

Telecom Company Executive Report

Key Business Insights

- 7,043 customers analyzed in the dataset
- 1,869 churned customers in the dataset leading to a 27% churn rate
- Total Customer Revenue is \$21M
- Churned customers make up about \$3.7M out of the total \$21M revenue making up about 18% of total revenue
- The top 2 reasons for customer churn are (1) moving to the customer & (2) overall dissatisfaction
- Customers who have had the service for between 1-10 months are the largest customer base at 28%. However, these customers only make up 3% of the total revenue
- Customers who have had the service between 60-70 months have the largest portion of revenue at 26% while the customers in the category make up only 12% of the total customer base
- The highest churn rate occurs in the lower months and drops significantly in the later tenured months

Recommendations

- Focus on new customer experience as that is driving the most churn amongst the customer base
- While Fiber Optic is the revenue driving service, it also leads in customer churn across all service tenures. Identify the best way to meet the needs of customers with the fiber optic service. Two main questions to ask are (1) What devices does the competitor have and (2) how are they pricing their products?
- Identify incentives to keep the customer on your service for at least 2 years. The likelihood for churn drops significantly after being on the service for at least 2 years. Potentially adjust pricing for longer tenured customers
- Discontinue mailed checks as an option. Move that cost into pricing changes or marketing to drive more revenue and reduce churn

Telecom Churn Analysis



Customers

7043

Churn Customers

1869

Churn Rate

27%

Customers

Revenue

Avg Charges/Month

\$25

Total Avg Charges

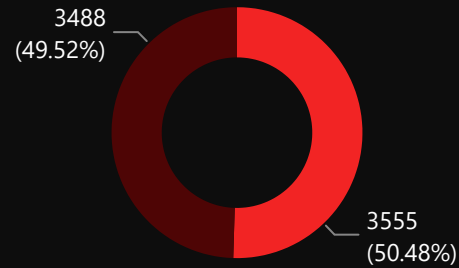
\$2,280

Average Revenue

\$3K

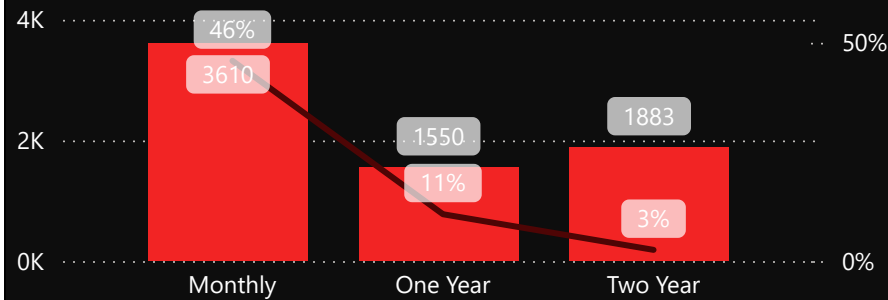
Customers By Gender

Gender ● Male ● Female



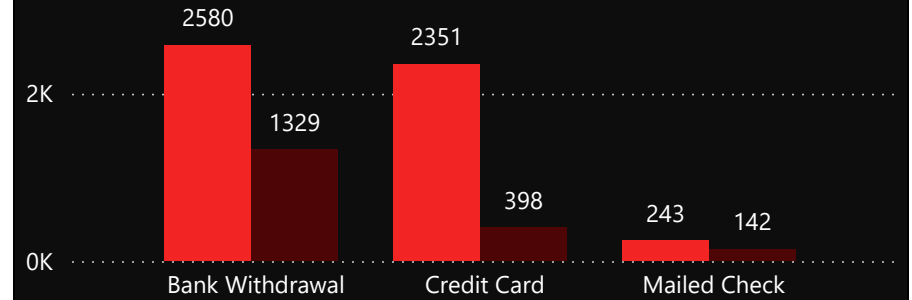
Churn Rate Over Total Customers by Contract Type

● Customer ID ● Churn Rate



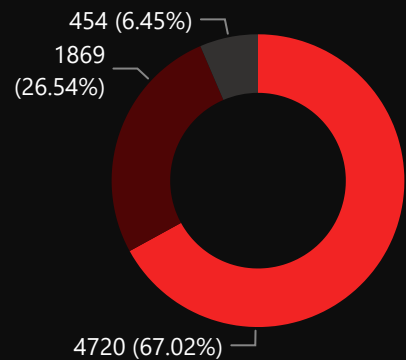
Active & Churn Customers by Payment Type

