

Risk\_Churn

Tenure Bin



# Customer Churn Analysis

Contra...

Gender

Total Customer Count

7,043

Percentage of Churn rate

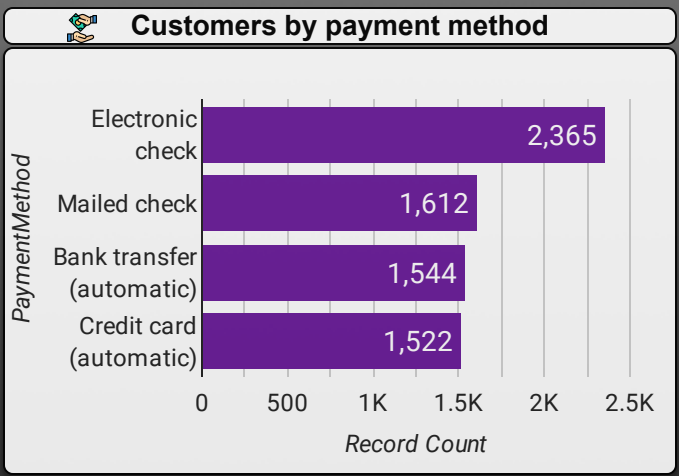
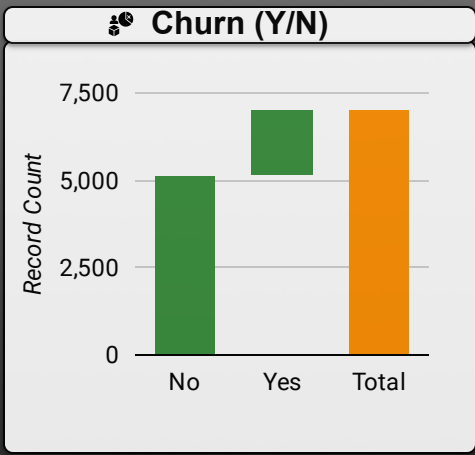
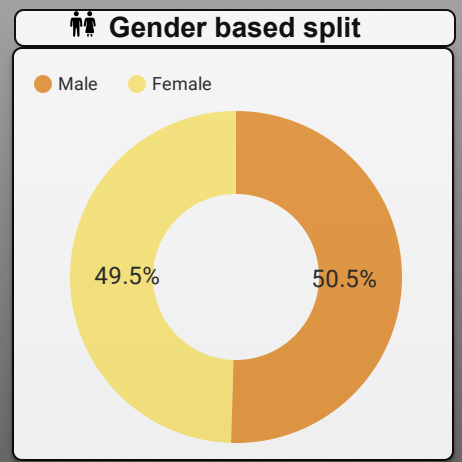
