



Customer Churn Retention Analysis

Customer Churn

Customer Risk

Service

Insights

Presented by Ganesh Chandra Panda

1869

Customer Churn

16.06M

Yearly Total Charges

456.12K

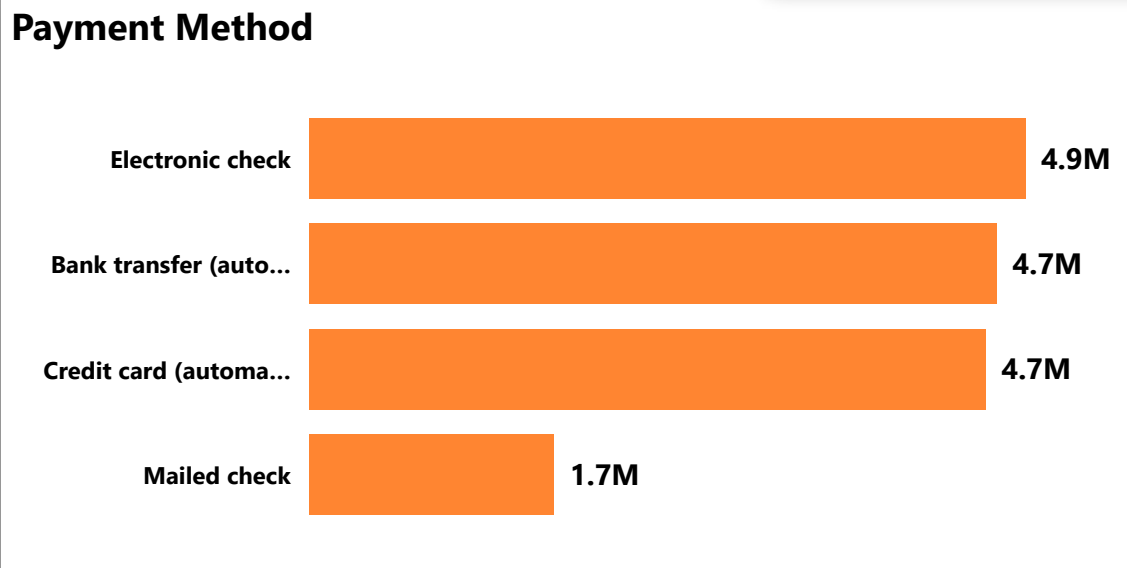
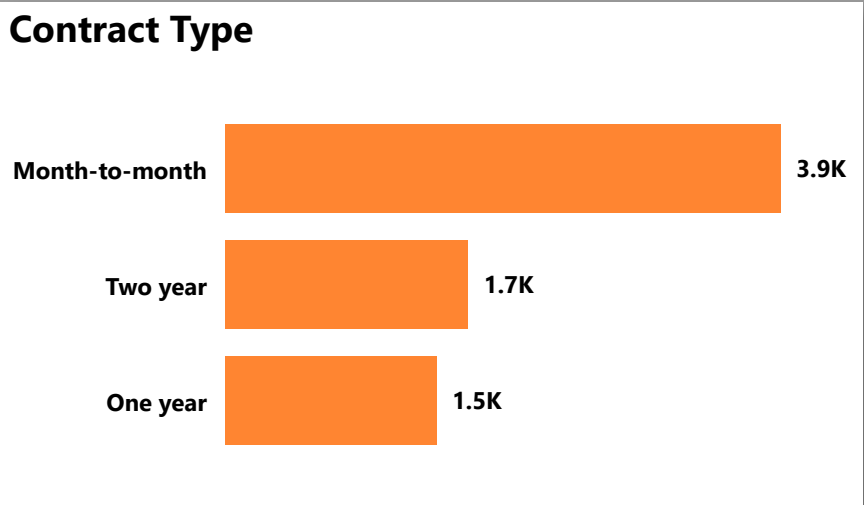
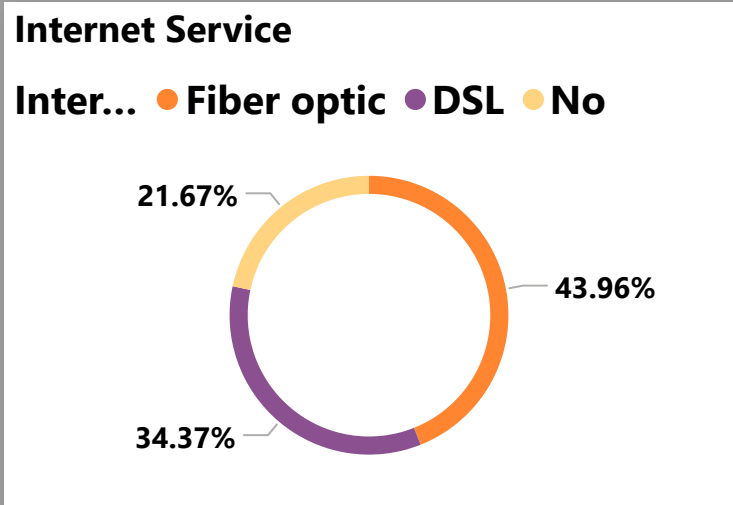
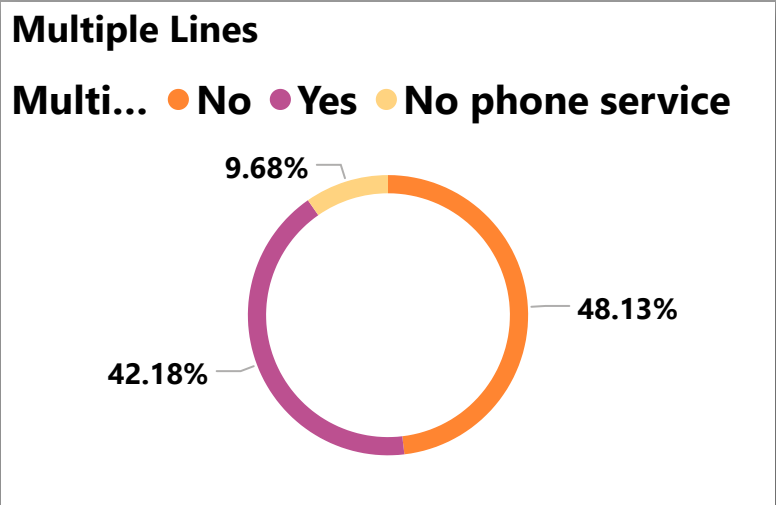
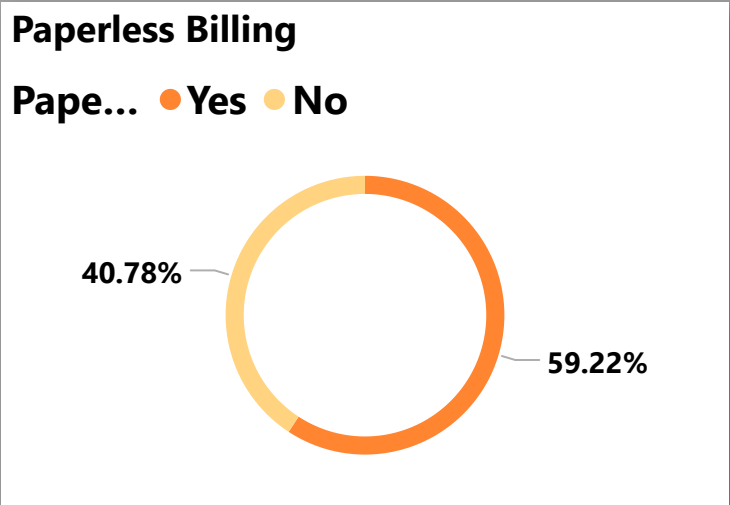
MonthlyCharges

