

Maven Telcommunications Customer Churn Analysis

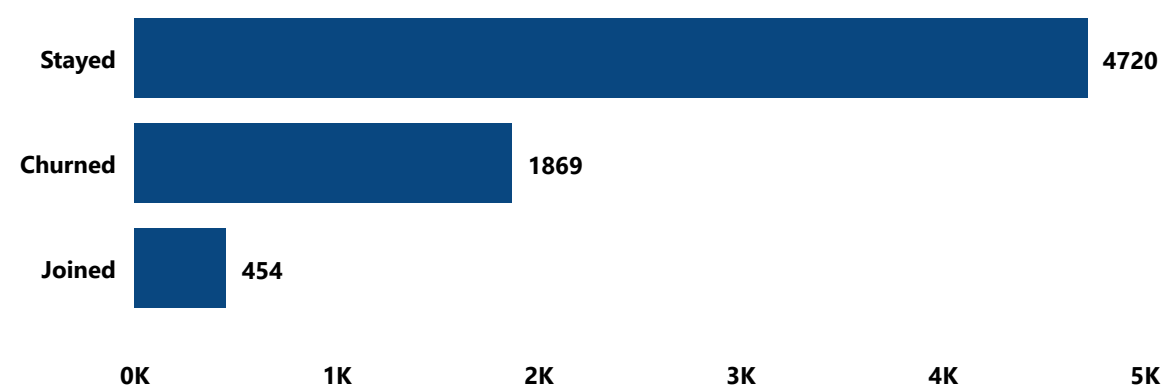
Male
3555

Female
3488

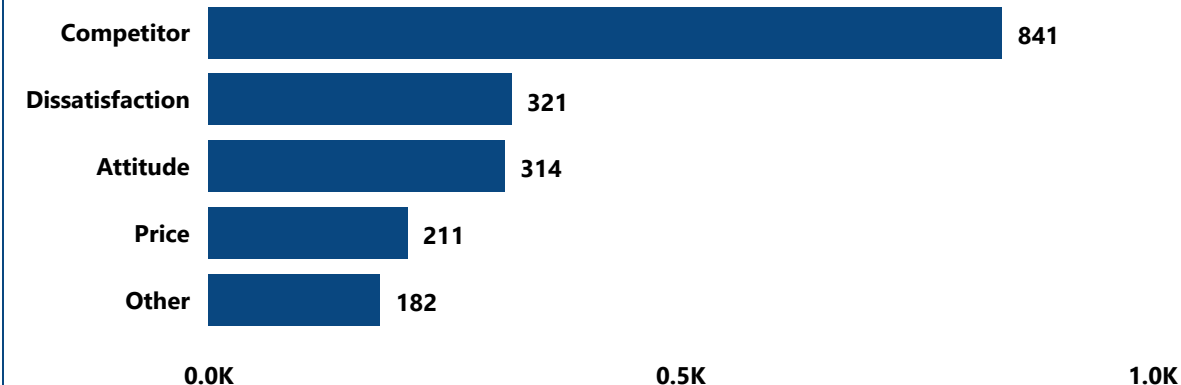
Total Customer
7043

Total Revenue
21.37M

