



# Telecommunication Industry Churn Analysis

Total Number Of Customers

7043



50.24% of the churned customers were Female



64.21% of the churned customers were Married



49.33% of the churned customers has satisfaction score of 1



42.32% of the churned customers were from the North



67.36% of the churned customers left at Q3

Total Churned  
Customers

1869

Churn Rate

26.54%

Total Revenue

\$21,371,132

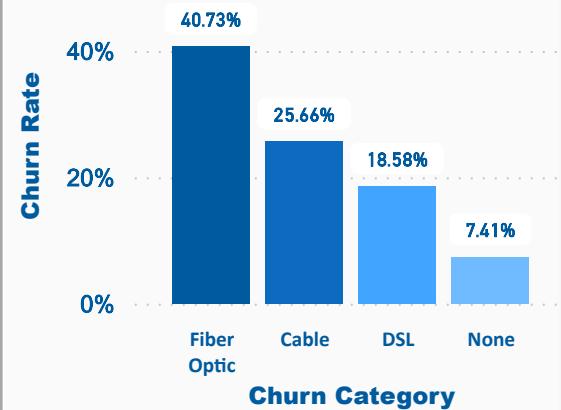
Revenue Earned from  
Churned Customers

\$3,684,460

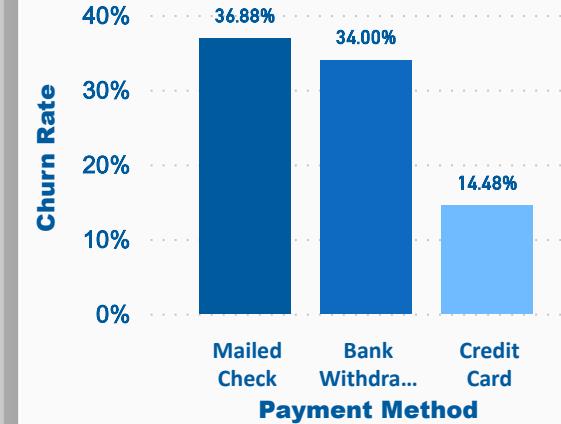
Churn Revenue Loss  
(%)

