



Customer Retention Insights

7043

Total No. of Customers

26.54

% of Churned Customers

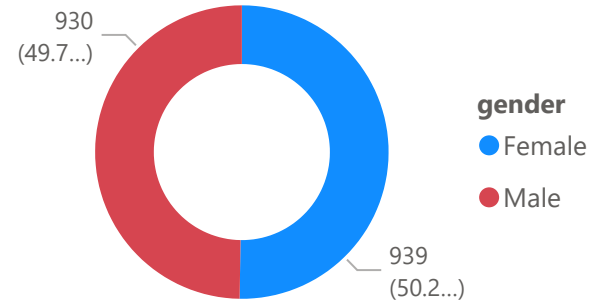
1869

Customers at Risk

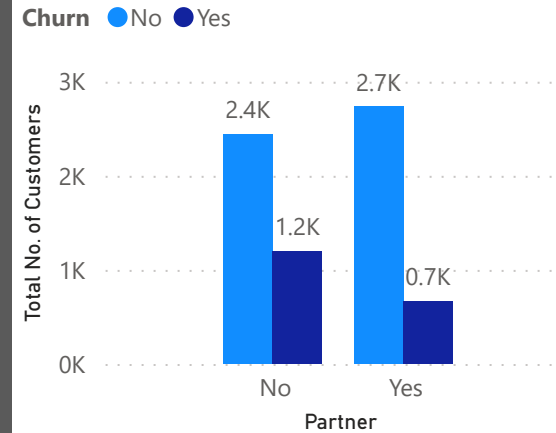
64.76

Average Monthly Charges

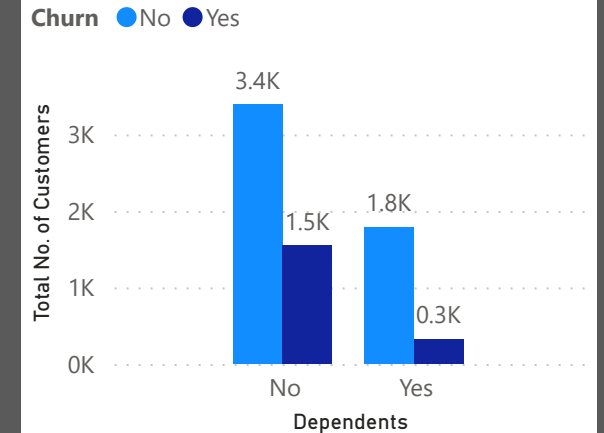
Churned Customers by gender



Has a partner?

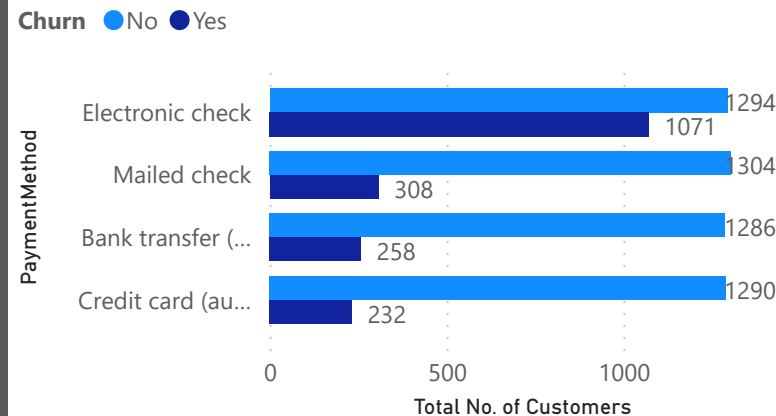


Has Dependents?



