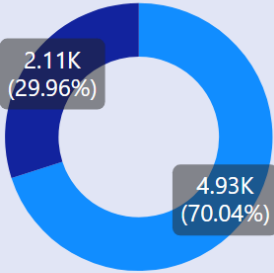
Senior Citizen Customers

- No
- Yes



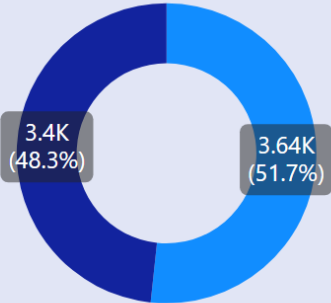
Customers with Dependents

- No
- Yes



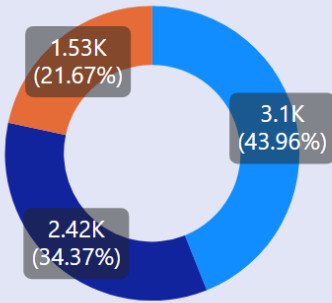
Customers with Partner

- No
- Yes



Customers with Internet Service

- Fiber optic
- DSL
- No





CUSTOMER RETENTION ANALYSIS

Gender

All



Churn rate

26.16

Male

Vs.

26.92

Female

41.68

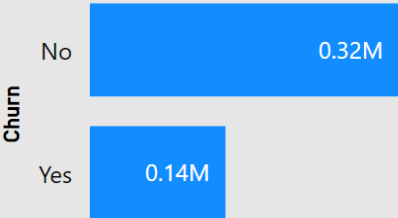
Senior Citizen

Vs.

23.61

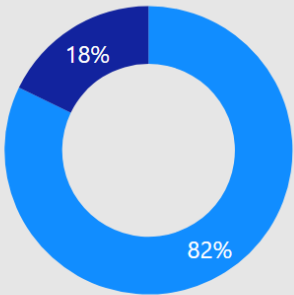
Non-Senior Citizen

Sum of MonthlyCharges by Churn



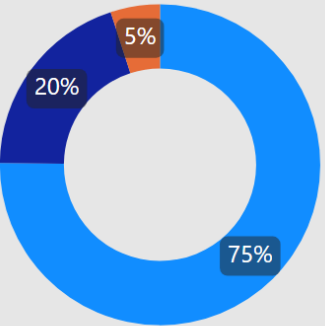
Monthly Charges for Churned vs. Retained Customers