Active/Churned ● Active ● Churned

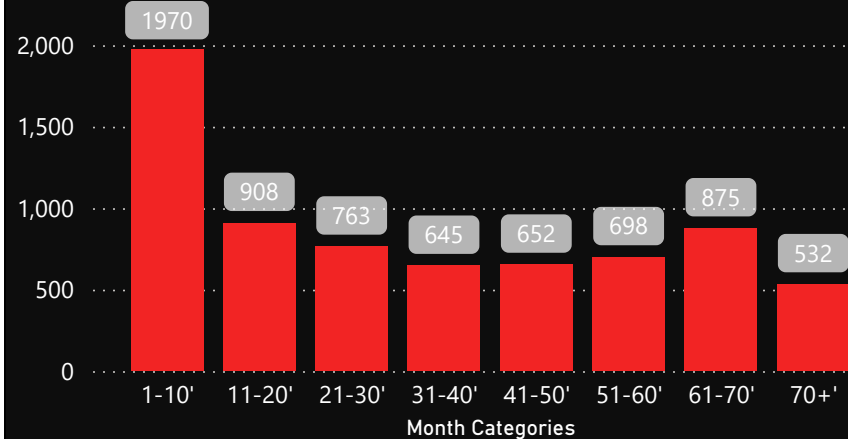


Customers By Status

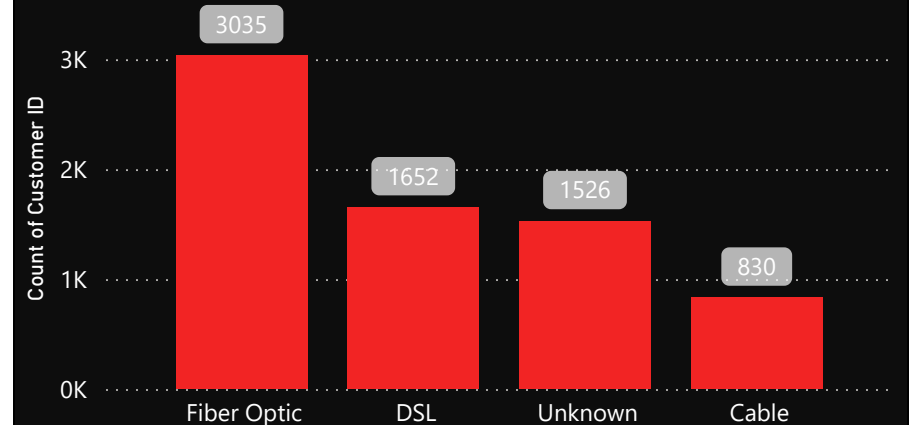
Status ● Stayed ● Churned ● Joined



Customers by Tenure



Top Services Used by Customer



Telecom Churn Analysis



Customers

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Churn Customers

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Customers

Revenue

Avg Charges/Month

\$25

Total Avg Charges

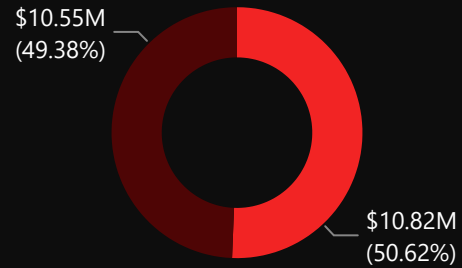
\$2,280

Average Revenue

\$3K

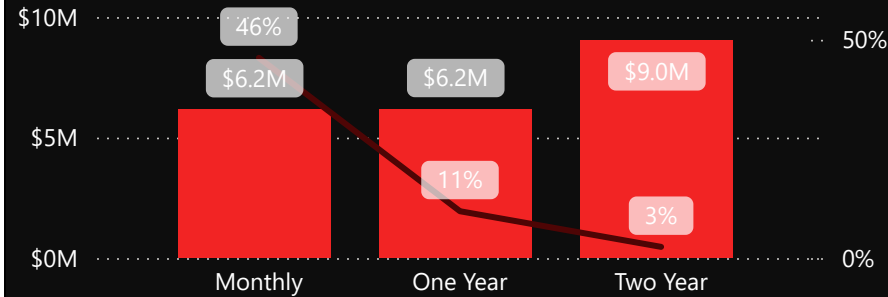
Revenue By Gender

Gender ● Male ● Female



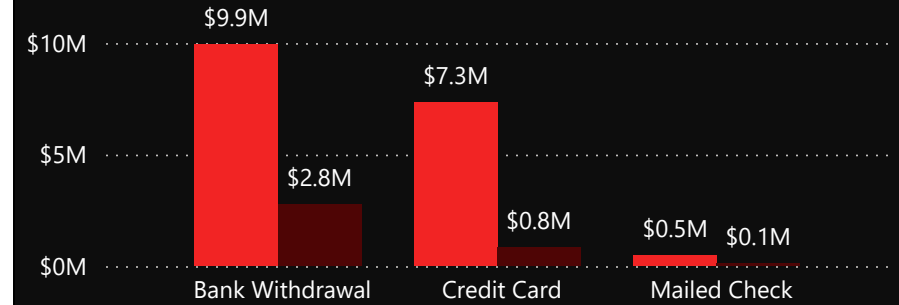
Churn Rate Over Total Revenue by Contract Type