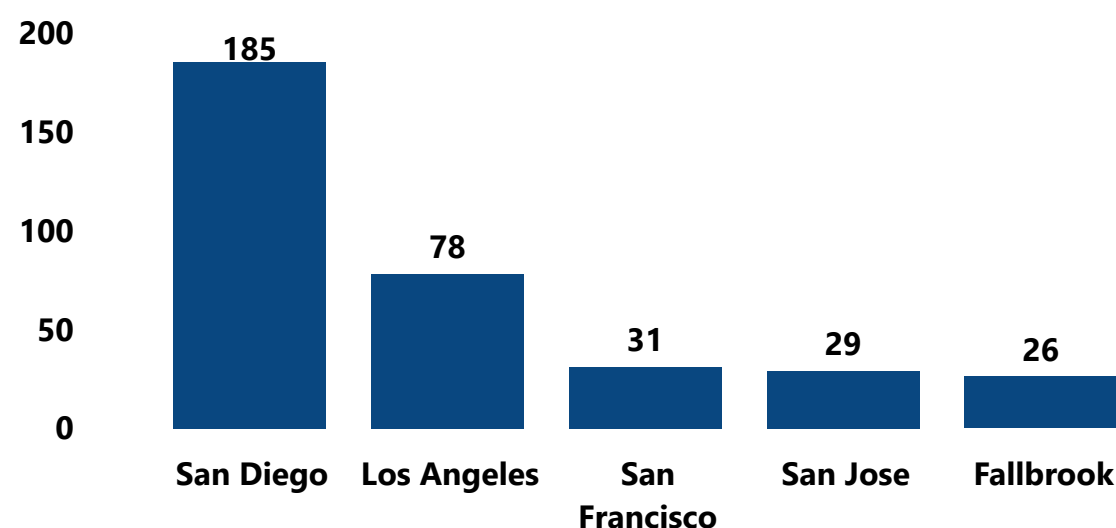
Count of Customer status



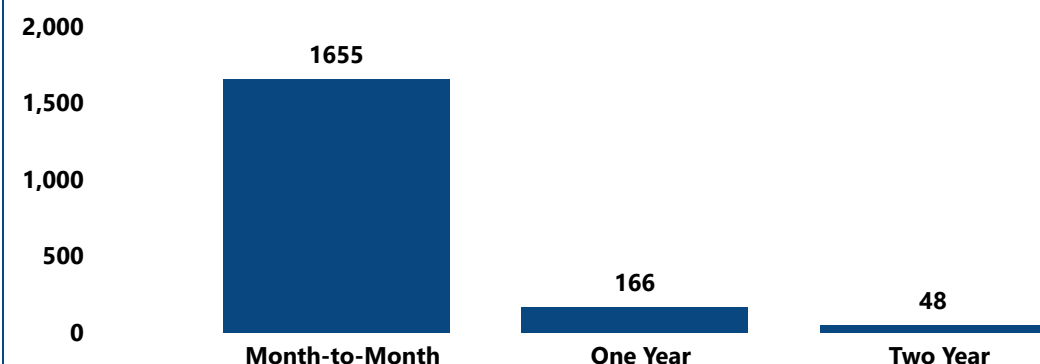
Customer Churn by Category



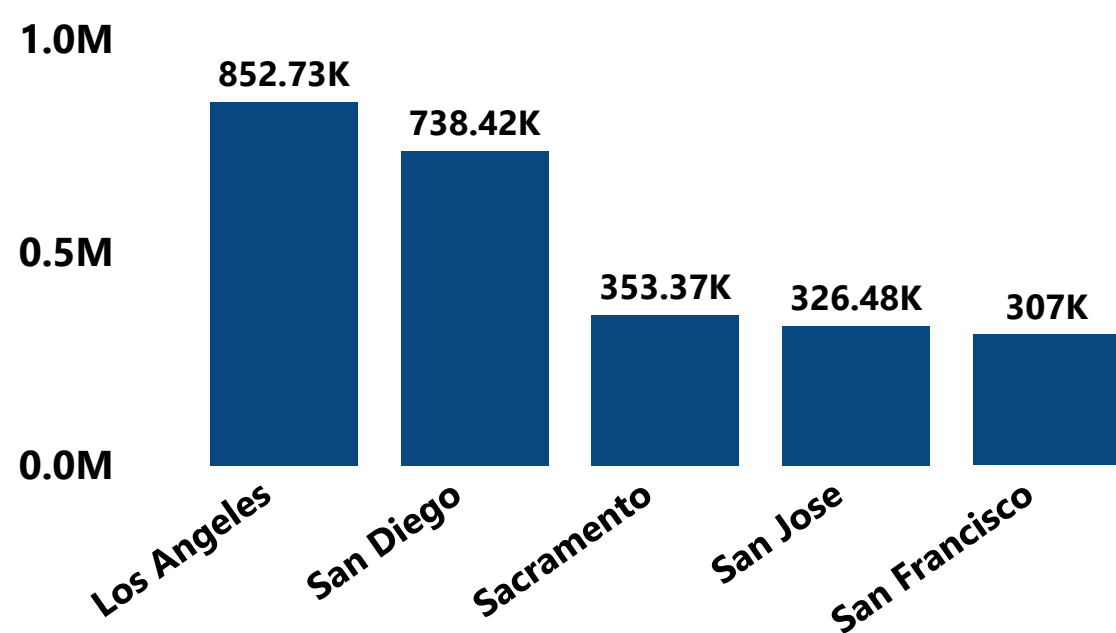
Customer churn by City(Top 5)