17.24%

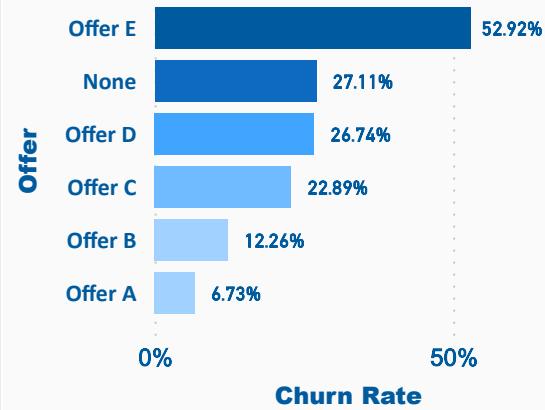
Churn Rate by Churn Category



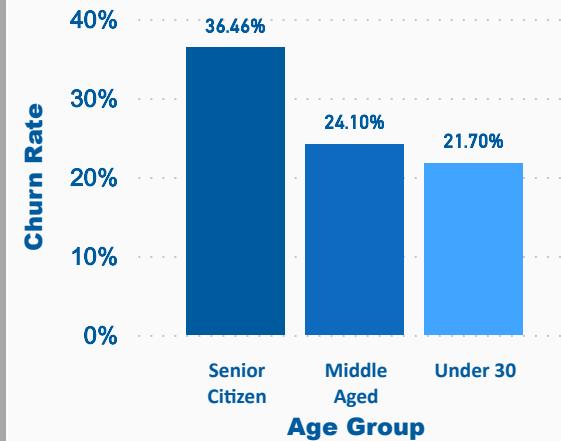
Churn Rate by Payment Method



Churn Rate by Offer



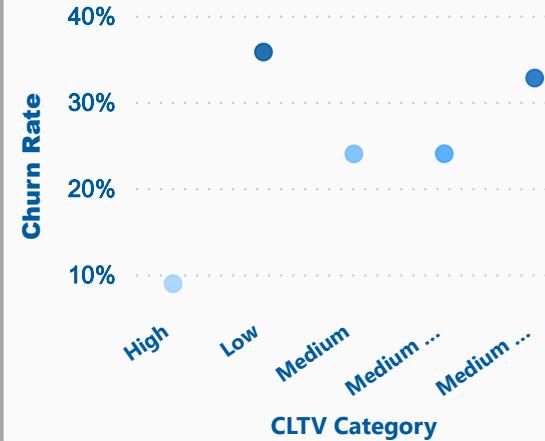
Churn Rate by Age Group



Churn Rate by Tenure



Churn Rate by CLTV



## Churn Rate by City



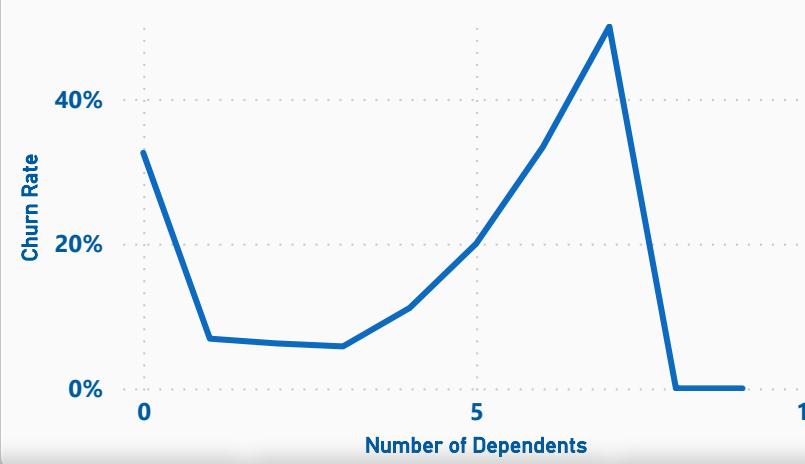
## Churn Reason

Churn Category	Churn Reason	Churned Customer
Competitor	Competitor had better devices	313
Competitor	Competitor made better offer	311
Attitude	Attitude of support person	220
Other	Don't know	130
Competitor	Competitor offered more data	117
Competitor	Competitor offered higher download speeds	100
Attitude	Attitude of service provider	94
Price	Price too high	78
Dissatisfaction	Product dissatisfaction	77
Dissatisfaction	Network reliability	72
Price	Long distance charges	64
<b>Total</b>		<b>1869</b>

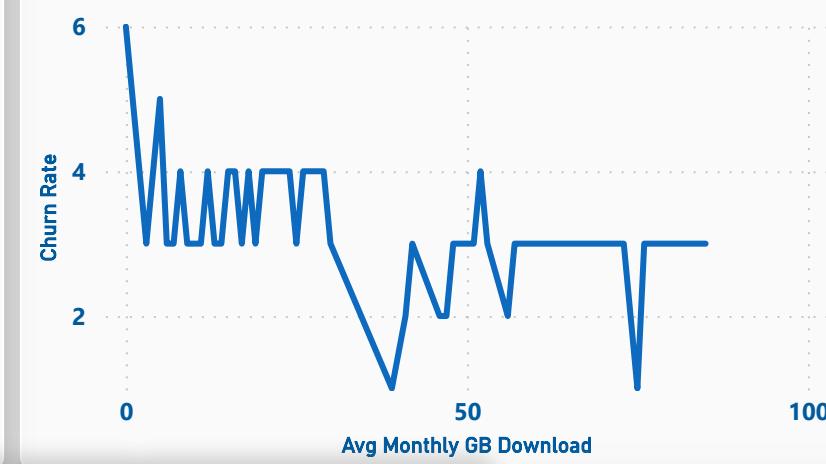
## Churn Rate by Number of Referrals



## Churn Rate by Number of Dependents



## Churn Rate by Avg Monthly GB Download



16.59% of Churned Customers used premium Tech Support, 83.41% don't.



90.9% of Churned Customers used Phone Service, 9.10% don't.



45.48% of Churned Customers owned Multiple Lines, 54.52% don't.



15.78% of Churned Customers used Online Security, 84.22% don't.



43.77% of Churned Customers Streamed Movies, 56.23% don't.



38.95% of Churned Customers Streamed Music, 61.05% don't.



80.36% of Churned Customers subscribed to Unlimited Data, 19.64% do...