● Total Revenue ● Churn Rate



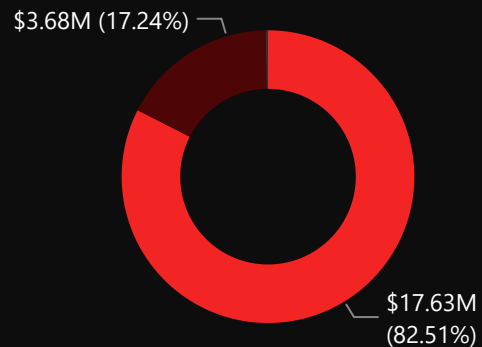
Active & Churn Revenue by Payment Type

Active/Churned ● Active ● Churned

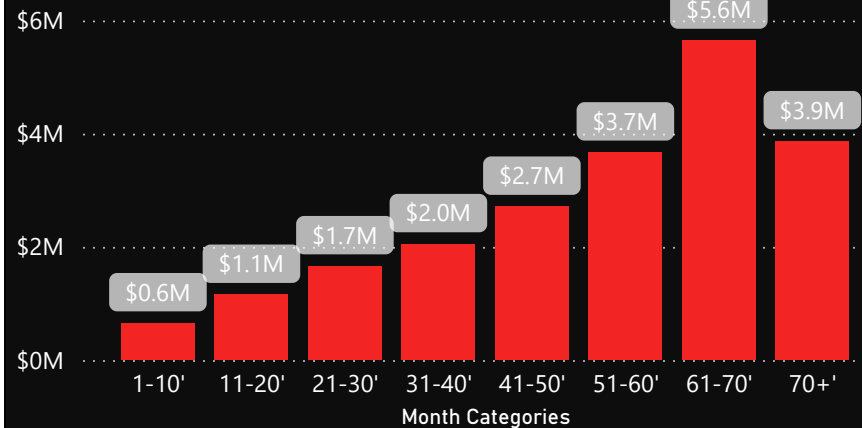


Revenue By Status

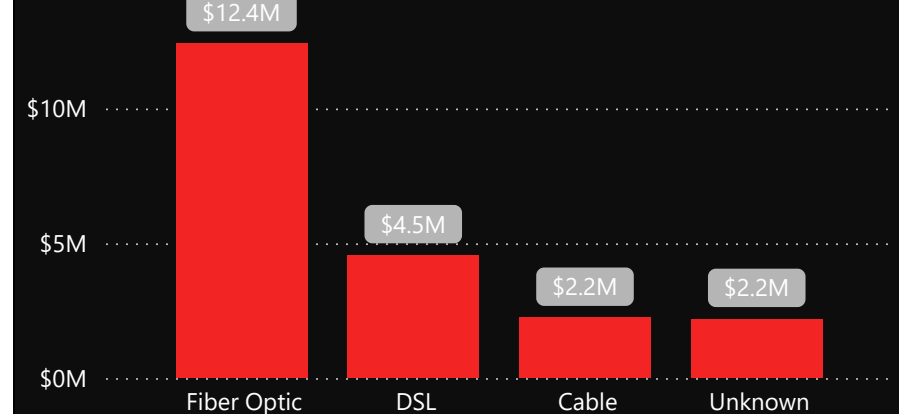
Status ● Stayed ● Churned ● Joined