3632

No of AdminTickets

2955

No of TechTickets

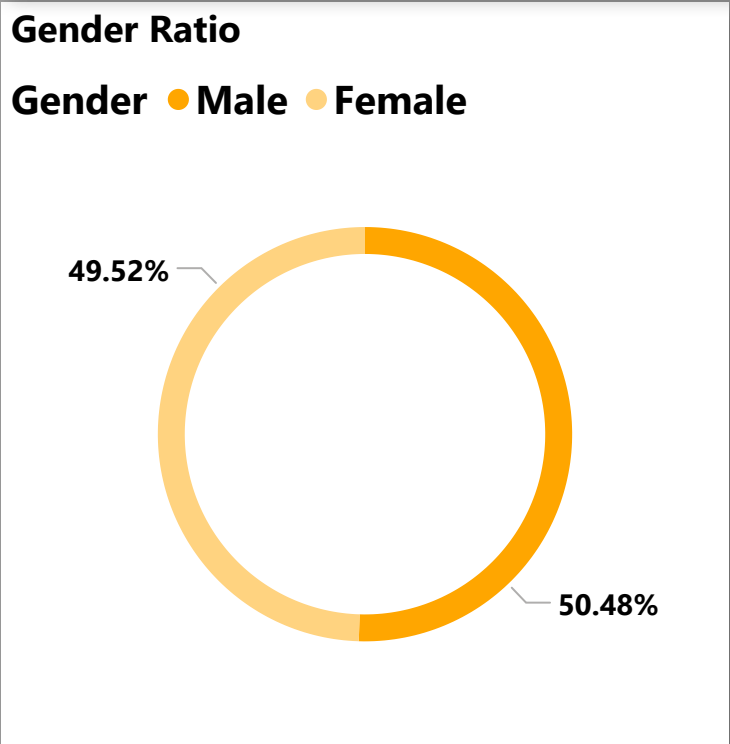
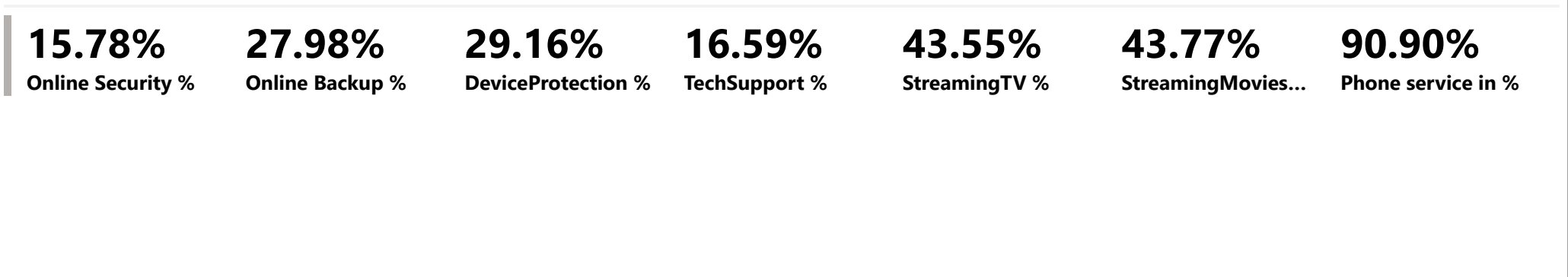


