

# TELECO CHURN ANALYSIS



General



Customer  
Demographic



Service



Contract

## Overview

7043

Total Customers

1869

Total Churn Customers

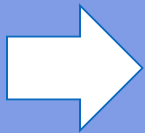
26.54%

Churn Rate

16.06M

Total Revenue

# General



7043

Total Customers

1869

Total Churn Customers

26.54%

Churn Rate

16.06M

Total Revenue

## Detail Churners Reason

Churn Category	Number of Customer	% Total Customer churn
<strong>Competitor</strong>	<strong>621</strong>	<strong>33.23%</strong>
Competitor offered higher download speeds	189	10.11%
Competitor offered more data	162	8.67%
Competitor made better offer	140	7.49%
Competitor had better devices	130	6.96%
<strong>Dissastisfaction</strong>	<strong>509</strong>	<strong>27.23%</strong>
Network reliability	103	5.51%
Product dissatisfaction	102	5.46%
Service dissatisfaction	89	4.76%
Lack of self-service on Website	88	4.71%
Lack of affordable download/upload speed	44	2.35%
Limited range of services	44	2.35%
Poor expertise of phone support	20	1.07%
Poor expertise of online support	19	1.02%
<strong>Attitude</strong>	<strong>327</strong>	<strong>17.50%</strong>
Attitude of support person	192	10.27%
Attitude of service provider	135	7.22%
<strong>Other</strong>	<strong>213</strong>	<strong>11.40%</strong>
<strong>Total</strong>	<strong>1869</strong>	<strong>100.00%</strong>