Revenue by Tenure

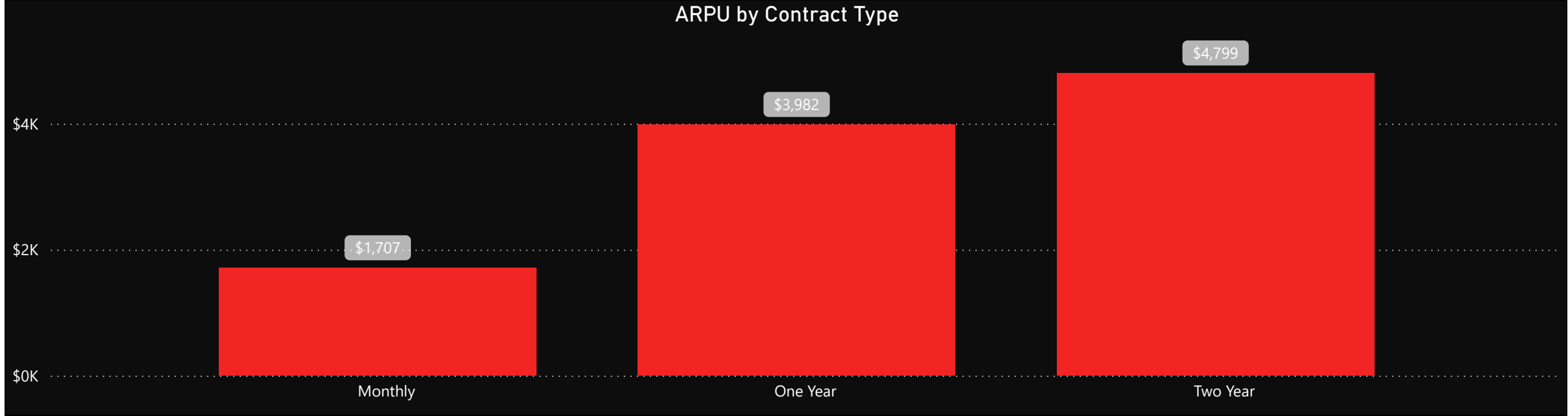


Top Services Used by Revenue

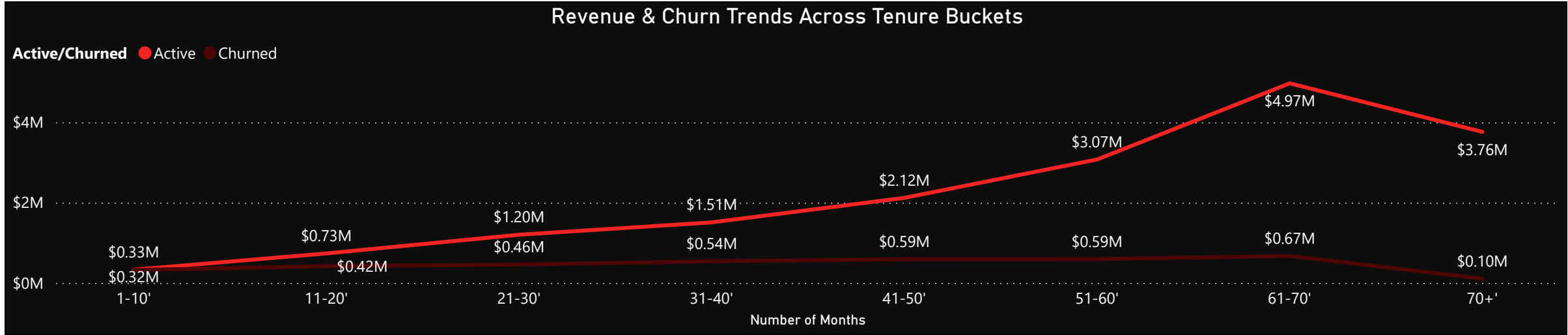


Revenue & Pricing Breakdown

ARPU by Contract Type



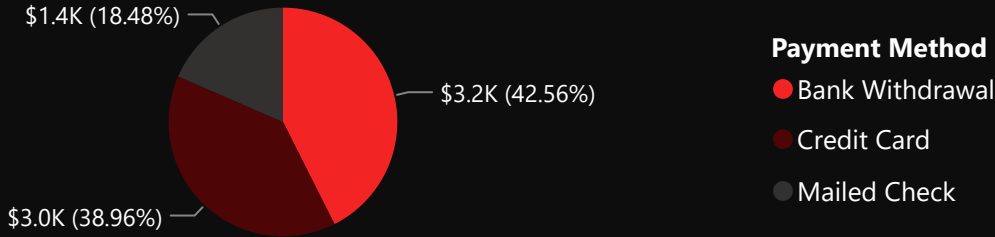
Revenue & Churn Trends Across Tenure Buckets