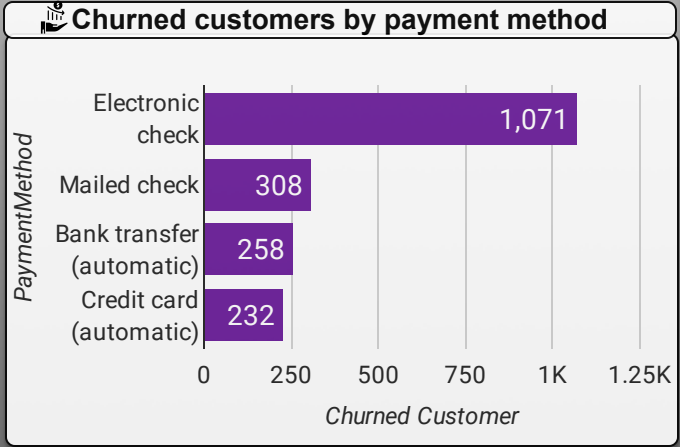
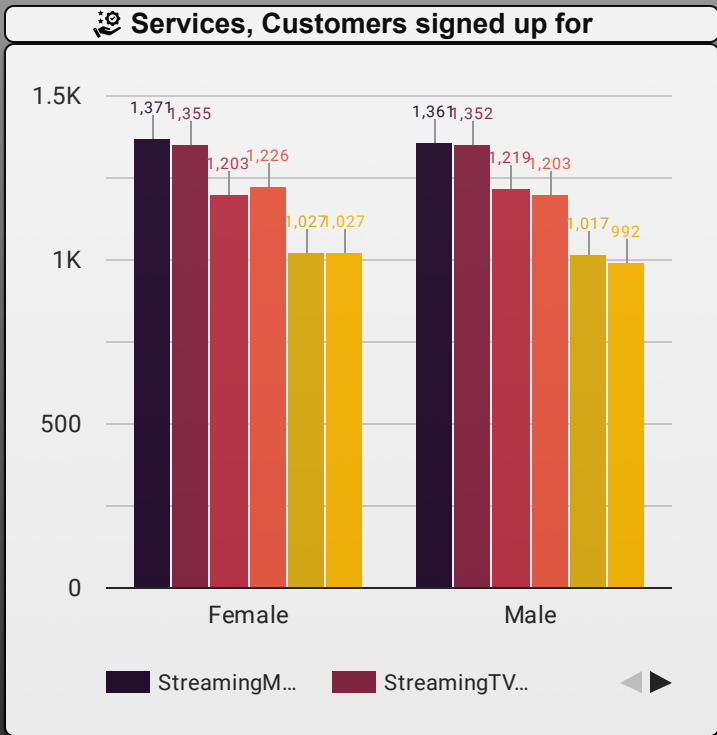
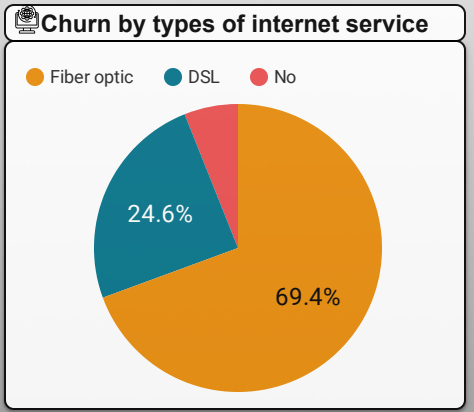
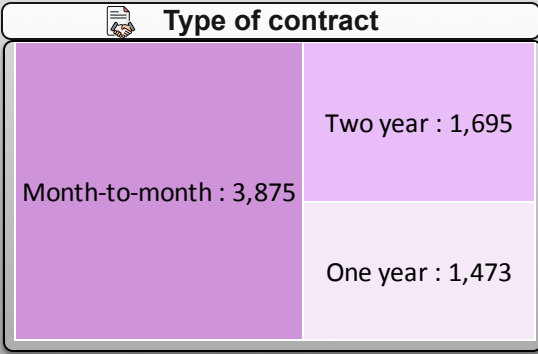
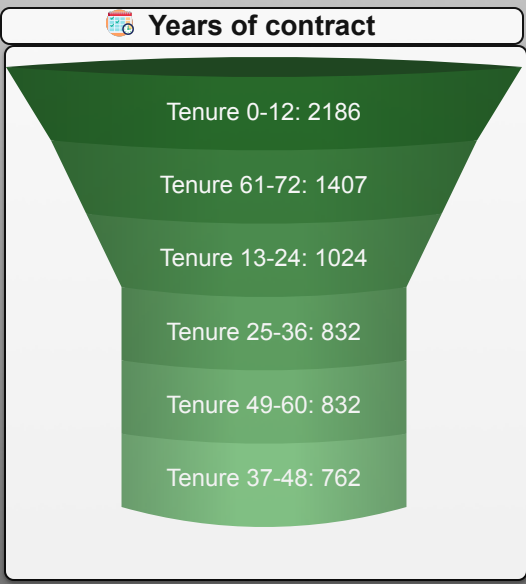
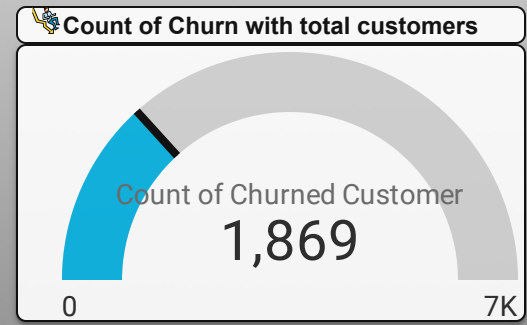
26.54%