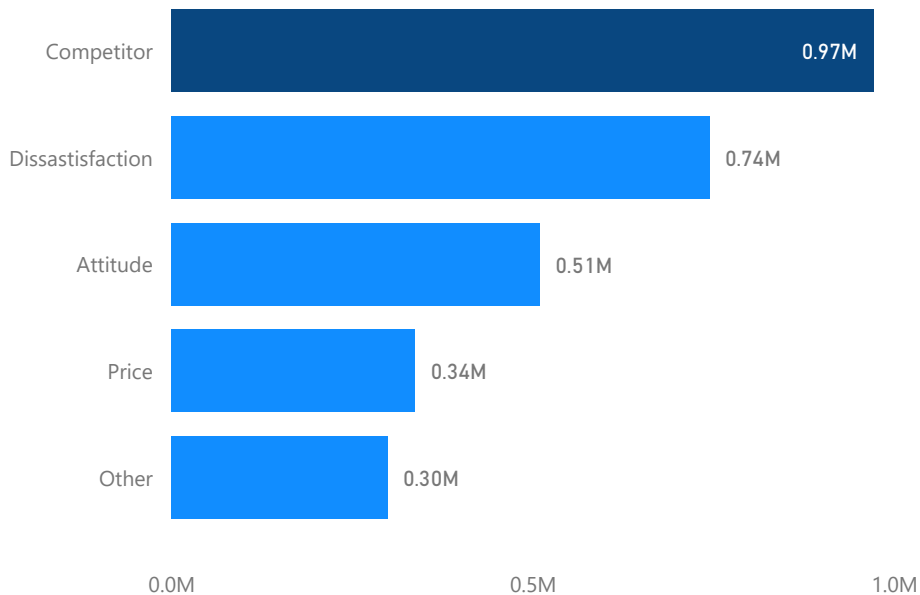
## Churn Rate

Target

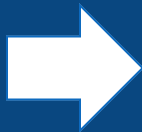
15%

26.54%

## Revenue Churn



# Customer Demographics



Retaining Customers

5174

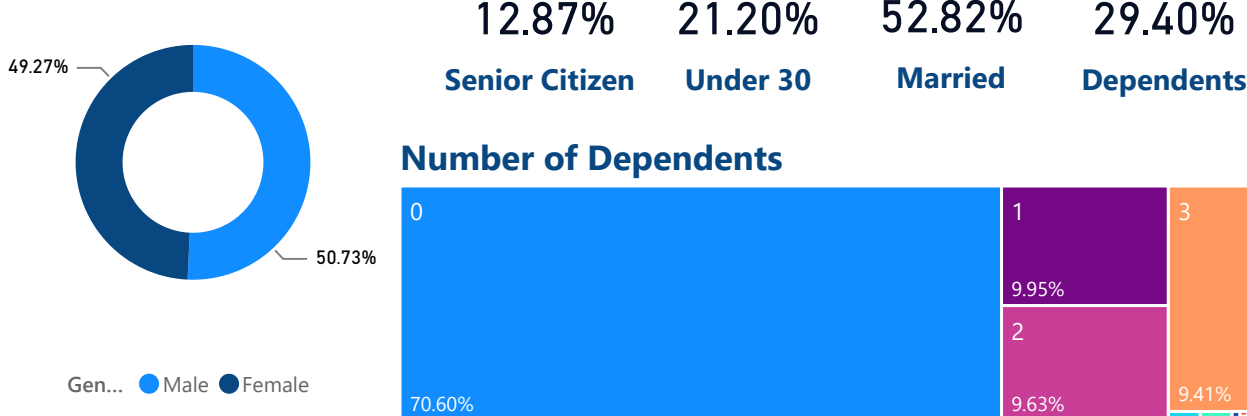


Churned Customers

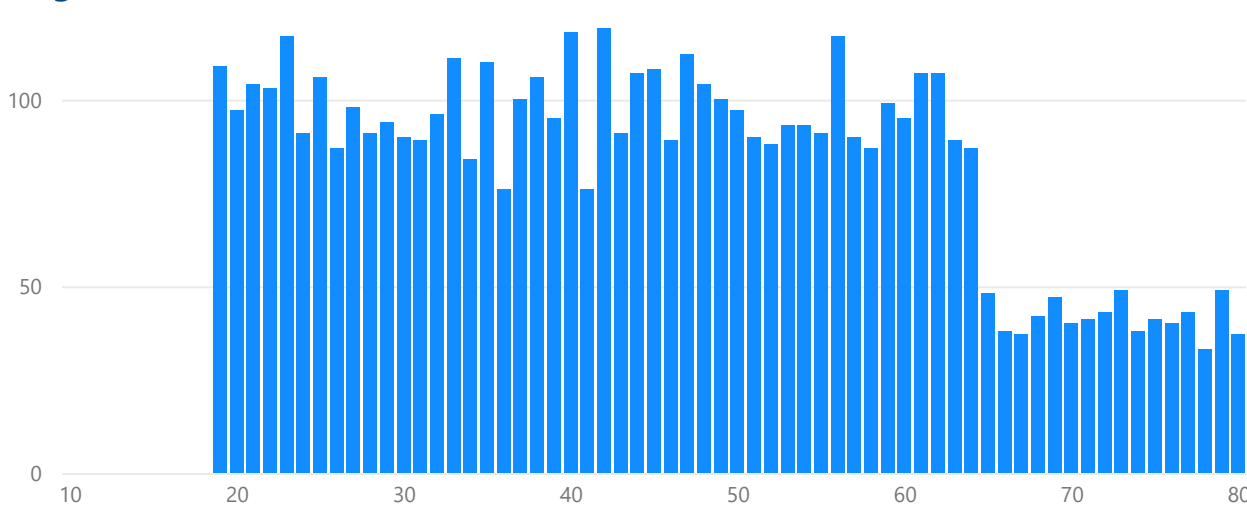
1869



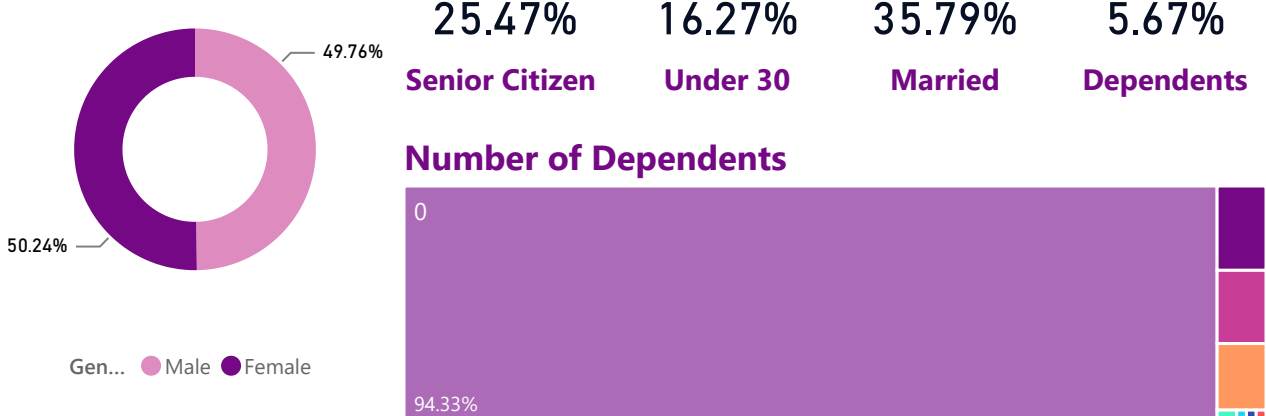
Gender Distribution



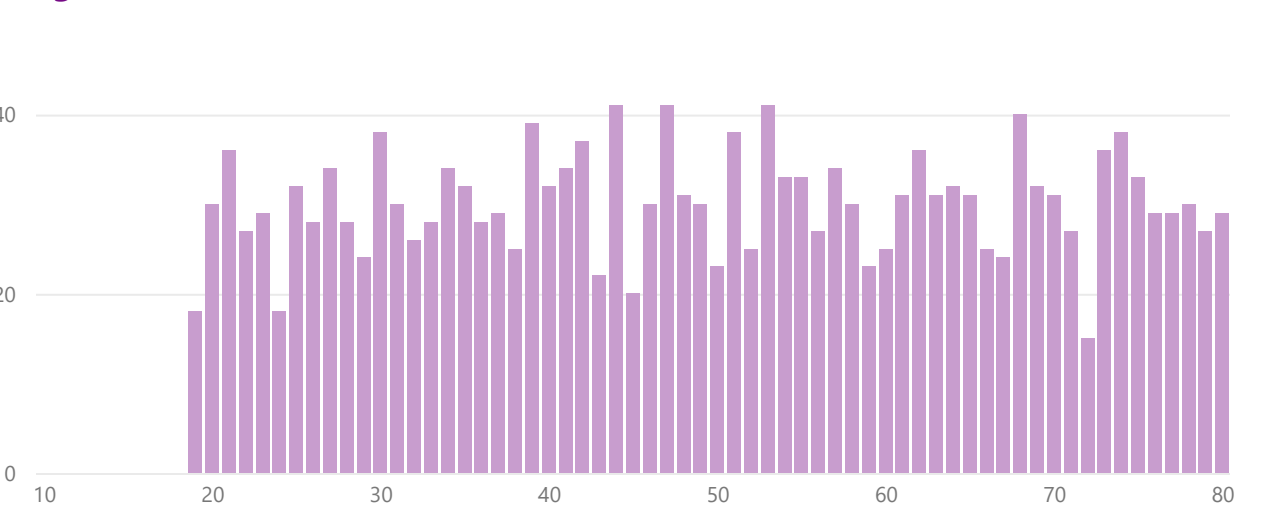
Age Distribution



Gender Distribution



Age Distribution



# Services

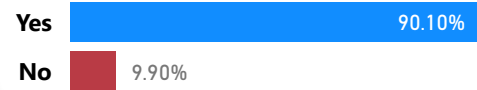


## Retaining Customers

5174



### Phone Service

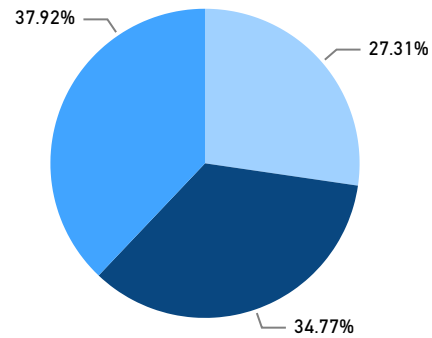


