

# Customer Information Details

500

Total Customers

105

Total Churned Customers

48.44

Average age of Customer

\$25.77K

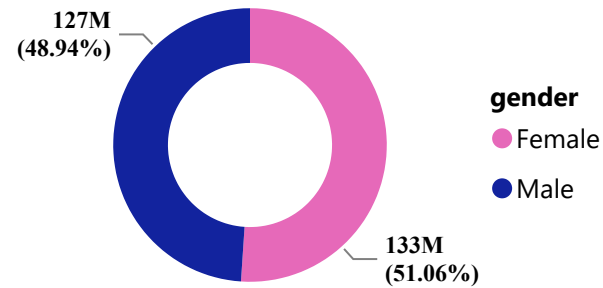
Monthly Charges

\$261.59K

Total Charges

## DEMOGRAPHICS OF CUSTOMER

### Gender of Customers



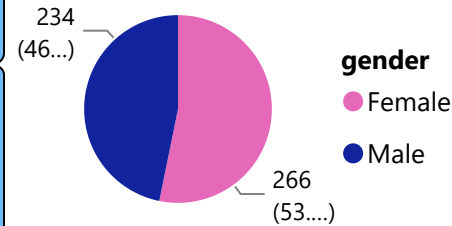
29%

Senior Citizens

71%

Dependents

### Marital Status of Customers



## SUBSCRIBED SERVICES

43%

Streaming Tv

55%

online Security

55%

Streaming Movies

55%

Device Protection

48%

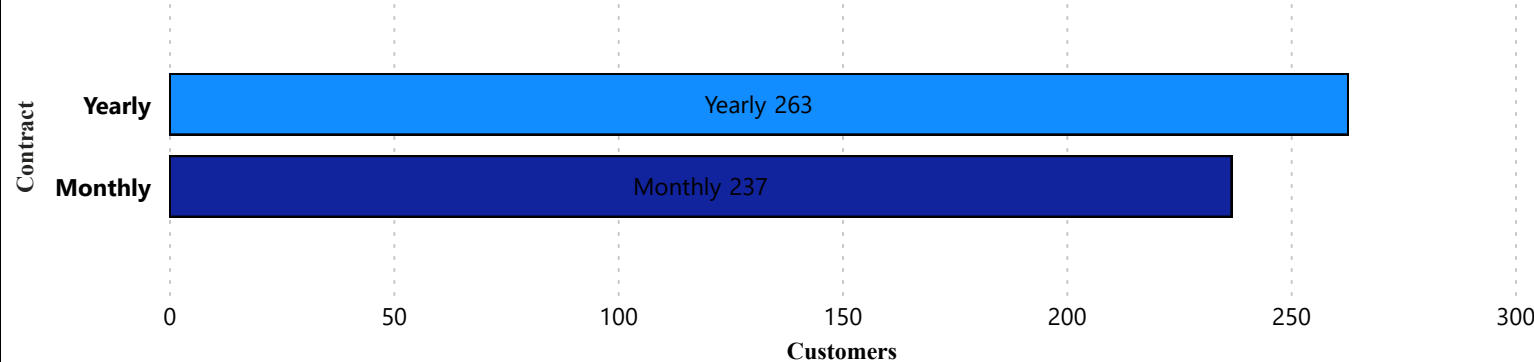
tech Support

43%

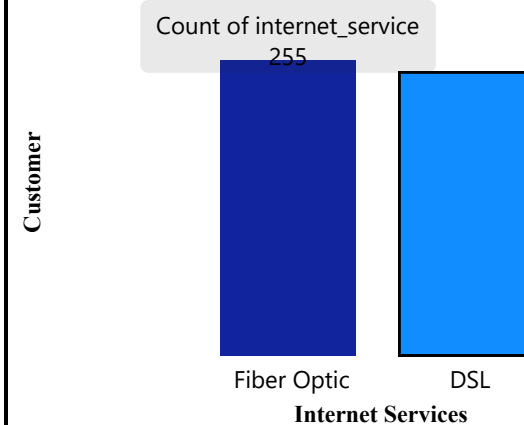
Phone services

### Types Of Contracts

contract\_type ● Yearly ● Monthly