Total Monthly Charges

\$456.1K

Total Yearly Charges

\$16.1M



Risk of Churn (Tenure<10)

Risk_Churn	customerl...
1... High	1,854
2... Low	5,189

1 - 2 / 2



## Customers Churned

	customerID ▾	gender	Partner	Dependen...	Churn
1.	9992-RRAMN	Male	Yes	No	Yes
2.	9986-BONCE	Female	No	No	Yes
3.	9985-MWVIX	Female	No	No	Yes
4.	9965-YOKZB	Male	No	No	Yes
5.	9961-JBNMK	Male	No	No	Yes
6.	9948-YPTDG	Male	Yes	No	Yes
7.	9947-OTFQU	Male	No	No	Yes
8.	9944-HKVVB	Female	No	No	Yes
9.	9940-RHLFB	Female	No	No	Yes
10.	9940-HPQPG	Female	Yes	No	Yes
1 - 100 / 1869 < >					



## Customers Retained

	customerID ▾	gender	Partner	Dependen...	Churn
1.	9995-HOTOH	Male	Yes	Yes	No
2.	9993-LHIEB	Male	Yes	Yes	No
3.	9992-UJOEL	Male	No	No	No
4.	9987-LUTYD	Female	No	No	No
5.	9979-RGMZT	Female	No	No	No
6.	9978-HYCIN	Male	Yes	Yes	No
7.	9975-SKRNR	Male	No	No	No
8.	9975-GPKZU	Male	Yes	Yes	No
9.	9974-JFBHQ	Male	No	Yes	No
10.	9972-VAFJJ	Female	Yes	No	No
1 - 100 / 5174					< >

** Click the Customer ID above, to see their details here...**



	customerID ▾	tenure	Senior...	Contract	PaymentMeth...	MonthlyC...	TotalCha...	InternetS...
1.	9995-HOTOH	63	0	Two year	Electronic ch...	59	3707.6	DSL
2.	9993-LHIEB	67	0	Two year	Mailed check	67.85	4627.65	DSL
3.	9992-UJOEL	2	0	Month-to-mo...	Mailed check	50.3	92.75	DSL
1 - 100 / 7043 < >								



Reset



Home



Churned



Insights



Logout

## MAJOR INSIGHTS:

1. Total Customer Count is **7043**.
2. The Churn Rate percentage is **26.54%**.
3. Total Monthly Charges amount to **\$456.1K**.
4. Total Yearly Charges sum up to **\$16.1M**.
5. Types of Contracts: **Month-to-Month** with **3875**, **Two-year** with **1695**, and **One Year** with **1473**.
6. Churn by Types of Internet Services: **Fiber Optic** with **69.4%**, **DSL** with **24.6%**, and **No** with **6%**.
7. Count of Churned Customers: **1869** customers.
8. Years of Contract: Tenure **0-12**: **2186**, Tenure **61-72**: **1407**, Tenure **13-24**: **1024**, Tenure **25-36**: **832**, Tenure **49-60**: **832**, and Tenure **37-48**: **762**.
9. Churned customers by Payment Method: Electronic Check by **1071**, Mailed Check by **308**, Bank Transfer by **258**, and Credit card by **232**.
10. Gender-Based Split: Male **3555** (50.5%) and Female **3488** (49.5%).
11. Services Customers Signed up for: **StreamingMovies** tops by **2732**, **OnlineBackup** by **2429**, **DeviceProtection** by **2242**, **OnlineSecurity** by **2019**, **TechSupport** by **2044**, and **Streaming TV** by **2707**.
12. Churn (Y/N): **Yes** by **1869** and **No** by **5174**.
13. Customers by Payment Method: **Electronic Check** by **2365**, **Mailed Check** by **1612**, **Bank Transfer** by **1544**, and **Credit card** by **1522**.
14. Risk of Churn (Tenure < 10): **High Risk** by **1854** and **Low** by **5189**.

## RECOMMENDATION:

- Tailor Offers 🎁 for high-risk churn customers, focusing on those with less than 10 months of tenure to foster loyalty and deter churn.
- Develop educational materials 🎓 to boost understanding and utilization of subscribed services, preventing churn through increased awareness.
- Streamline billing processes 🖨️, particularly for electronic payments, and enhance clarity in statements to reduce frustration and minimize payment-related churn.
- Establish a systematic feedback 📋 mechanism to gather insights and promptly address customer concerns, proactively enhancing satisfaction and reducing churn risks.
- Promote longer-term contracts 🤝 through campaigns highlighting benefits and cost savings, encouraging commitment to create stable customer relationships and mitigate monthly churn impact.