64.76

Average of MonthlyCharges

2,279.73

Average of TotalCharges



25.47%

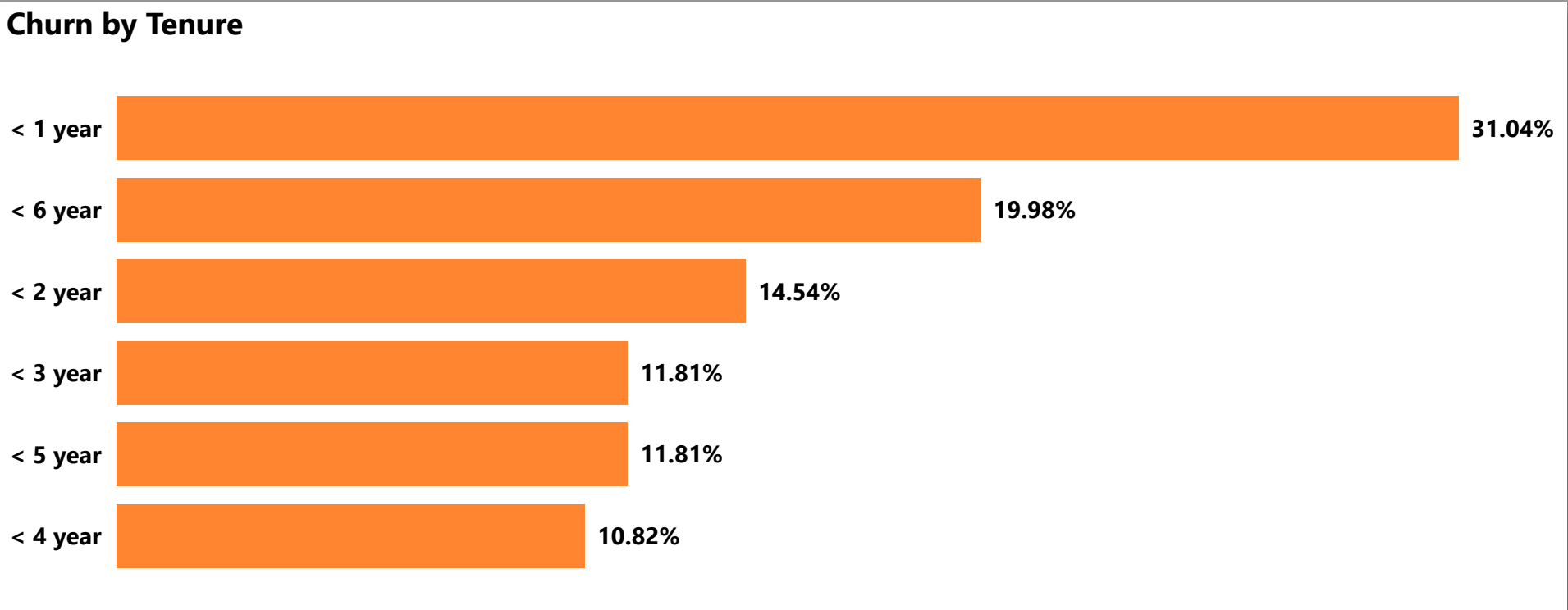
Senior Citizen %

35.79%

Partner %

17.44%

Dependents %



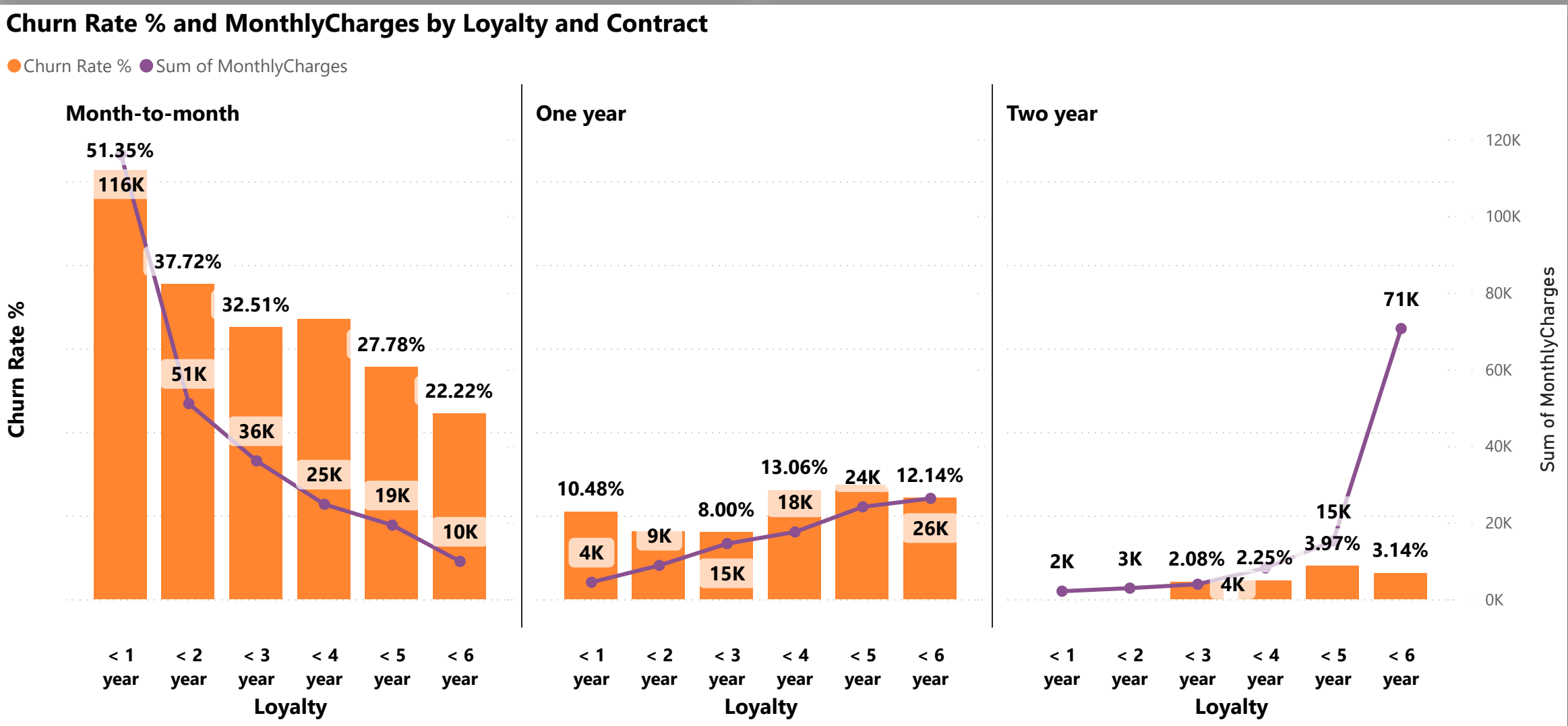
