



# Telecommunication Industry Churn Analysis

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%

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

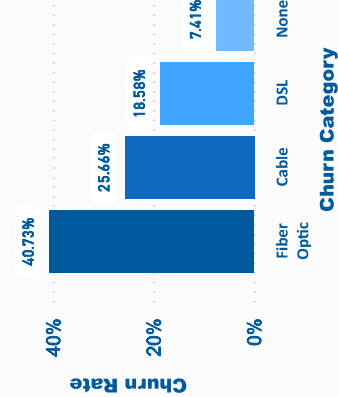


42.32% of the churned customers were from the North

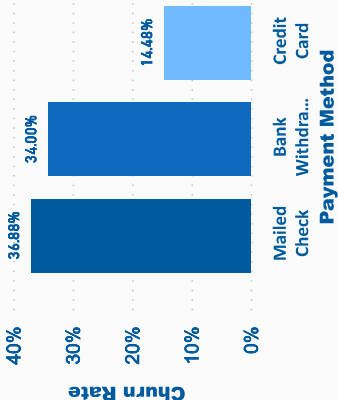


67.36% of the churned customers left at Q3

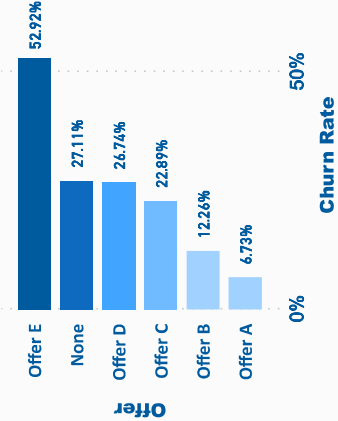
Churn Rate by Churn Category



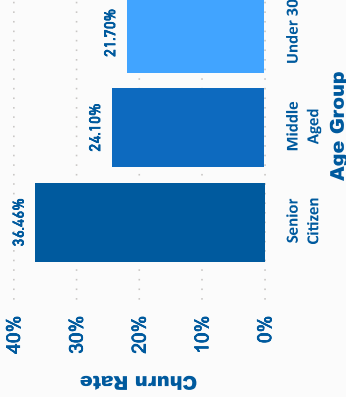
Churn Rate by Payment Method



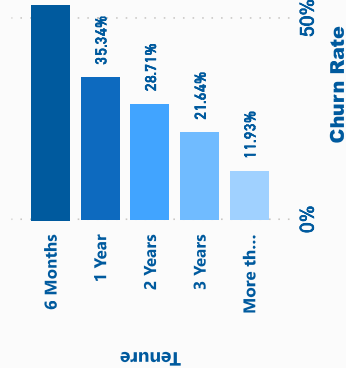
Churn Rate by Offer



Churn Rate by Age Group



Churn Rate by Tenure



Churn Rate by CLTV