### Multiple Lines ?

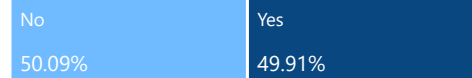
41.0%  
Multiple

49.1%  
Single

### Internet Service



Internet ... No Fiber optic DSL



## Churned Customers

1869



### Phone Service

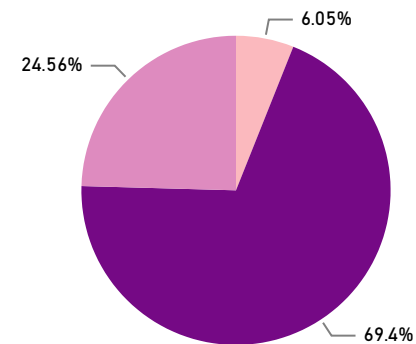


### Multiple Lines ?

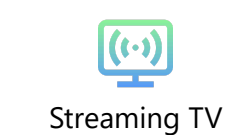
45.5%  
Multiple

45.4%  
Single

### Internet Service



Internet ... No Fiber optic DSL



# Account Information

## Retaining Customers

5174 

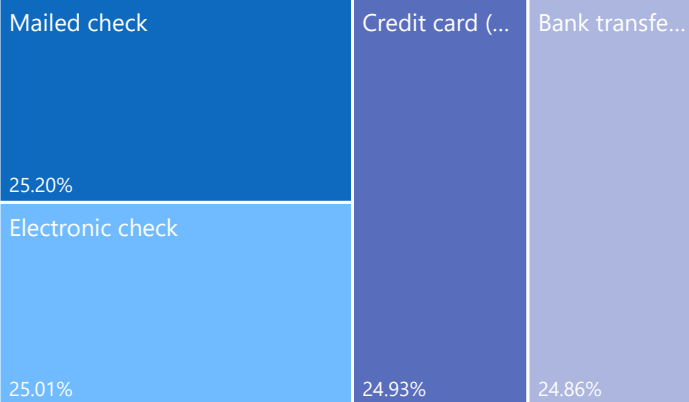
### Payment Mode



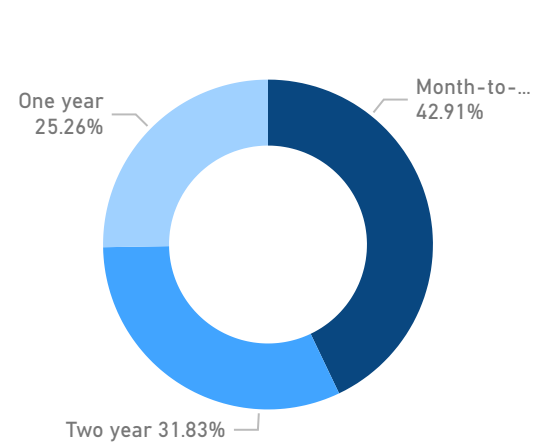
### Paperless Billing



### Payment Method

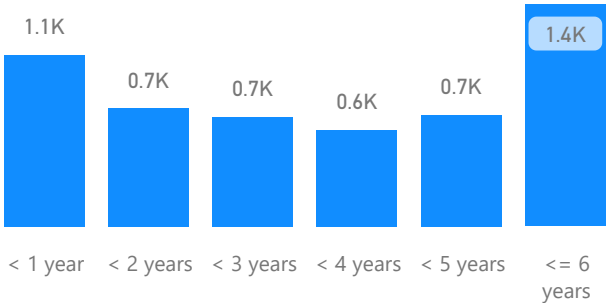