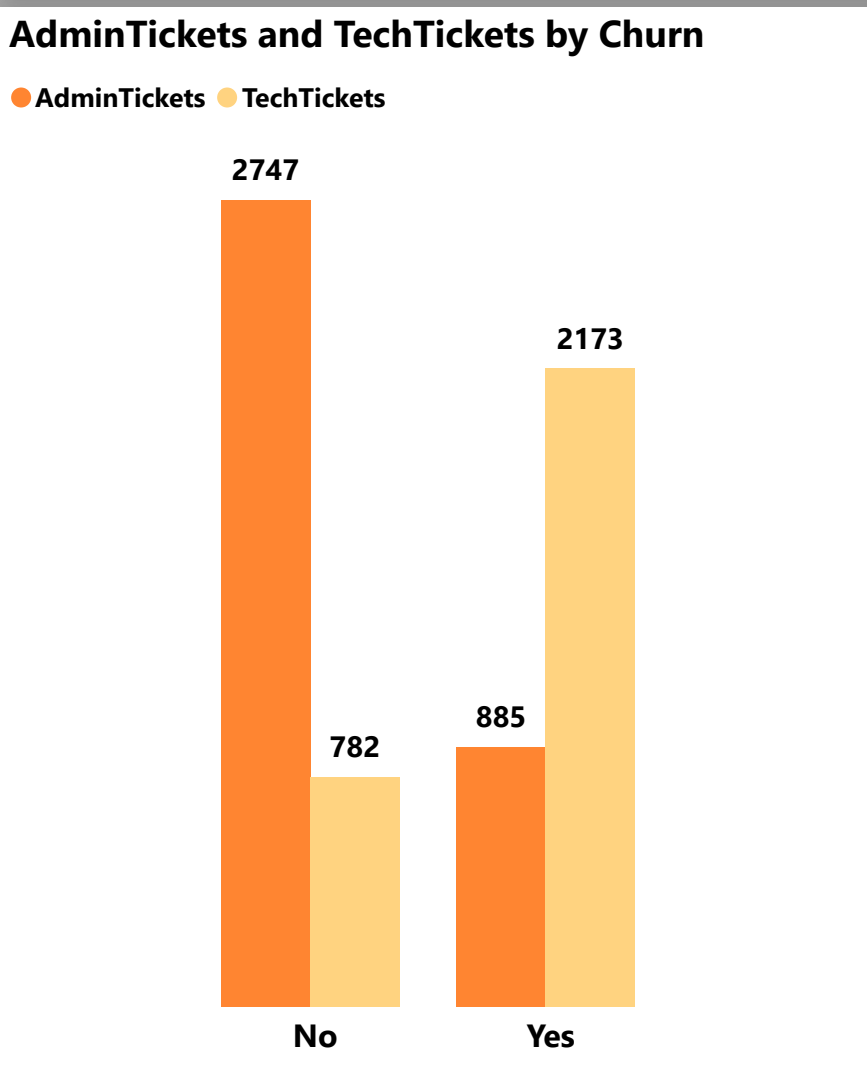
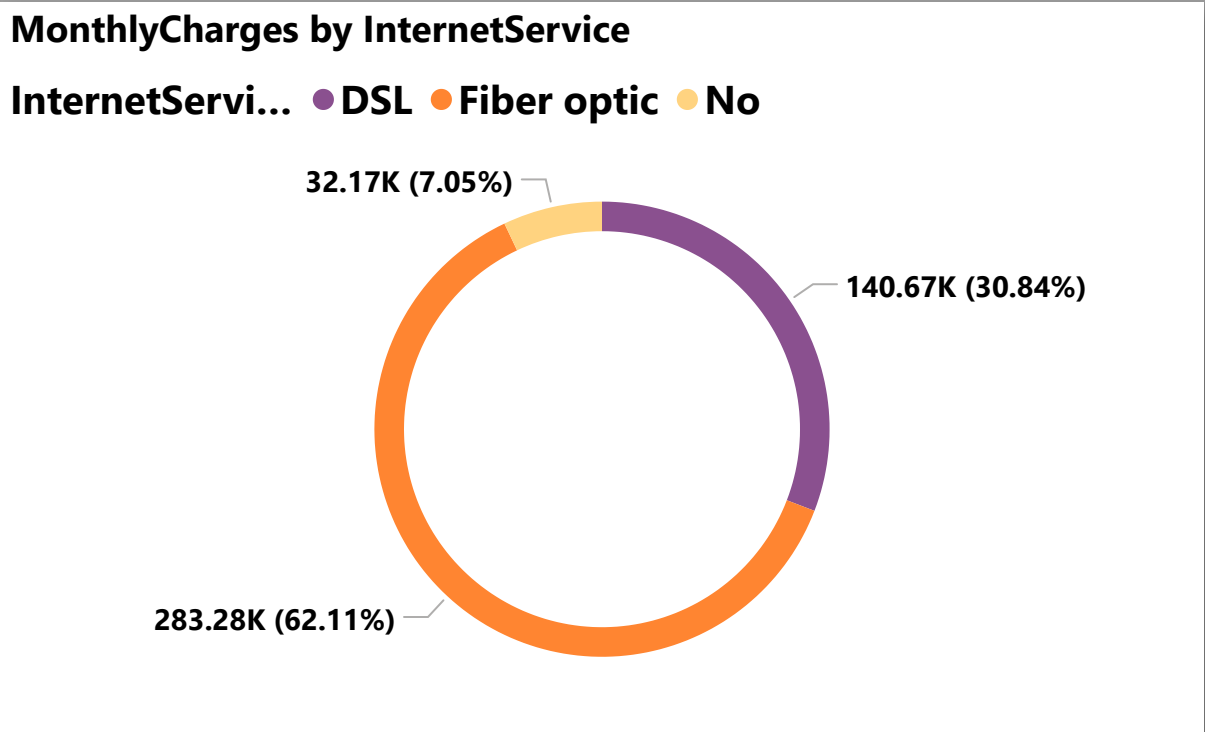
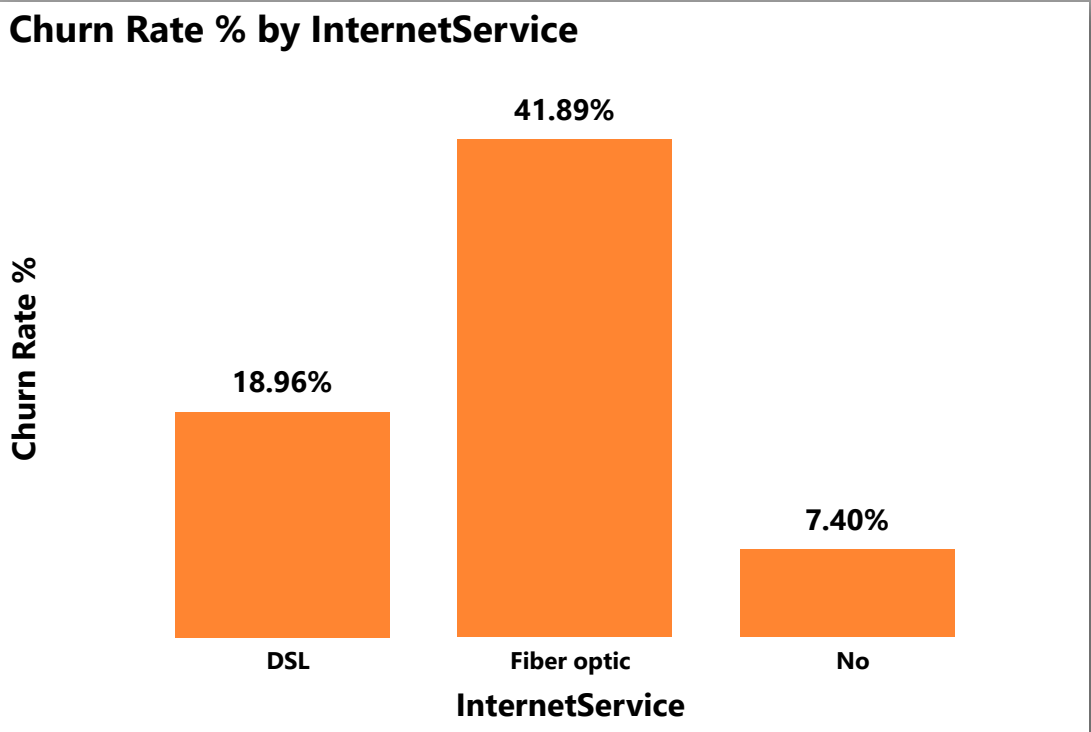
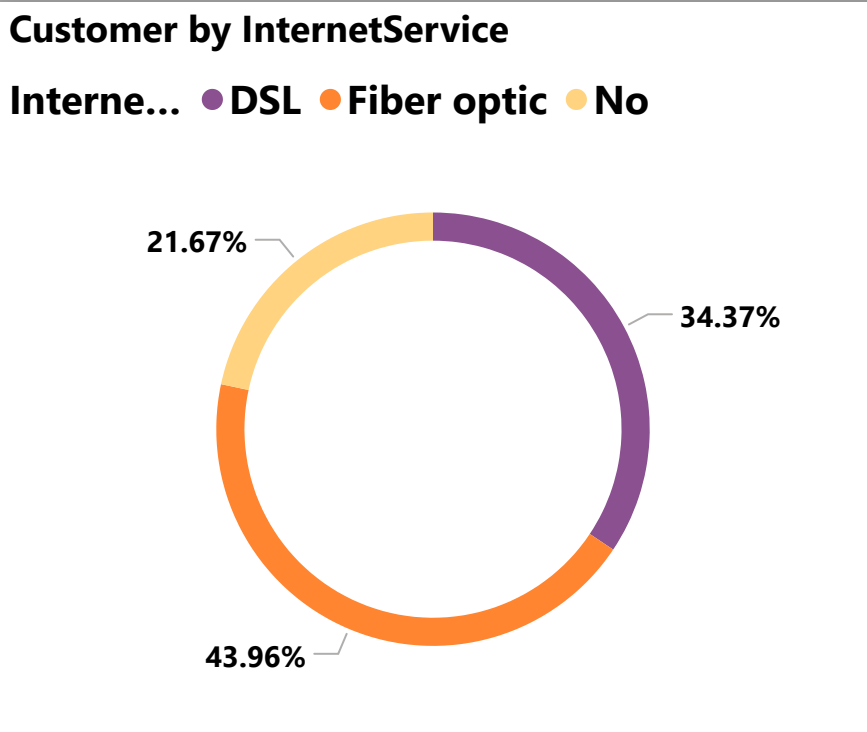
7043
Total Customer