[Home](#)

Churned



## Insights



Logout

Total Customer count

7,043

### Percentage of Churn Rate

26.54%

Total Monthly Charges

456.1k

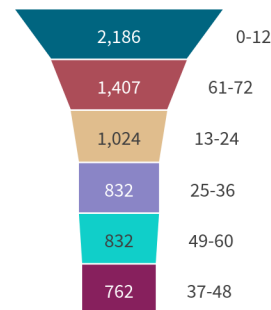
Total Yearly Charges

16.06M

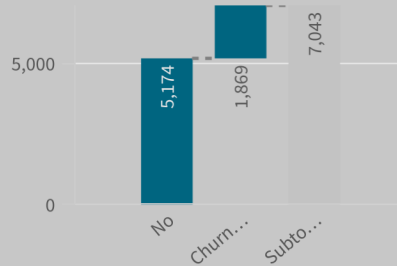
### Count of churn with total cust...



### Years of Contract

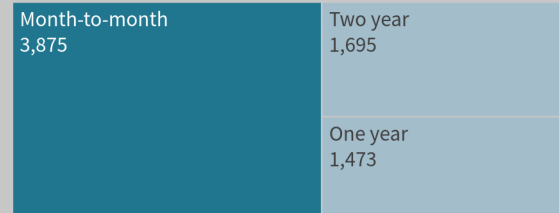


Churn(Y/N)

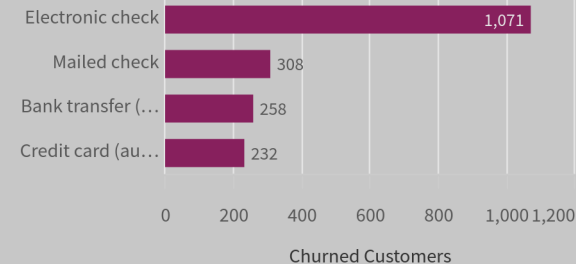


🔍 Filters applied: Churn: No

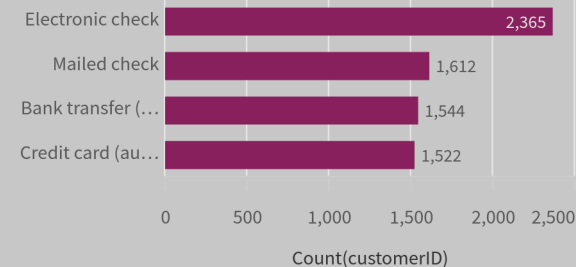
Type of contract



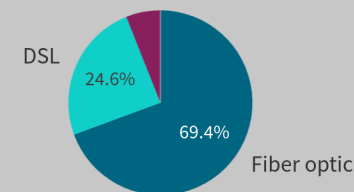
### Churned Customers by payment method



## Churned Customers by payment method

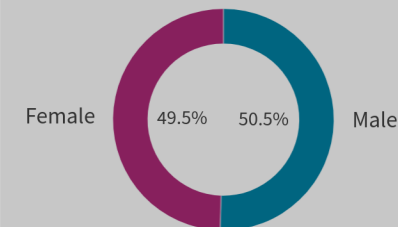


### Churn by types of Internet Ser...



🔍 Filters applied: Churn: Yes

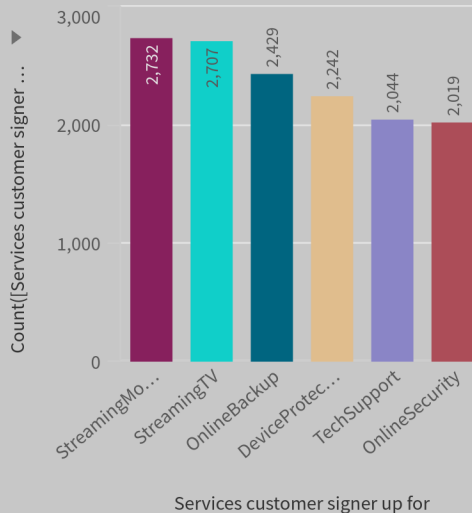
### Churn by types of Internet Ser...