### Types of Internet Services



44%

Online Backup



# Churned Customer Analysis

500

Total Customers

105

Churned Customers

21%

Churn Rate

51

Average Age

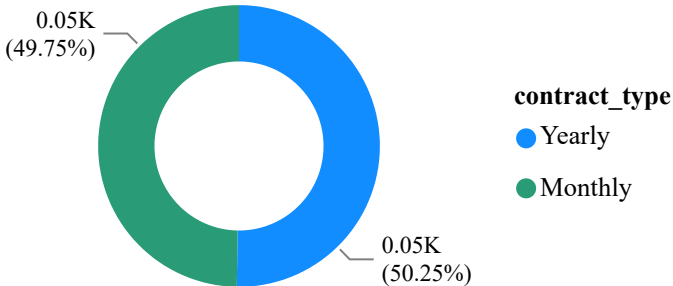
49.57

Average age with multip...

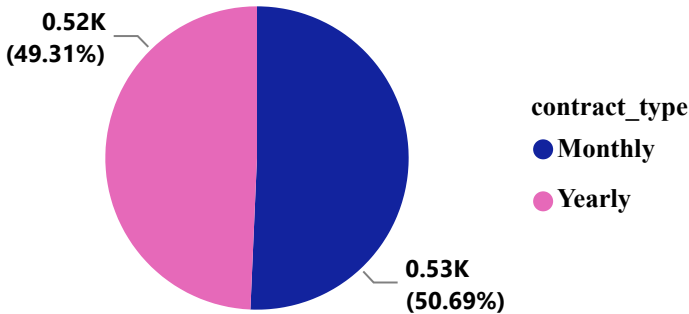
67,786.73

Total Charges with Multi...

## Average Monthly Charges for Churned Customers



## Average of Total Charges by contract\_type

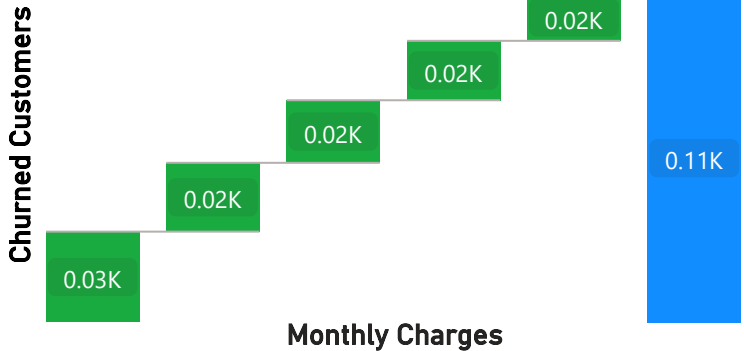


## Total Charges of Churned Customers

Churned Customer ID	Sum of total_charges
102088	\$301.35
111234	\$773.84
111831	\$683.66
116390	\$589.43
140694	\$628.91
159437	\$588.06
163520	\$11.86
164446	\$478.23
Total	\$5,385.85