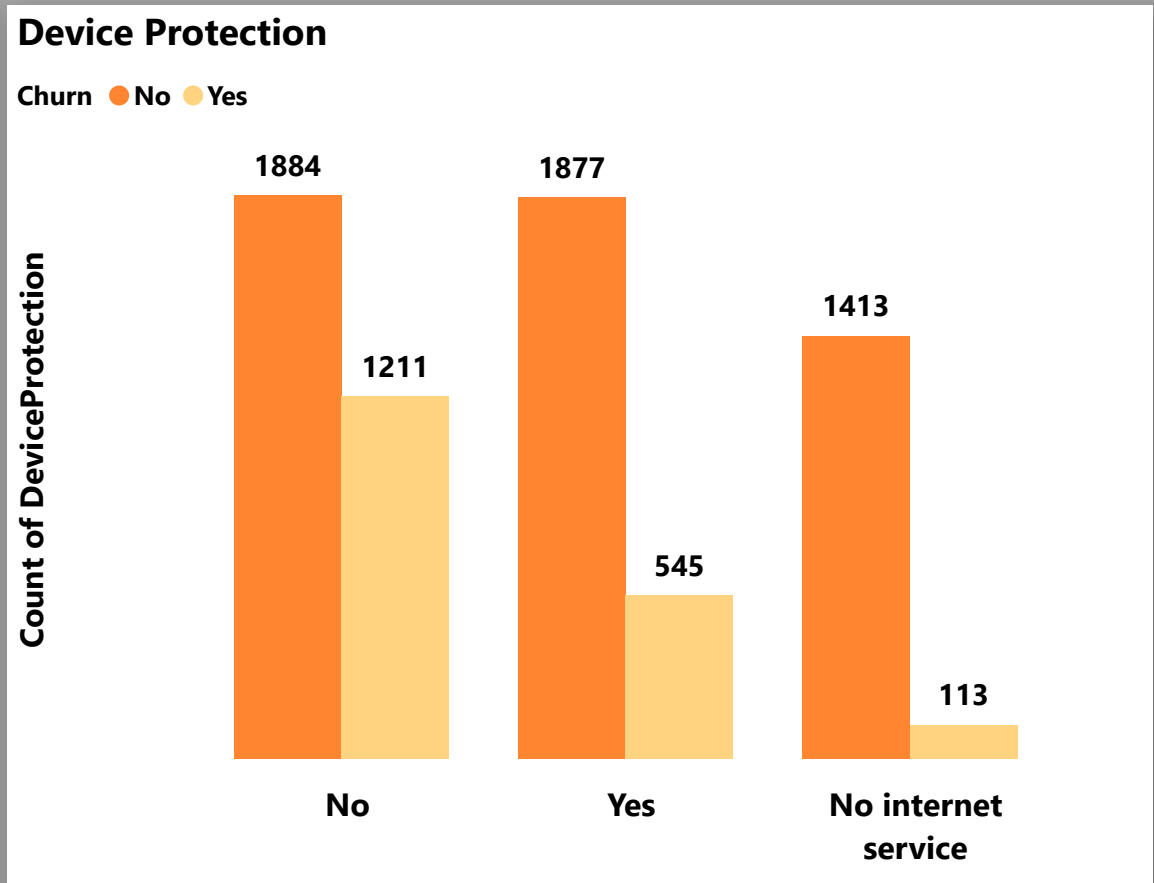
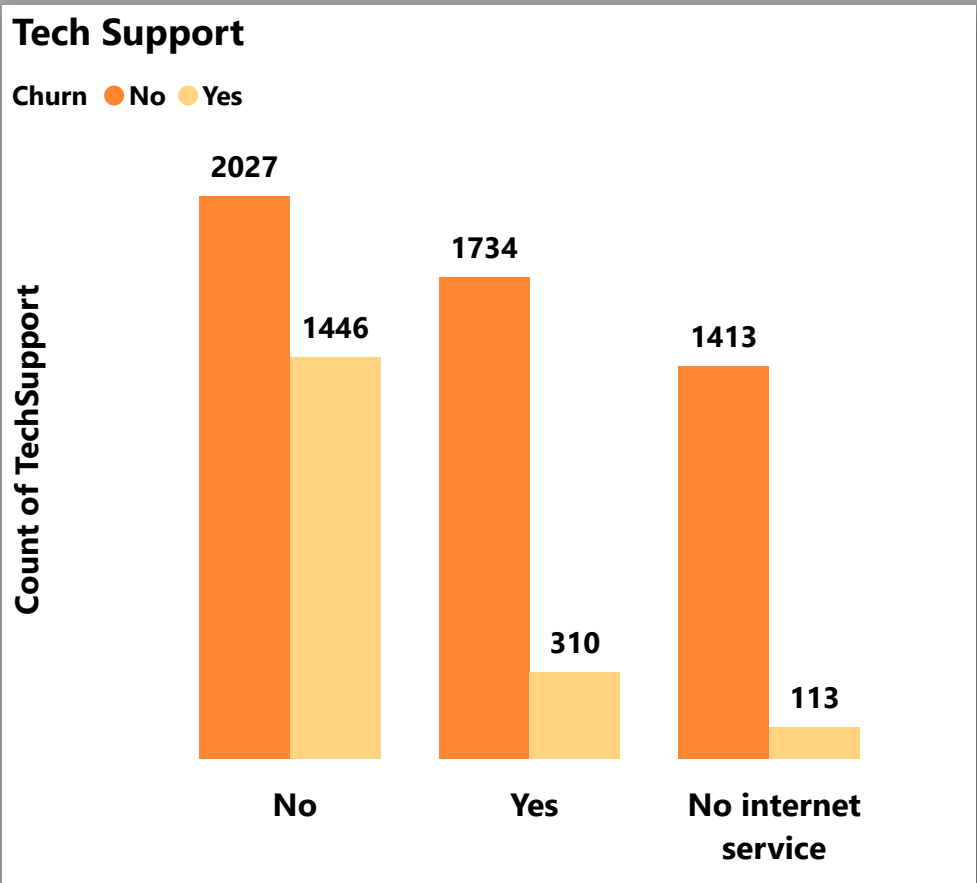
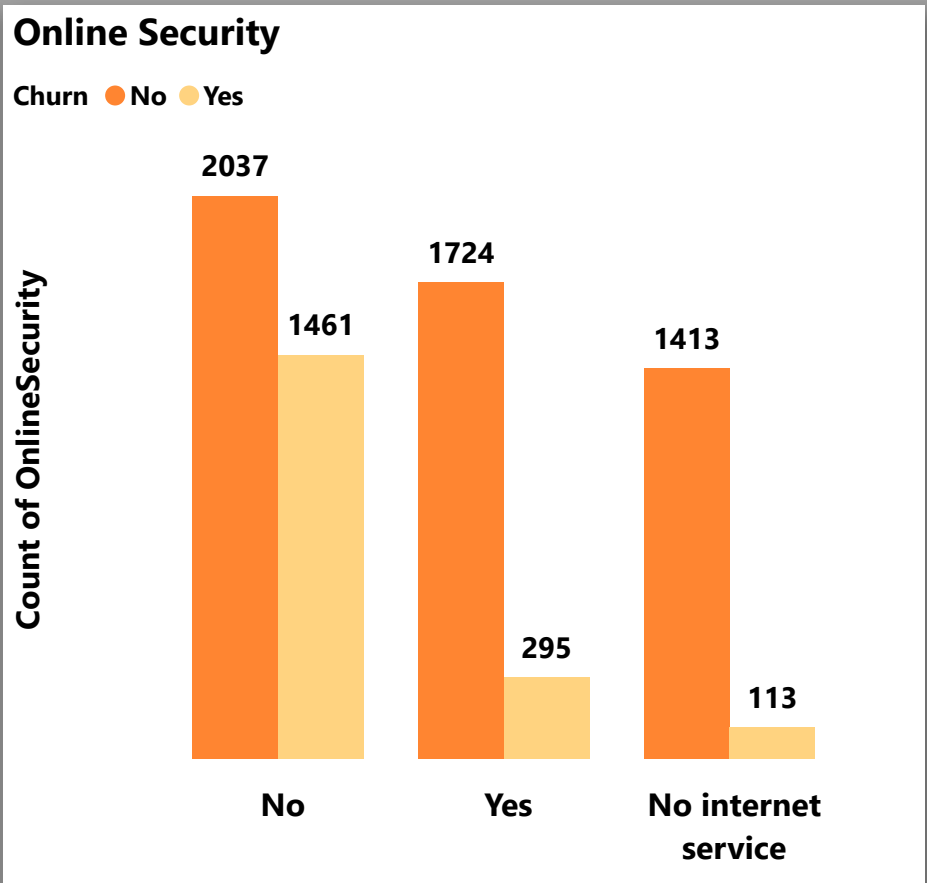