### Risk of Churn(Tenure<10)

Churn Risk	Count
Totals	7043
High	1854
Low	5189

## Services customer signer up for



Churn Risk

Tenure Bin

Contract

gender

Home

Churned

Insights

Logout

Customer Churn Analysis

Giriraju B

DATA ANALYST INTERN

Churned Customers

customerID	gender	Partner	Dependent	Churn
0004-TLHLJ	Male	No	No	Yes
0011-IGKFF	Male	Yes	No	Yes
0013-EXCHZ	Female	Yes	No	Yes
0022-TCJCI	Male	No	No	Yes
0023-HGHWL	Male	No	No	Yes
0023-XUOPT	Female	Yes	No	Yes
0031-PVLZI	Female	Yes	Yes	Yes

Customers Retained

customerID	gender	Partner	Dependent	Churn
0002-ORFBO	Female	Yes	Yes	No
0003-MKNFE	Male	No	No	No
0013-MHZWF	Female	No	Yes	No
0013-SMEOE	Female	Yes	No	No
0014-BMAQU	Male	Yes	No	No
0015-UOCOJ	Female	No	No	No
0016-QLJIS	Female	Yes	Yes	No

Click the customerID in the above table to see the data of them here....

customerID	tenure	SeniorCitizen	Contract	PaymentMethod	MonthlyCharges	TotalCharges	InternetService
0002-ORFBO	9	0	One year	Mailed check	65.6	593.3	DSL
0003-MKNFE	9	0	Month-to-month	Mailed check	59.9	542.4	DSL
0004-TLHLJ	4	0	Month-to-month	Electronic check	73.9	280.85	Fiber optic
0011-IGKFF	13	1	Month-to-month	Electronic check	98	1237.85	Fiber optic
0013-EXCHZ	3	1	Month-to-month	Mailed check	83.9	267.4	Fiber optic



Home



Churned



Insights



Logout

## MAJOR INSIGHTS:

1. Total Customer Count is **7043**.
2. The Churn Rate percentage is **26.54%**.
3. Total Monthly Charges amount to **\$456.1K**.
4. Total Yearly Charges sum up to **\$16.1M**.
5. Types of Contracts: **Month-to-Month** with **3875**, **Two-year** with **1695**, and **One Year** with **1473**.
6. Churn by Types of Internet Services: **Fiber Optic** with **69.4%**, **DSL** with **24.6%**, and **No** with **6%**.
7. Count of Churned Customers: **1869** customers.
8. Years of Contract: Tenure **0-12**: **2186**, Tenure **61-72**: **1407**, Tenure **13-24**: **1024**, Tenure **25-36**: **832**, Tenure **49-60**: **832**, and Tenure **37-48**: **762**.
9. Churned customers by Payment Method: Electronic Check by **1071**, Mailed Check by **308**, Bank Transfer by **258**, and Credit card by **232**.
10. Gender-Based Split: Male **3555** (50.5%) and Female **3488** (49.5%).
11. Services Customers Signed up for: **StreamingMovies** tops by **2732**, **OnlineBackup** by **2429**, **DeviceProtection** by **2242**, **OnlineSecurity** by **2019**, **TechSupport** by **2044**, and **Streaming TV** by **2707**.
12. Churn (Y/N): **Yes** by **1869** and **No** by **5174**.
13. Customers by Payment Method: **Electronic Check** by **2365**, **Mailed Check** by **1612**, **Bank Transfer** by **1544**, and **Credit card** by **1522**.
14. Risk of Churn (Tenure < 10): **High Risk** by **1854** and **Low** by **5189**.

## RECOMMENDATION:

- Tailor Offers 🎁 for high-risk churn customers, focusing on those with less than 10 months of tenure to foster loyalty and deter churn.
- Develop educational materials 🎓 to boost understanding and utilization of subscribed services, preventing churn through increased awareness.
- Streamline billing processes 🖨️, particularly for electronic payments, and enhance clarity in statements to reduce frustration and minimize payment-related churn.
- Establish a systematic feedback 📋 mechanism to gather insights and promptly address customer concerns, proactively enhancing satisfaction and reducing churn risks.
- Promote longer-term contracts 🤝 through campaigns highlighting benefits and cost savings, encouraging commitment to create stable customer relationships and mitigate monthly churn impact.