Customer Retention

Churn rate

Yes

1,87K (26,54%)

5,17K (73,46%)

Churn ● No ● Yes

Customers by Internet Service

0,11K (6,05%)

0,46K (24,56%)

1,3K (69,4%)

Internet Service ● DSL ● Fiber optic ● No
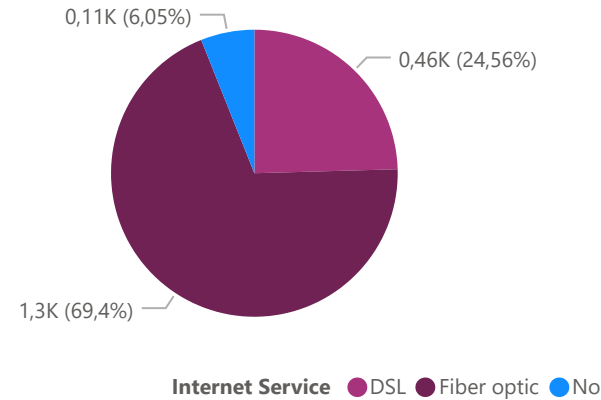
Average Monthly Charge by Internet Service

Internet Service	Average Monthly Charge (€)
Fiber optic	88,13
DSL	49,08
No	20,37

Average Monthly Charge (€)
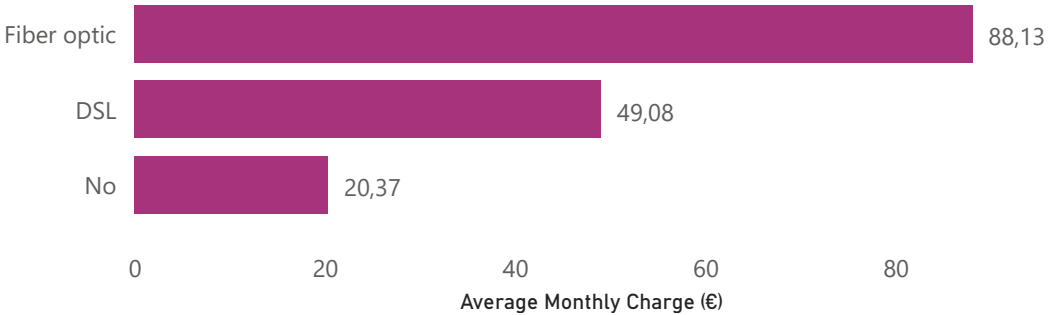
Churn	Average Tenure	Average Admin Tickets	Average Tech Tickets	Average of Monthly Charges
No	37,57	0,53	0,15	€ 61,27
Yes	17,98	0,47	1,16	€ 74,44

Number of Customers by Payment Method

Payment Method	Number of Customers
Electronic check	1071
Mailed check	308
Bank transfer (automatic)	258
Credit card (automatic)	232

Customers by Contract

Contract	Number
Month-to-month	1655
One year	166
Two year	48
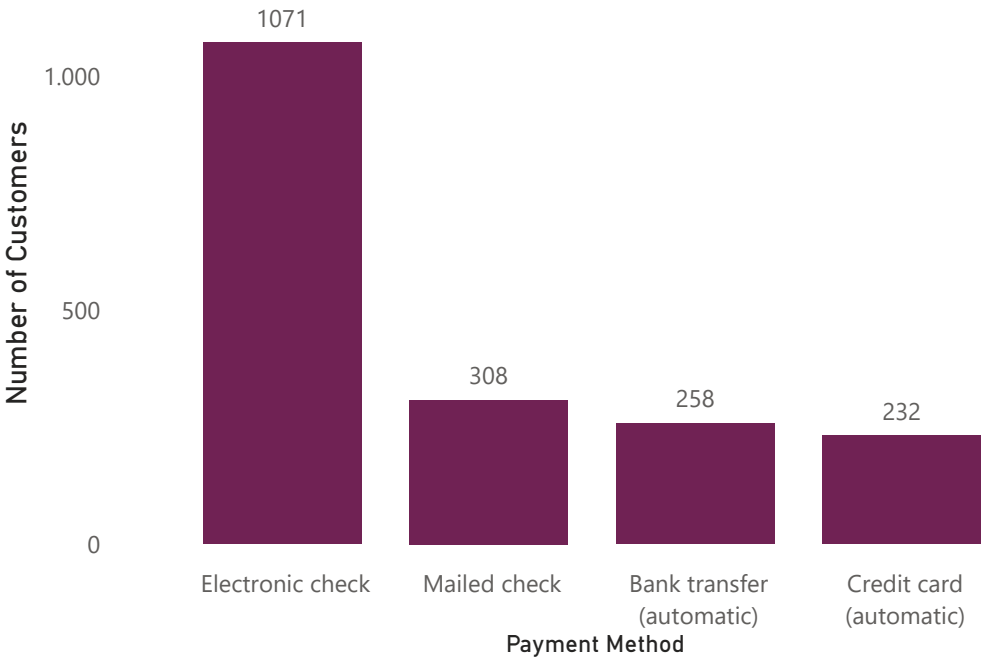
Hello Engagement Partner,

My name is Chukwuka Anyanwu. The retention manager directed me to create a visualization to analyse customer retention and find out what we can do to keep our customers.

Based on the data, here are some measures we can take:

• A huge chunk of customers who left in the past month were users of the fibre optic internet service. It is the most expensive option and that potentially plays a role in the decision. We can offer some promotional discounts to reduce price or target customers who do not require speed to switch to the DSL option from the fibre optic option.

• We are more likely to keep hold of our long-term customers but the customers who have not been with us for as long, tend to leave. Recently (in the past 20 months) joined customers should be prioritized in our quest to retain customers.

• Customers who have created technical tickets at least once should be reminded that we can handle their technical difficulties because they tend to leave.

• The longer the contract of a customer, the more likely they will stay on as customers. Month-to-month customers are most at risk of being lost to other service providers.

• Customers on the electronic check payment method need to be convinced to choose another method if possible. An automatic method is more preferable. I hope this helps.

If you need more information from the data, I am your guy.

Best regards,
Chukwuka.