

# Churn Risk Analysis & Service Adoption | Telecom Company

Overview 🔦

Churn metrics

Profile



21.37M

#Total Revenue



7043

Total Customers



5174

customers left



14K

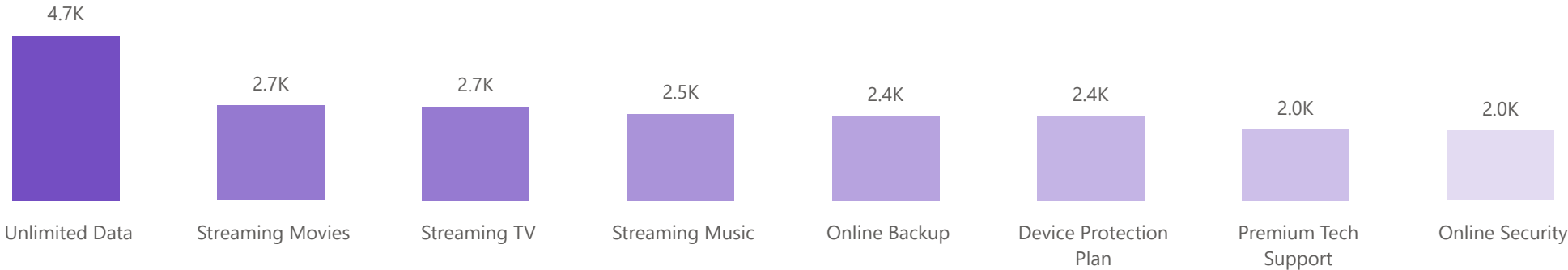
Total Referrals



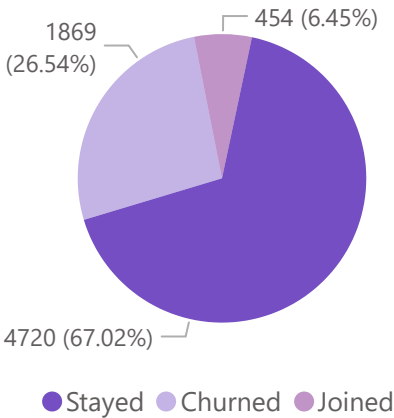
63.69

Average Monthly Charge

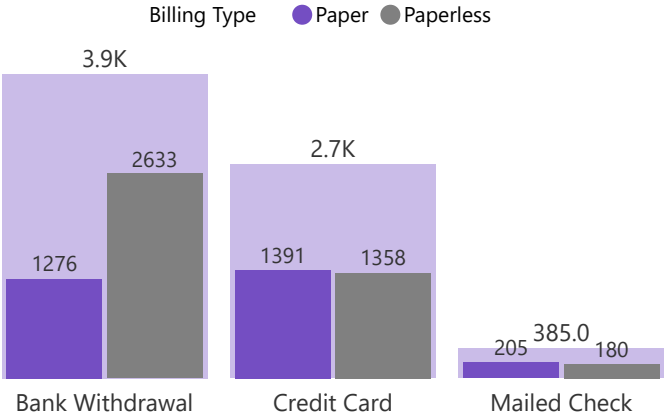
## Add-On services Subscriptions



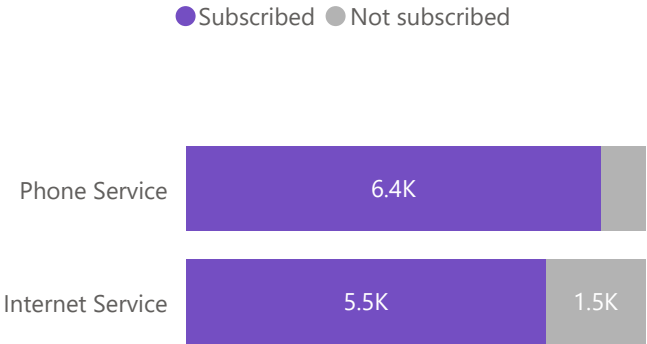
