



Customer Retention Analysis - For Retention Manager



Customer Churn Dashboard

Customer Risk Dashboard

Services Anaysis

Insights and Recomendation



Customer Churn Dashboard

Churn

All

Introduction

Customer Risk
Dashboard

Services Anaysis

Insights and
Recomendation

pwc

Customers Churn

1869

Churn Rate

26.54%

Yearly Charges

\$16.06M

Monthly Charges

456.12K

Admin Tickets

3632

Admin Tickets

2955

29.16%

Device Protection %

90.90%

Phone Service %

43.55%

StreamingTV %

43.77%

Streaming Movies %

27.98%

Online Backup %

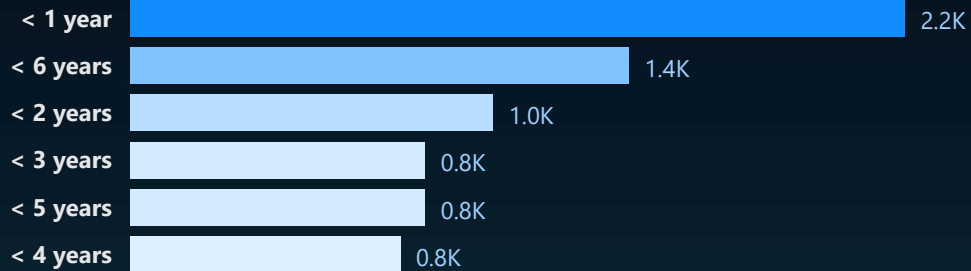
15.78%

Online Security %

16.59%

Tech Support %

Subscription Time



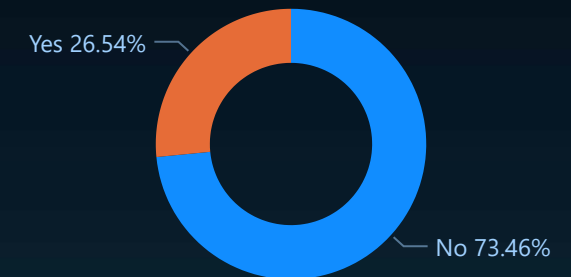
Count of Churn

17.44%
Dependent %

35.79%
Partner %

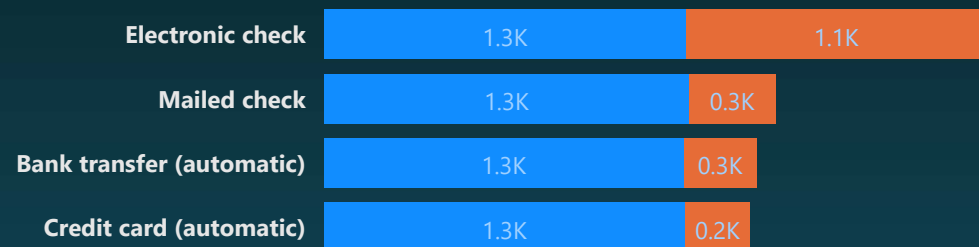
25.47%
Senior Citizen %

Customer by Churn

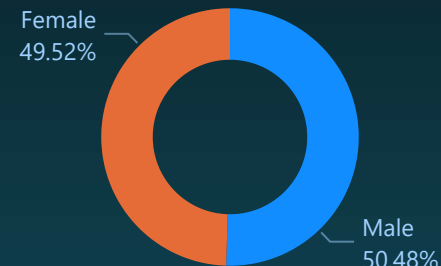


Churn Customer by PaymentMethod

Churn No Yes