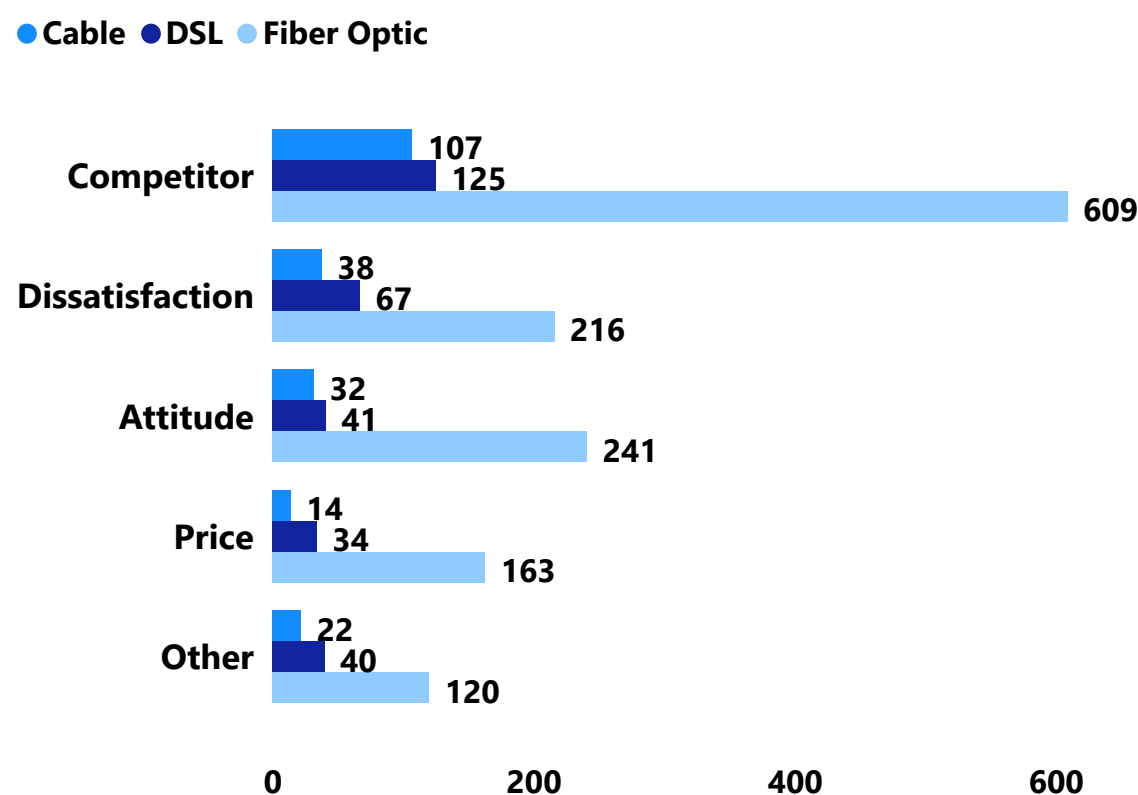
Customer Churn by Contract



Total Revenue by City (Top 5)



Customers Churn by Category and Internet type



Insights

- Around 26.5% of our customers have churned. The main reason for customer churn is strong competition from other companies.
- Customers who use fiber optic Internet have a higher likelihood of churning compared to other types of Internet connections
- Customers who have a month-to-month contract are more likely to churn compared to those with longer-term contracts.
- Los Angeles is our top revenue-generating city, closely followed by San Diego. Interestingly, San Diego also has the highest number of customers who have churned.

Recommendations

- To reduce customer churn, consider implementing strategies to stay competitive in the market and offer unique value to your customers.
- Pay attention to customers using fiber optic Internet and offer personalized solutions to meet their needs and prevent churn.
- Consider alternatives like discounts or incentives for customers to switch to longer-term contracts, which can help reduce churn.
- Monitor the San Diego markets, as they generate high revenue but also have a high number of churned customers. Identify the reasons for churn in these areas and address them proactively.