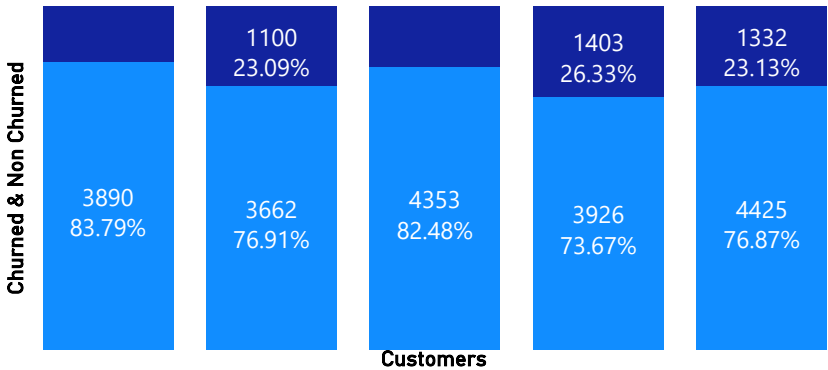
## Distribution of Monthly Charges

● Increase ● Decrease ● Total



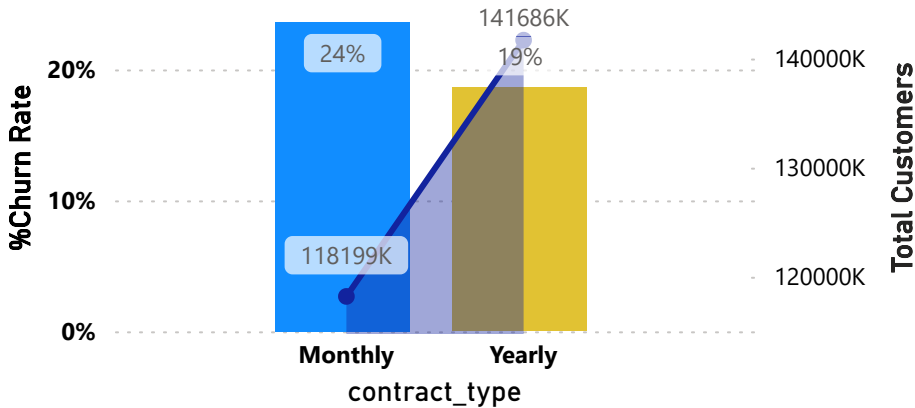
## Total Charges Distribution for Churned and Non Churned Customers

● Total Non-Churned Charges ● Total Churned Charges



## Churn Rate in Contract

● %Churn Rate ● Sum of customer\_id



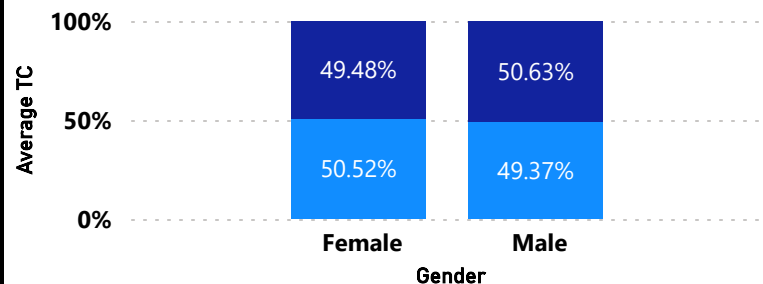
# Churned Customer Analysis(Subscriptions)

## Not Churned Customers have both OL&OS

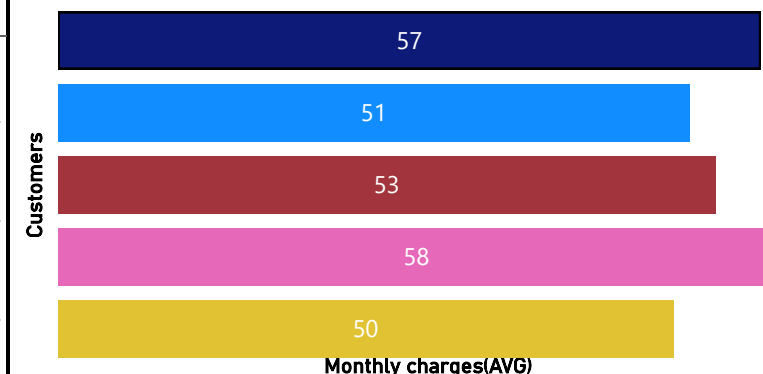
Customer ID	No	Count of online_backup	Count of online_security
notchurned			
customer_id (bins)			
3,850.00		2	92
2,02,504.20		2	95
4,01,158.40		2	96
5,00,812.60		2	107
<b>Total</b>		<b>2</b>	<b>500</b>