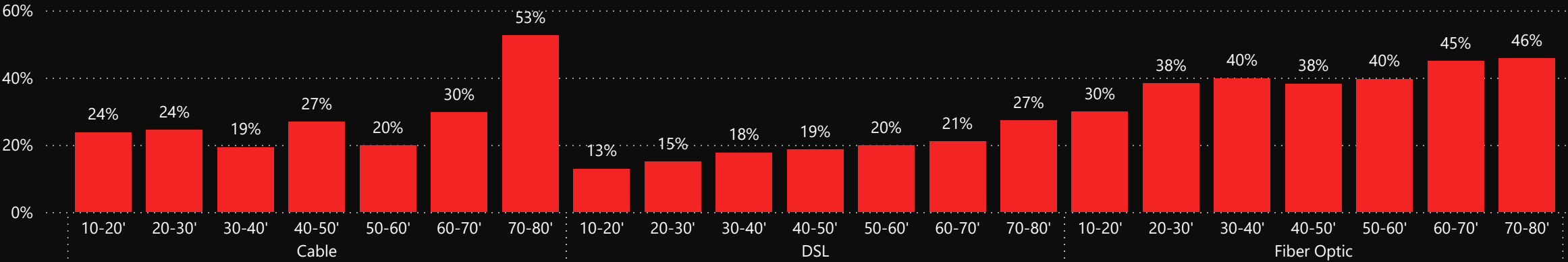
Customer Segments



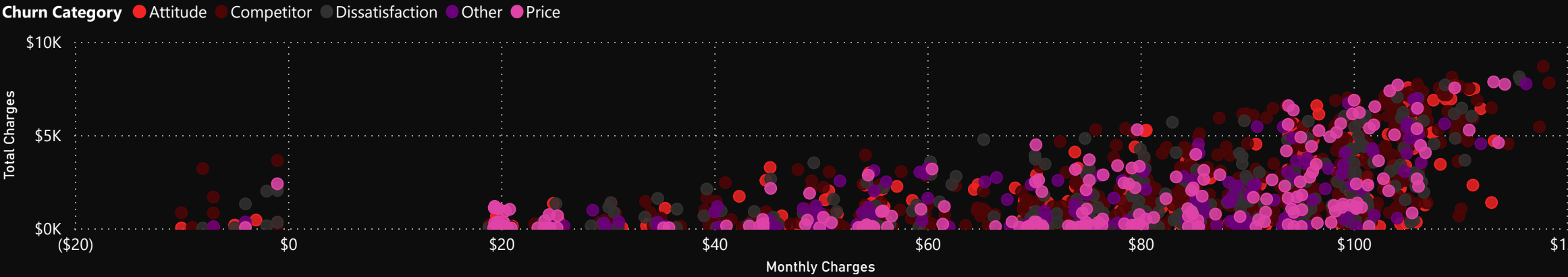
Customer Distribution by Payment Method (ARPU)



Churn Rate by Age & Internet Service



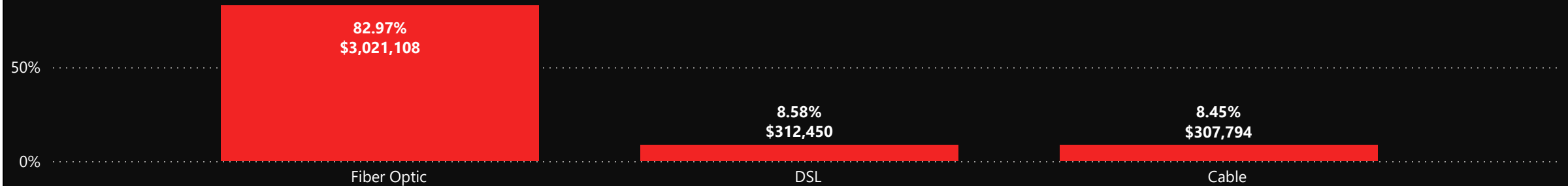
Monthly vs Total Charges by Churn Category



Churn Reasons



Churn Reason by Revenue



Churn Reason by Revenue