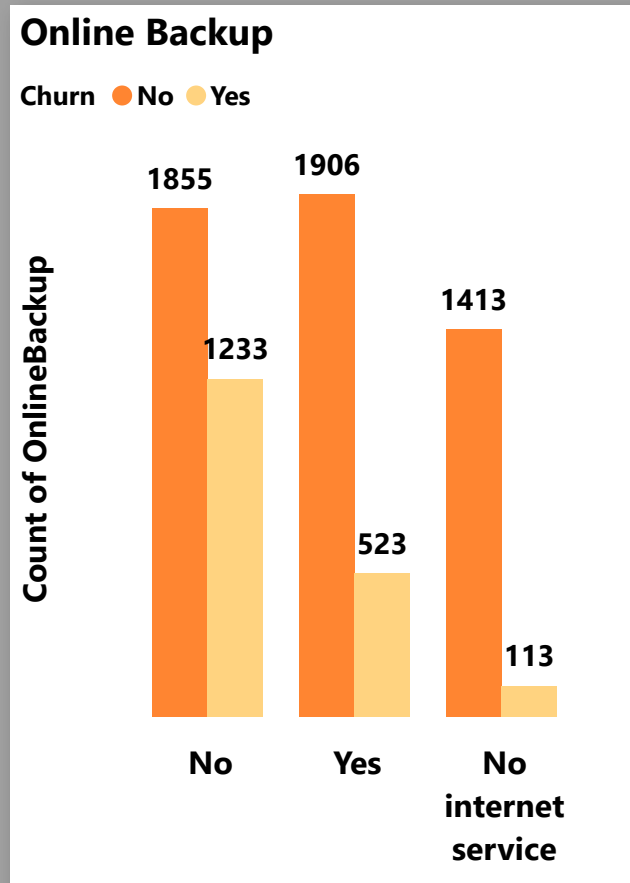
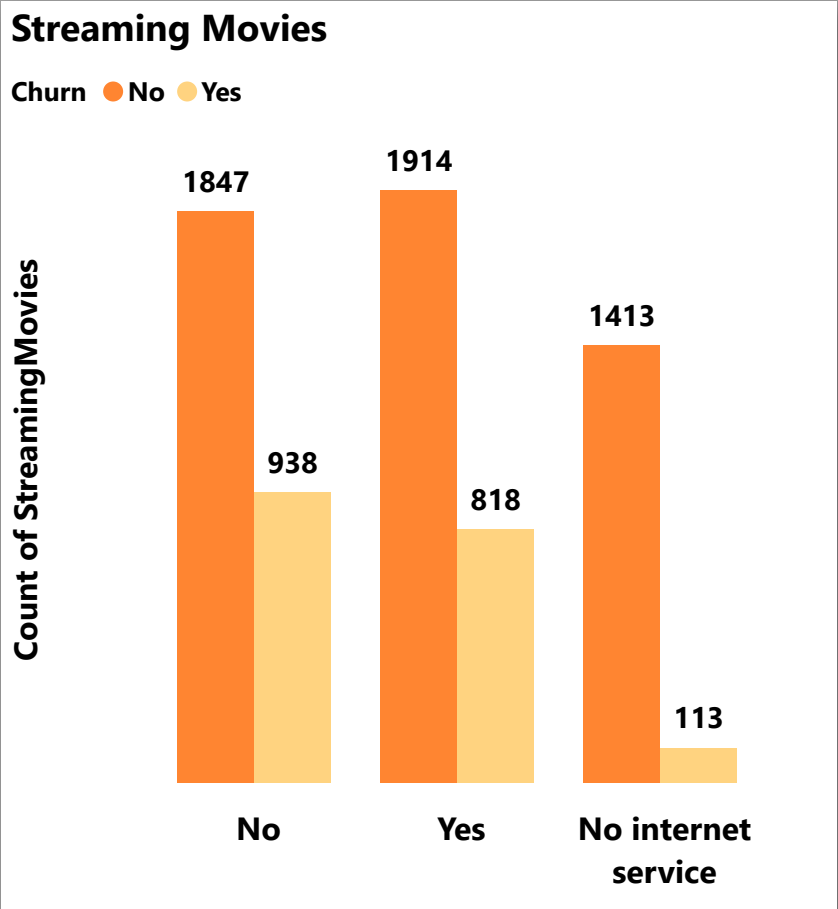
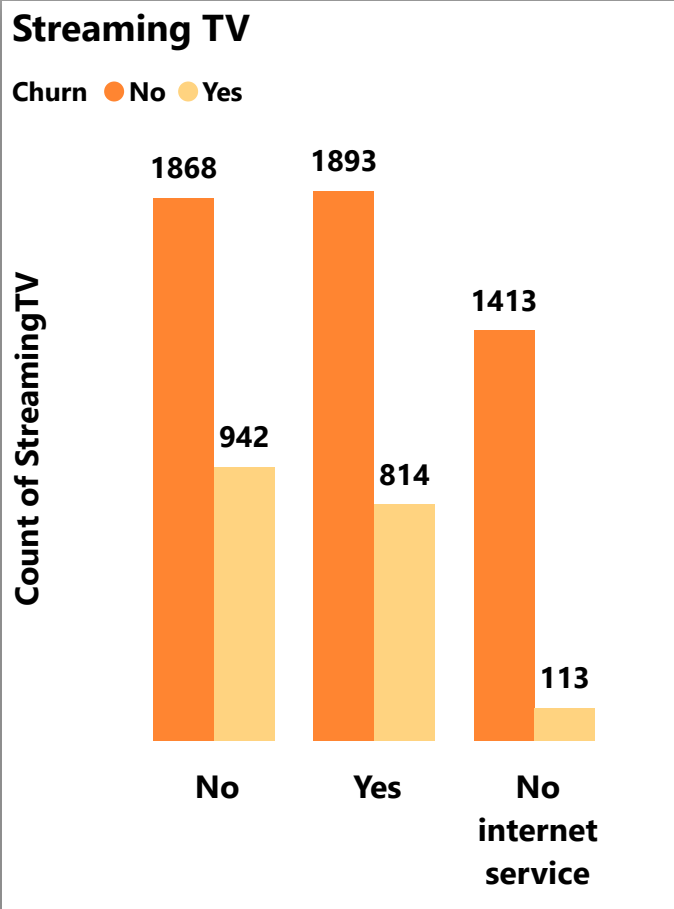