Retained Customers Churned Customers

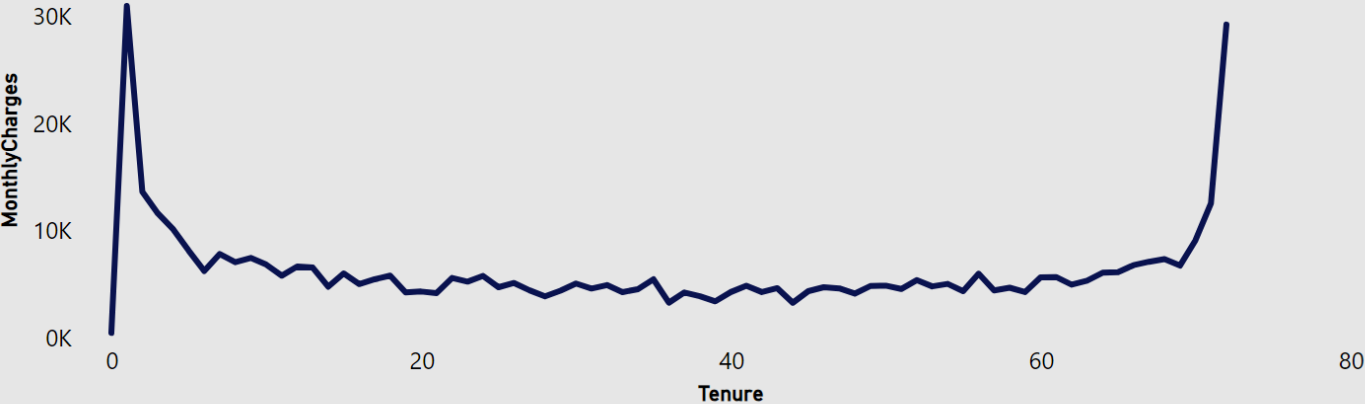


Churn Rate by Contract

Month-to-mon...
One year
Two year



Monthly Charges vs. Tenure



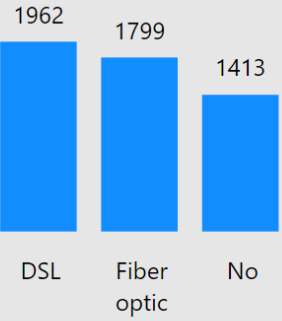


CUSTOMER RETENTION ANALYSIS

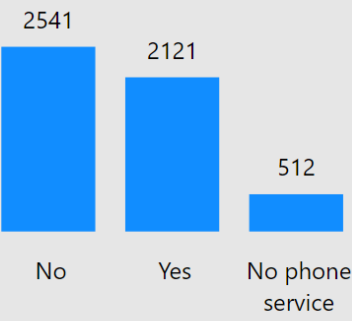
Gender

All

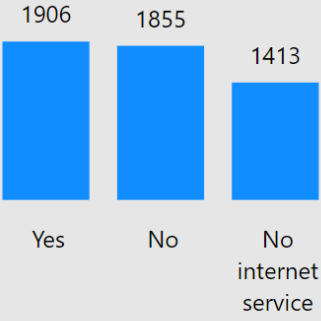
InternetService



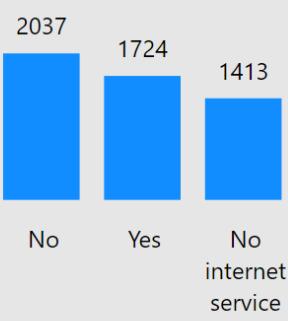
Multiplelines



Online Backup



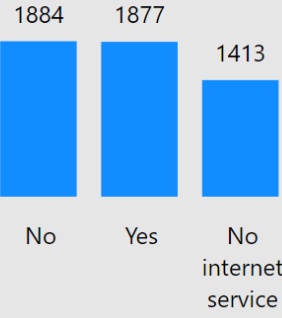
Online Security



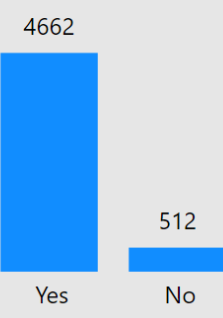
Paperless Billing



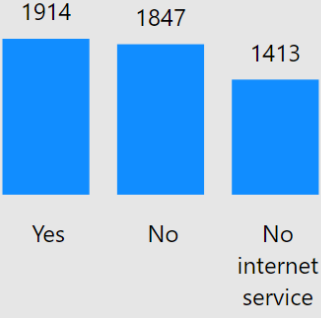
Device Protection



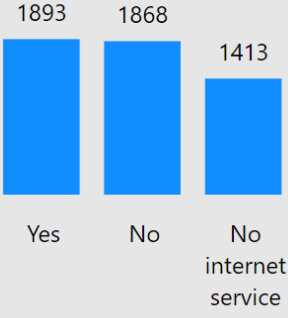
Phone Services



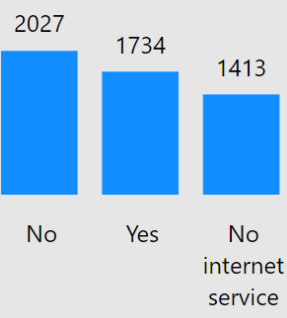
Streaming Movies



Streaming TV

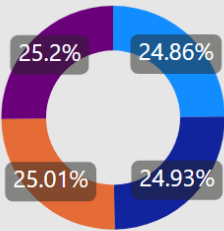


TechSupport



Retained Customers by PaymentMethod

● Bank transfer (automatic) ● Credit card (automatic) ● Electronic check ● Mailed check





Insights:

- 1. The highest churn rate is in the 0-1 Years tenure group, indicating high early-stage customer loss.*
- 2. Month-to-month contracts have a 75% churn rate, highlighting the risk with non-committed customers.*
- 3. Senior citizens experience a higher churn rate (41.68%) compared to non-seniors (23.61%), suggesting potential issues in retaining this demographic.*
- 4. Retained customers generate significantly more revenue (0.32M) compared to churned customers (0.14M), emphasizing the financial impact of churn.*
- 5. A large portion of customers are in the 0-1 Year tenure group, indicating that a significant number of customers are new and may be at higher risk of early churn.*
- 6. The overall revenue is substantial at 16.06 million, with monthly charges totaling 456.12K, which highlights the importance of retaining existing customers to maintain strong financial performance.*

Actions:

- 1. Develop targeted strategies to engage new customers in their first year to improve their experience and reduce churn.*
- 2. Offer incentives for customers on month-to-month contracts to switch to one-year or two-year contracts to encourage longer-term retention.*
- 3. Create customized plans or discounts specifically for senior citizens to improve their retention rate.*
- 4. Ensure all payment methods, especially mailed checks, are convenient and reliable. Promote automatic payment methods by offering incentives such as discounts.*
- 5. Focus on retaining long-term customers, as they contribute significantly more to monthly revenue. Implement loyalty programs or exclusive offers to maximize retention.*