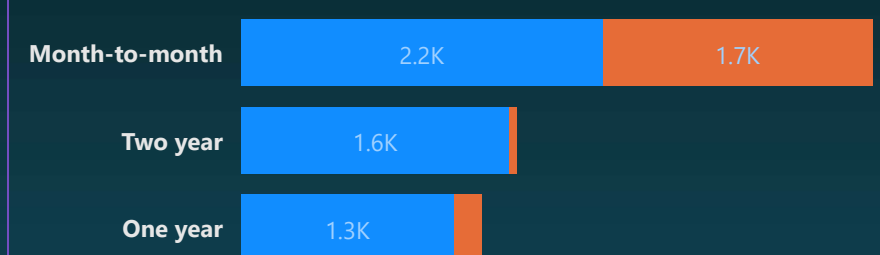


Gender



Churn Customer by Contract

Churn No Yes





Customer Risk Analysis



Churn

No

Yes

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Churn Rate

26.54%

Total Charges

\$16.1M

Total Revenue

\$13.2M

Total Lost

\$2.86M

Internet Services

DSL

Fiber optic

No

Contract Type

Month-to-month

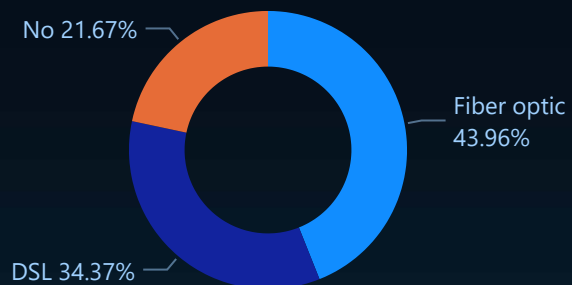
One year

Two year

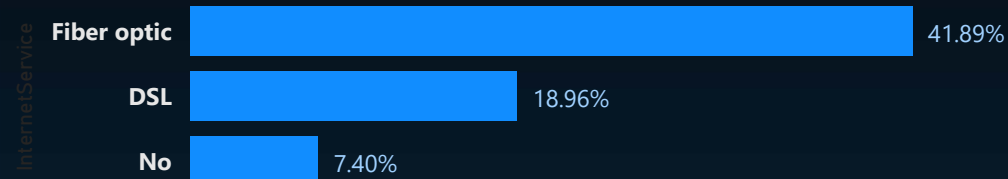
Customers Churn



Count of customerID by InternetService

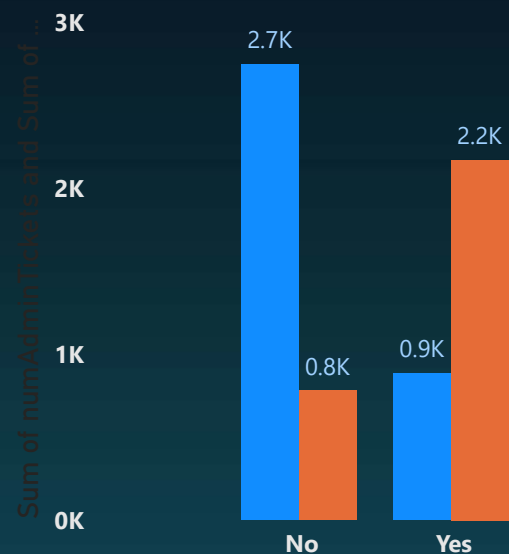


Churn Rate by InternetService



Admin Tickets and Tech Tickets by
Churn

● Sum of numAdminTickets ● Sum of numTechTick...



Churn Rate and MonthlyCharges by loyalty and Contract

● Churn Rate ● Sum of MonthlyCharges





Services Analysis



Churn

No

Yes

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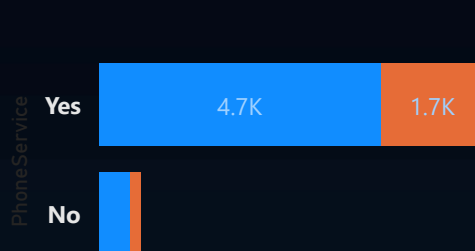
Internet Service