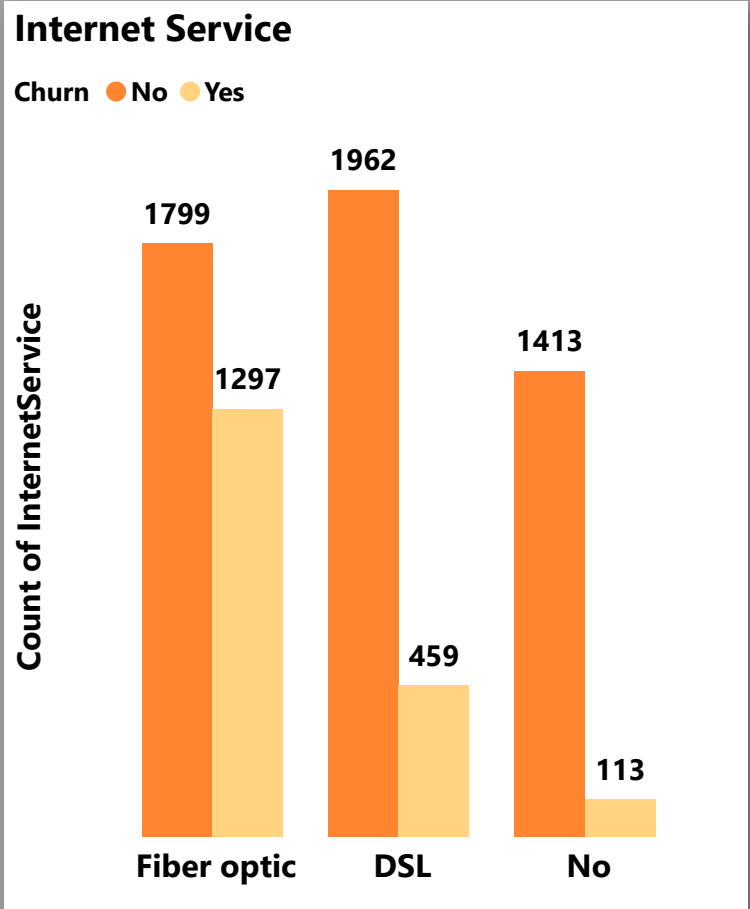
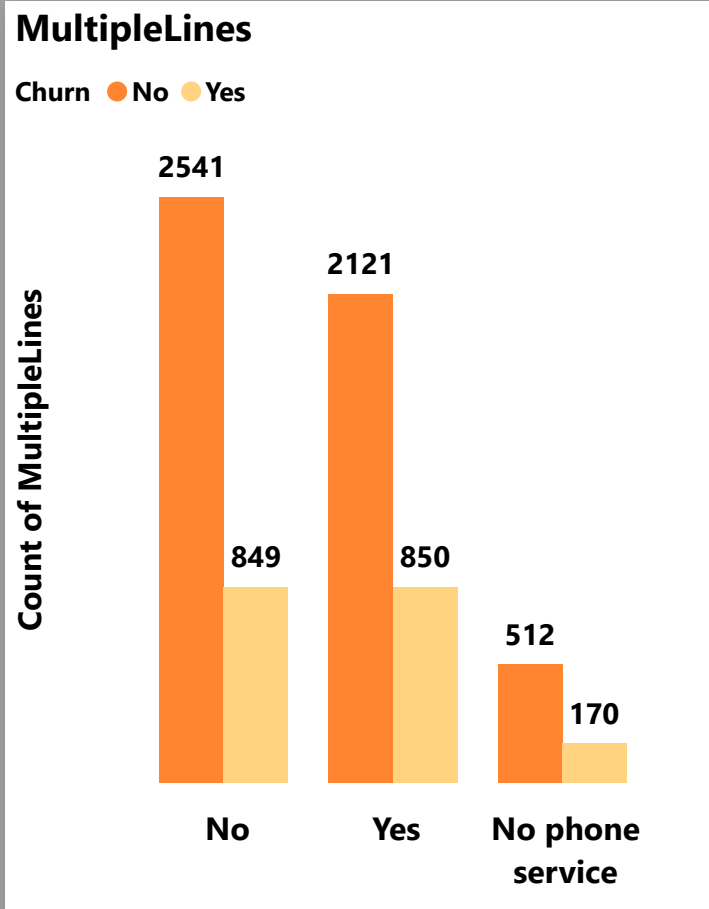
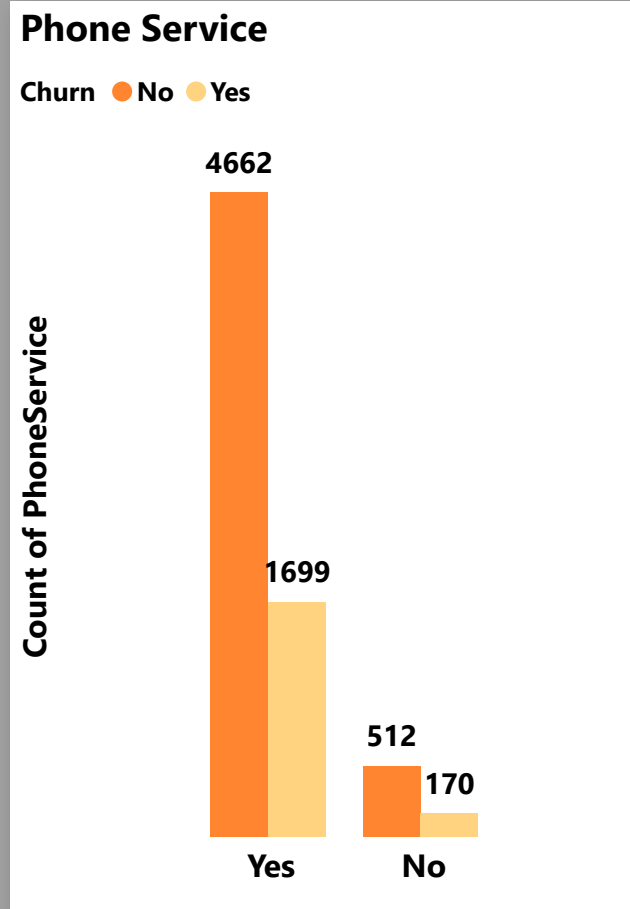
1869
Customer Churn