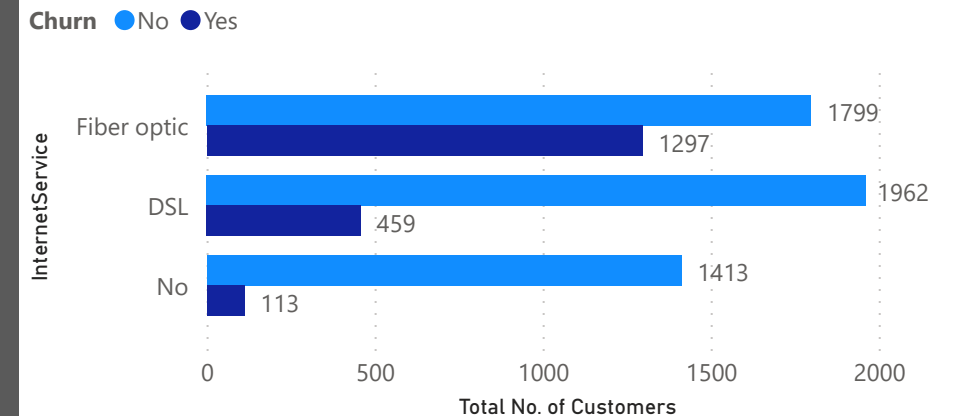
Gender type has no impact on the Churn decision. Customers without partners and dependents are more likely to churn.

Churn by Payment Methods



People paying the bill by electronic check are most likely to churn compared to other payment methods.

Churn by Internet Service

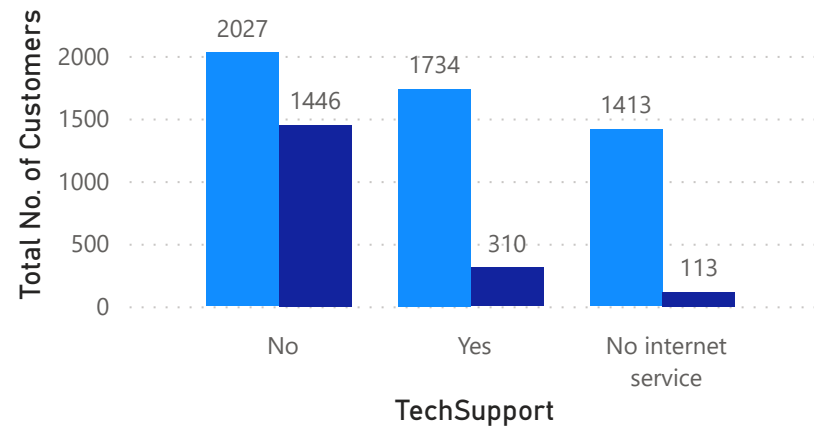


Customers with Fiber Optic internet service will churn more compared to DSL internet service holders.

Customer Retention Insights

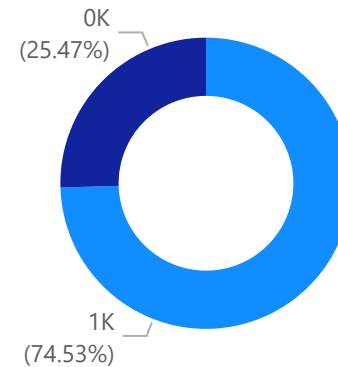
Has TechSupport?

Churn ● No ● Yes



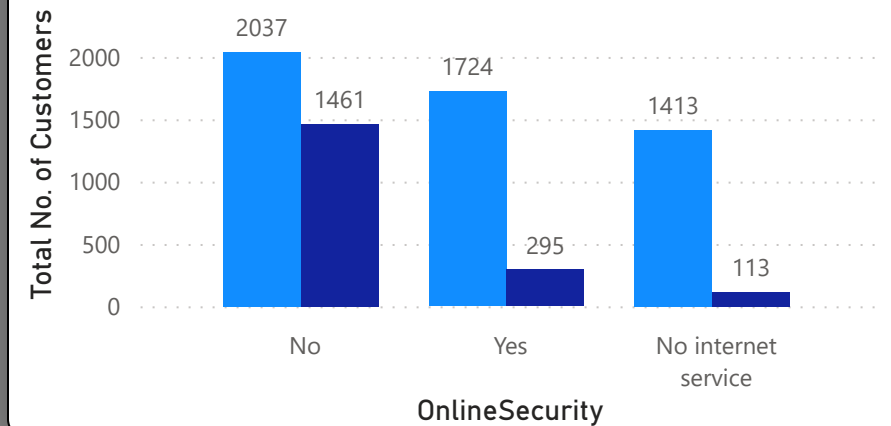
Churned Customer are Senior Citizens?