## Average Total Charges by Gender and Marital Status

marital\_status ● Married ● Single



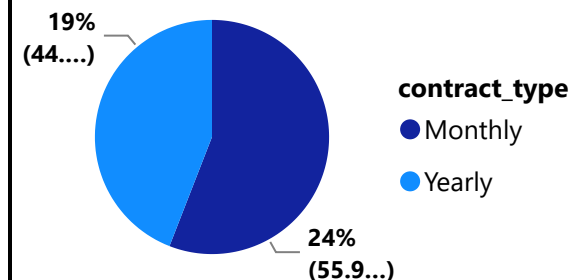
## Avg Monthly Charges of ML & STV



## Online services Of Churned Customers

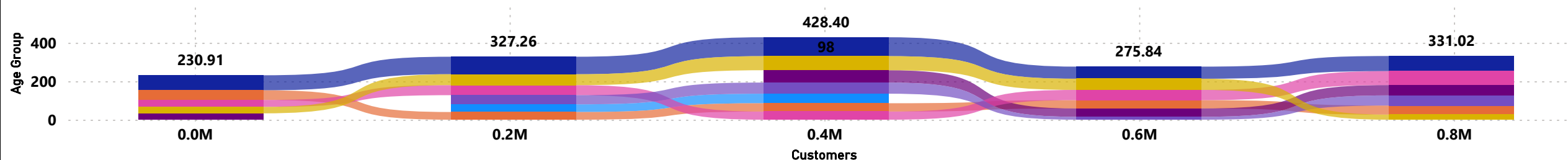
Count of Churned Customers	multiple_lines	online_backup	online_security	phone_service	streaming_movies	streaming_tv	streaming_movies	te
2	No	No	No	No	No	No	No	N
1	No	No	No	No	No	Yes	No	N
1	No	No	No	No	Yes	No	Yes	N
1	No	No	No	No	Yes	Yes	Yes	N
1	No	No	No	No	Yes	Yes	Yes	Ye
<b>105</b>								

## Highest Churn Rate



## Average Monthly charges for Churned Customers By Age

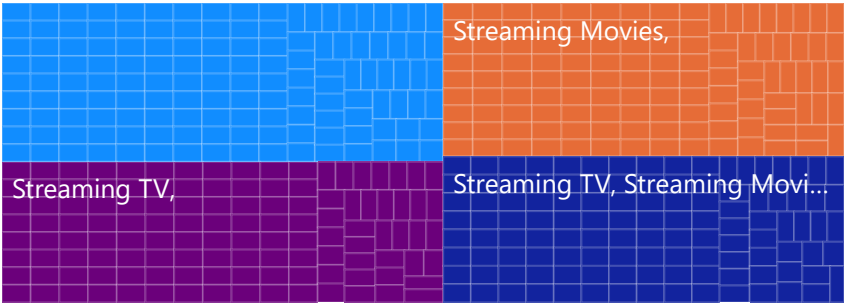
Age Group ● 10 - 20 ● 20 - 30 ● 30 - 40 ● 40 - 50 ● 50 - 60 ● 60 - 70 ● 70 - 80



# Churned Customer Analysis(Online Services)

Percentage OF Churn Status by combination of streaming services

Streaming Serv... ● ● Streaming TV, ● Streaming ... ● Streaming ...

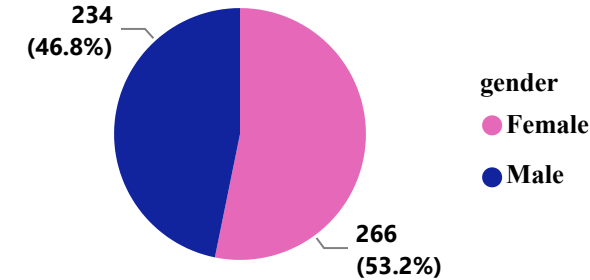


Average of Customers with Services

Streaming Servi... ● ● Streaming Mo... ● Streaming TV, ● Streaming ...



Contract Type By Gender OF Churned Customers



OnlineSer... ▼

- ☒ Select all
- ☐ No
- ☐ Yes

Contract\_type ▼

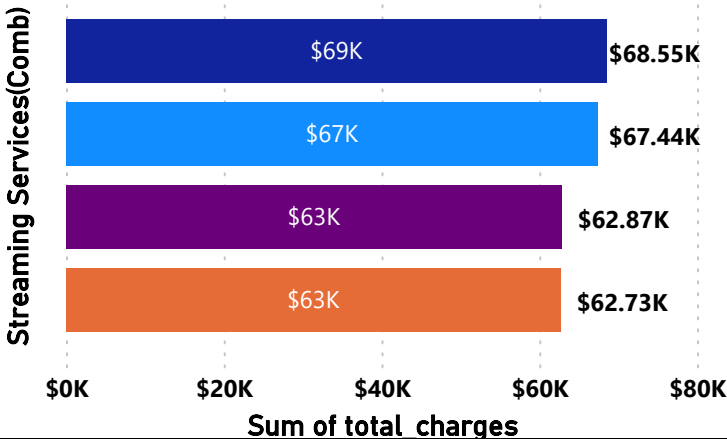
- ☒ Select all
- ☐ Monthly
- ☐ Yearly

churn\_status ▼

- ☒ Select all
- ☐ No
- ☐ Yes

Total charges of Customers with Services

Streaming ... ● ● Streami... ● Streami... ● Streami...

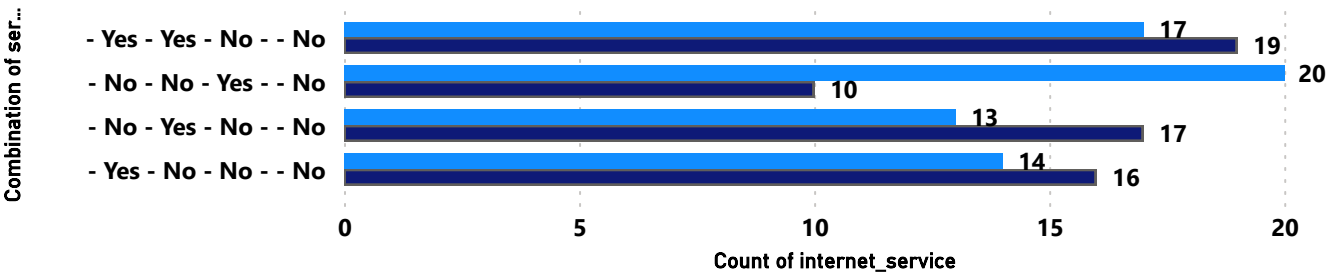


Total Charges by Age of internet and Phone Services

internet_service	phone_service	Average of age	Sum of total_charg
DSL	No	48.07	\$74,882
Fiber Optic	Yes	49.50	\$69,204
Fiber Optic	No	48.14	\$62,569
DSL	Yes	47.01	\$54,835
Total		48.44	\$2,61,591.

Most combination Services Among Churned Customers

internet\_service ● DSL ● Fiber Optic



Average and total Monthly Charges

contract_type	Group by internet service	Average Monthly Charges by Group	Total Charges by Group
Yearly	Yearly - DSL	57.42	13,346.18
Monthly	Monthly - DSL	55.17	9,751.37
Monthly	Monthly - Fiber Optic	50.36	19,093.31
Yearly	Yearly - Fiber	48.21	14,500.70
Total		52.49	56,781.65

# Key Insights

- .The customer churn rate is 21%, which means that out of 500 customers, 105 left the company.
- .The length of the contract and the tenure of the customer are key factors in predicting the churn behavior. Customers who have a monthly contract and a lower tenure are more likely to switch to other providers.
- .Customers who do not have any dependents are more prone to churn than those who do.
- .Gender does not seem to have a significant impact on the churn decision. However, senior citizens are less likely to churn than non-senior citizens.
- .Customers who use Phone Services have a higher churn rate than those who use other types of internet service. The payment method also influences the churn decision, depending upon the Contract type
- .Customers who do not receive services such as Tech Support, Device Protection, and Online Security are more dissatisfied and tend to look for other options.
- .49% of the Customers Use the online subscription for Streaming Movies
- .Most of the Customers who use DSL are Prone to more Churning

# Solutions To Avoid Churning

- . Adjusting pricing or contract terms to better align with customer expectations.
- . Introducing new services or features that address common pain points or enhance the overall customer experience.
- . Improving communication and support channels to provide better assistance to customers who are considering churning.
- . Offering personalized deals or incentives to retain at-risk customers.
- . Investing in infrastructure or technology upgrades to improve service reliability or speed.

Continuous monitoring of churn data and customer feedback is essential to iteratively refine your offerings and maximize customer retention.