### Contract



Contract ● Month-to-month ● Two year ● One year

### Tenure Years



**\$2.56K**

Average of Total Charges

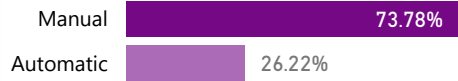
**\$61.27**

Average of Monthly Charges

## Churned Customers

1869 

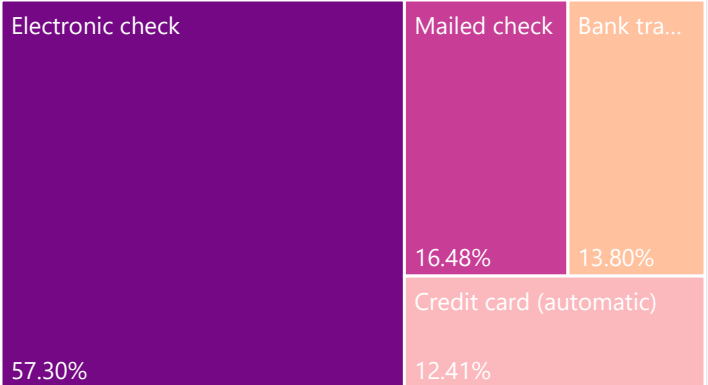
### Payment Mode



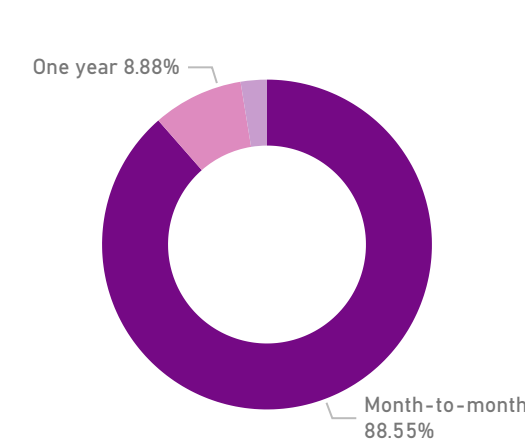
### Paperless Billing



### Payment Method

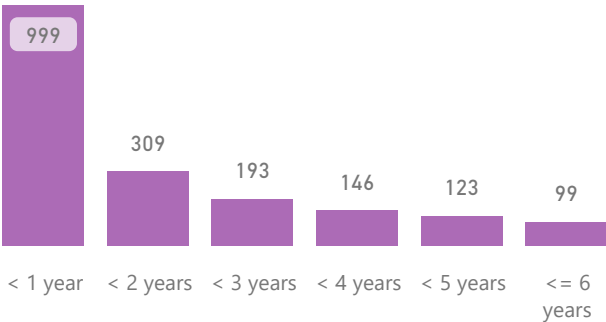


### Contract



Contract ● Month-to-month ● One year ● Two year

### Tenure Years



**\$1.53K**

Average of Total Charges

**\$74.44**

Average of Monthly Charges