InternetService



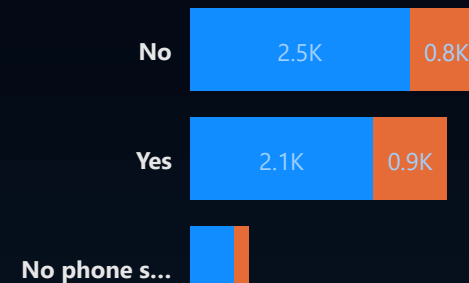
Phone Service

PhoneService



Multiple Lines

MultipleLines



Online Backup

OnlineBackup



29.16%
Device Protection %

90.90%
Phone Service %

43.55%
StreamingTV %

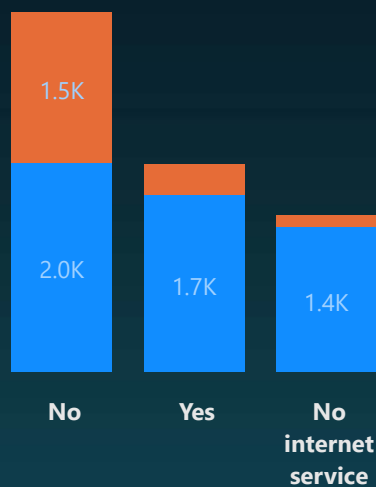
43.77%
Streaming Movies %

27.98%
Online Backup %

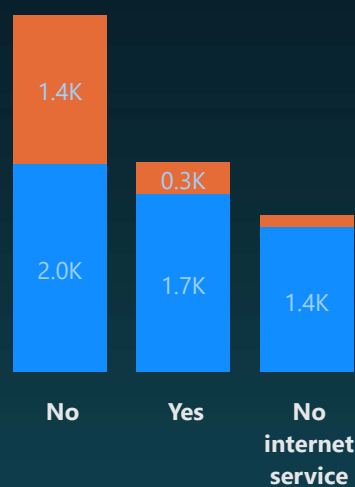
15.78%
Online Security %

16.59%
Tech Support %

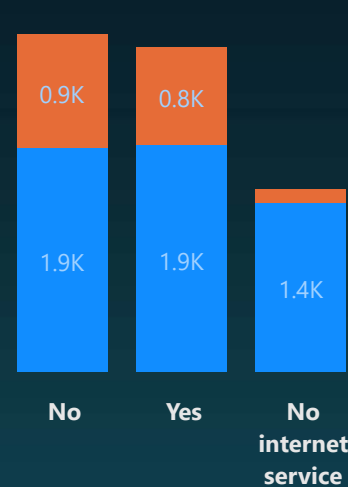
Online Security



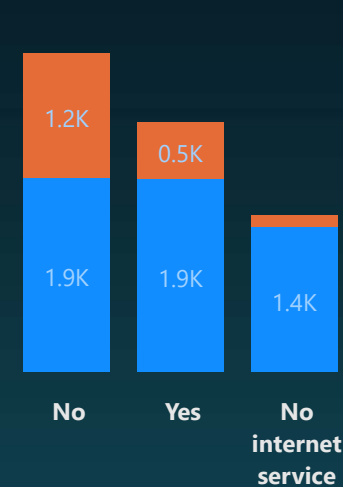
Tech Support



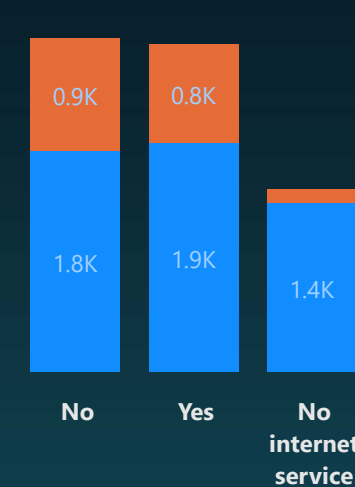
Streaming TV



Device Protection



Streaming Movies





Insights and Recommendation



Insights:

1. Contract Length and Customer Tenure:

- Customers on Two-Year contracts tend to have longer relationships with the company, while a significant number of customers on Month-to-Month contracts are relatively new joiners.

2. Risk of Churn Among Recent Month-to-Month Customers:

- The analysis suggests that the company is at risk of losing recently joined customers, especially those on Month-to-Month contracts.

3. Churn Statistics:

- A total of **7,043** customers are at risk of churn, resulting in a churn rate of **27%**.
- The yearly charges amount to **\$16.06** million, while monthly charges sum up to **\$456.12** thousand.

4. Ticket Support:

- There were **2,955** technical support tickets and **3,632** administrative support tickets opened, indicating a notable level of customer support interaction.

5. Lack of Additional Services Among Churned Customers:

- Most of the churned customers did not sign up for Online Security, Tech Support, or Phone Services, highlighting potential areas for improvement in service adoption.

6. Fiber Optic Services and Churn:

- A significant portion (**42%**) of the churned customers were using Fiber Optic as their Internet Service, suggesting a potential issue with this service offering.

Recommendation:

1. Encourage Longer Contracts:

- Consider incentivizing customers to subscribe to One-Year and Two-Year contracts, as this can lead to better customer retention. Emphasize the cost savings associated with longer contracts.

2. Discounts for Month-to-Month Customers:

- Offer discounts or promotions to customers on Month-to-Month contracts to encourage them to commit to longer contract periods. This can help reduce churn among this segment.

3. Promote Additional Services:

- Educate customers on the benefits of signing up for Online Security and Tech Support, as these services are essential for a seamless experience. Highlight the added value and peace of mind they provide.

4. Increase Sales Targets:

- Increase the sales targets for One-Year and Two-Year contracts by 5% each to actively promote these options.
- Encourage yearly automatic payments with a 5% annual increase to simplify billing for customers and improve revenue predictability.