Senior... ● 0 ● 1



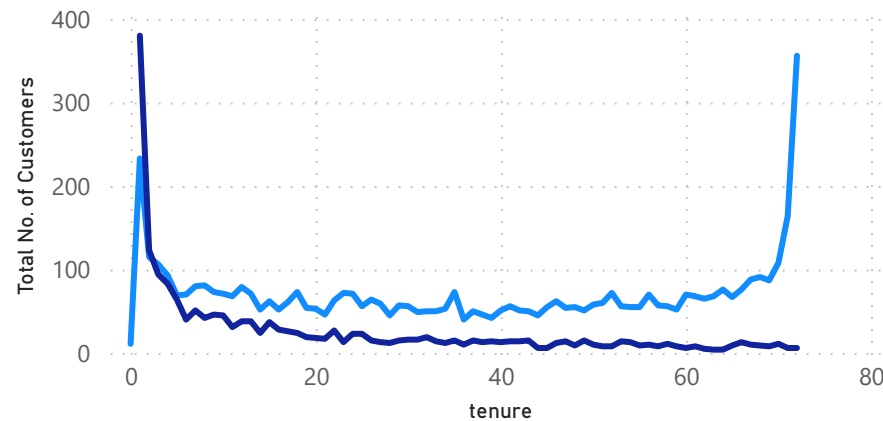
Has OnlineSecurity?

Churn ● No ● Yes



Churn by Tenure

Churn ● No ● Yes

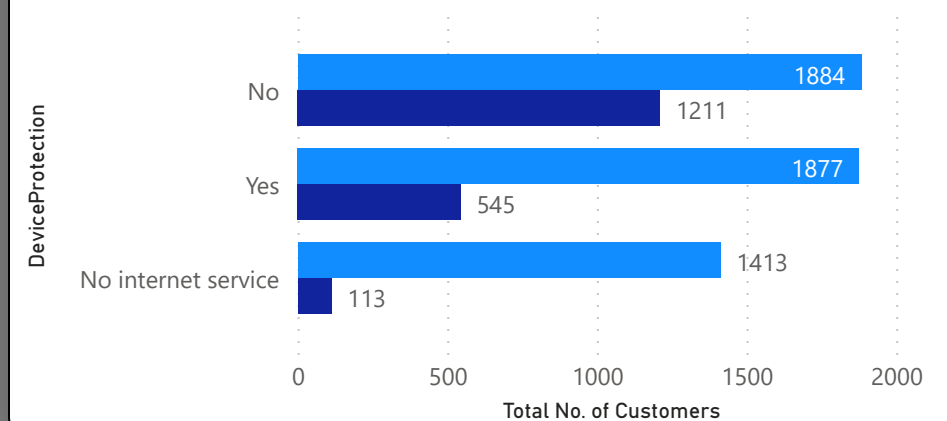


Insights

- The customer tends to churn more if there is no tech support.
- The non-senior citizens churn more compared to senior ones.
- With no online security, chances of churning are high.
- Customers with short tenure will churn at higher rate than those with longer tenure.
- Churn rate is high with no device protection.

Is there Device Protection?

Churn ● No ● Yes



Hello The Engagement Partner,

Hope you're doing well.

First of all, I'd like to thank you for giving me opportunity to work on this problem and find key insights.

I have gone through the data and used Power BI to build a dashboard that will clearly give the management a brief overview on the customer churn situation. I have shared some insights and suggestions below. Please check.

Insights:

- **Out of all the 7043 customers, 27 % of the customers have churned last month.**
- **Tenure and contract plays an important role in determining whether the customer will churn or not. Customers with monthly contract i.e. lower tenure will switch frequently.**
- **Customers without any dependents or partners will churn more.**
- **Gender type doesn't have a direct impact on the churn decision. Non-senior citizens have a higher churning rate.**
- **Customers with Fiber Optic internet service have churned more. The payment method like Electronic check also makes a significant impact on churning decision.**
- **If company doesn't provide services like Tech Support, Device Protection and Online Security then the customer will opt for another service.**
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Suggestions:

- **Extending the basic contract plan to 3 months or 6 months can be a good starting point. This will help customers stay for a bit longer with the company.**
- **Starting special offers or schemes for customers who are single and have no family responsibility. They can become permanent customer for the company. 'Catch them Young' is key to success here.**
- **Offering basic services like device protection, tech support, online security should be primary goal. This will help the customer stay longer with the brand.**

Regards,
Harshil Chauhan