26.54%
Churn Rate %

456.12K
Sum of MonthlyCharges

16.06M
Sum of TotalCharges





Insights from Data Visualization:

1. Customer Contracts and Retention:

- Customers on Two-Year Contracts have been with the company longer, indicating higher retention rates.
- Most customers on Month-to-Month Contracts are recent joiners, placing them at a higher risk of churn.

2. Churn Analysis:

- A total of 7,043 customers are identified as being at risk of churn.
- The churn rate is 27%, resulting in significant financial implications:

1. Yearly Charges Lost: \$16.06M
2. Monthly Charges Lost: \$456.12K

3. Support Tickets:

- 2,955 tech tickets and 3,632 admin tickets were opened, highlighting areas requiring operational improvements.

4. Service Gaps Among Churned Customers:

- Most churned customers did not opt for Online Security or Tech Support.
- Additionally, many churned customers did not subscribe to Phone Services.

5. Fiber Optic Service Issues:

- 42% of churned customers were using Fiber Optic as their Internet Service, indicating potential dissatisfaction with its performance.

Recommendations:

1. Promote Long-Term Contracts:

- Encourage customers to switch to **One-Year** or **Two-Year Contracts** to enhance retention.
- Address customer concerns about higher monthly costs by offering **discounts** or **exclusive benefits** to make these contracts more appealing.

2. Target Month-to-Month Customers: