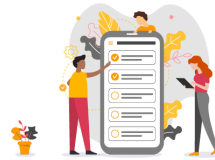




# WELCOME



## What is Churn?

The process of measuring the rate at which Customer quit the product , site or service.

### Use of Churn:

- Lower churn rate lead to happier customer, large margin & high profit
- To find the losing Customer.

## How to Calculate Churn?

$(\text{Lost customer} / \text{Total customer at start of period.}) * 100.$



## What is good Churn rate?

A good churn for early startups and SMB-Market Companies fall between **10% -15%** in the annual Period.

- For month **3% -7%**.
- The large business will have lower net Churn then smaller business.





## CHURN DASHBOARD



1869

Total Churn

74.44

Avg Monthly Charges

1.53K

Avg Yearly Charges

26.54%

churn rate %

## Services customers signed up for

545

Device Protection

850

Multiple Lines

523

Online Backup

295

Online Security

1699

Phone Service

818

Streaming Movies

814

Streaming TV

310

Tech Support



Multiple Lines?

50.03%

Yes

49.97%

No



## Points to Know



- The churn percent is 26% on the Overall.
- The 1year churn is Higher the other subscription.
- Senior Citizen are the one leaky bucket.
- The Churn is lower for long term subscription.
- Problem to Focus on is the Senior Citizen Customer and 1Year subscription plan.

## Demographics

17%

Dependents

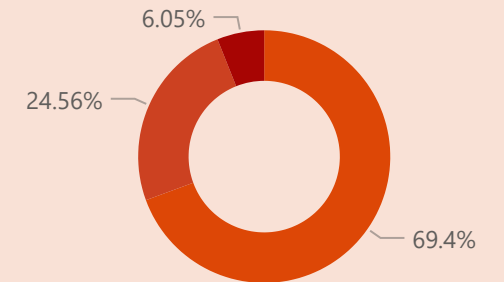
36%

Partner

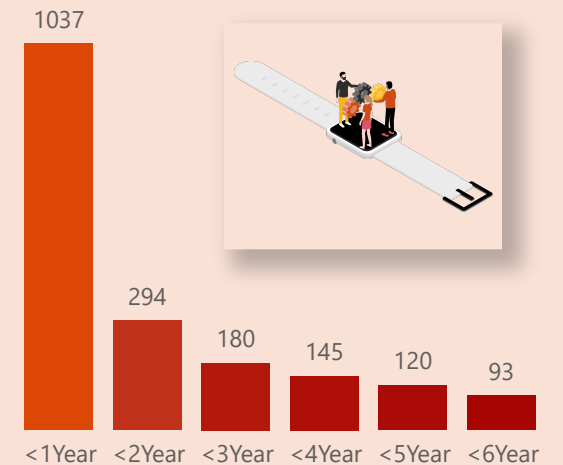
25%

SeniorCitizen

## Internet Service



## Subscription by Year



# Customer Risk



Customer Retention

Churn

Customer Risk

Total Customer

7043

Customers left within month

624

Total Charges

16.06M

3632

AdminTickets

2955

TechTickets

Month-to-month

1655

Customer

One year

166

Customer

Two year

48

Customer



PaymentMethod

Electronic c... 1071

Mailed check 308

Bank transf... 258

Credit card ... 232

Churn by InternetService

Fiber optic 41.89%

DSL 18.96%

No 7.40%

InternetService Subscription

<1Year 739

<2Year 237

<3Year 145

<4Year 116

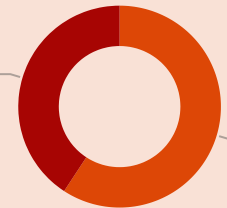
<5Year 91

<6Year 72

Paperless Billing

41%

59%



Female

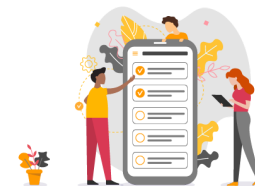
939

Churn

Male

930

Churn



The Fiber Optic Customer has the high Churn percent.