## Customers Status Distribution



## Payment Methods by Billing Type



## Phone vs. Internet Subscriptions



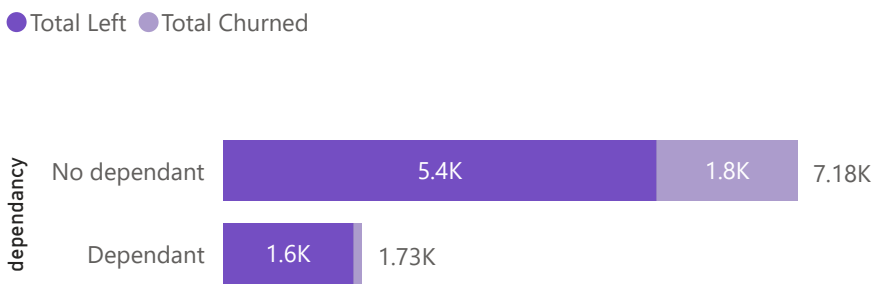
# The Key Drivers of Customer Churn

Overview

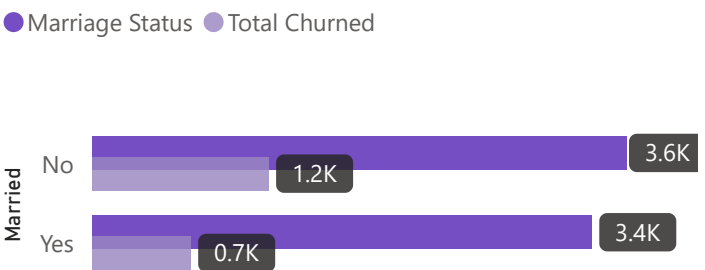
Churn metrics

Profile

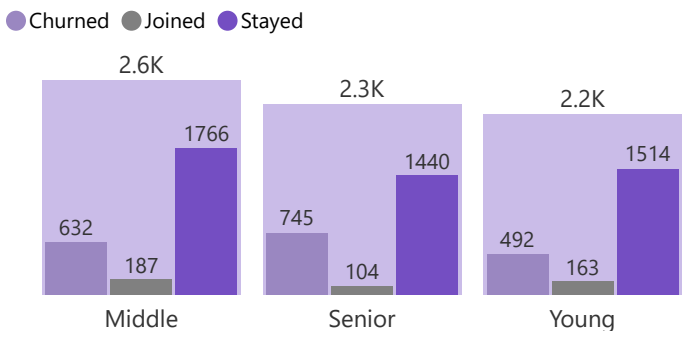
Churn by Dependency Status



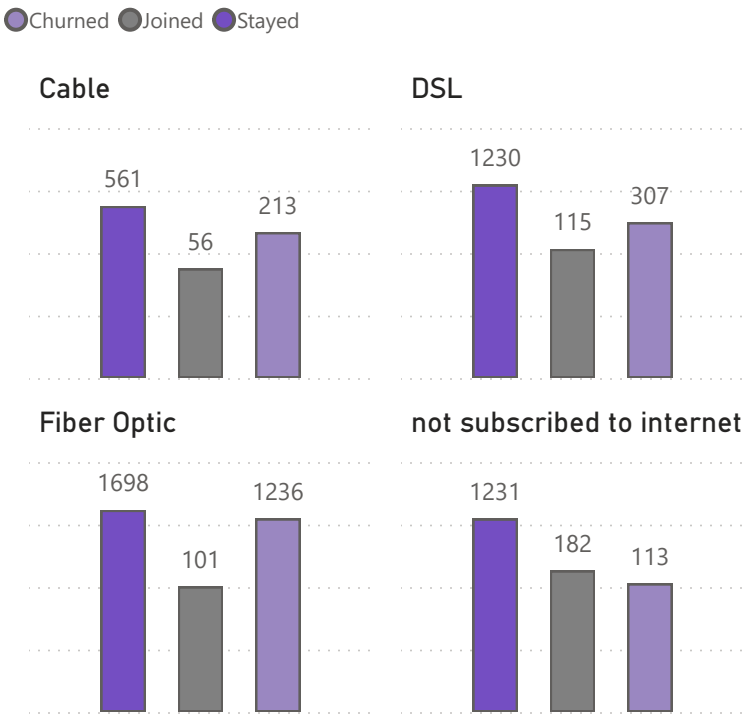
Marriage vs. Churn Breakdown



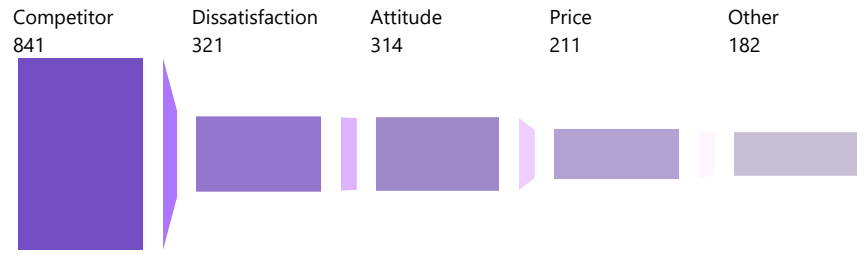
Customer Lifecycle Across Age Segments



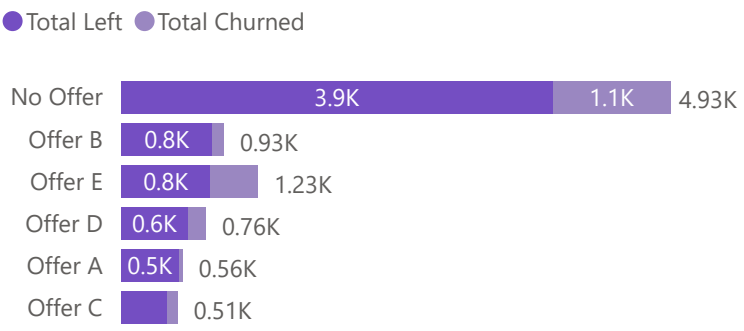
Customer Status by Internet Type



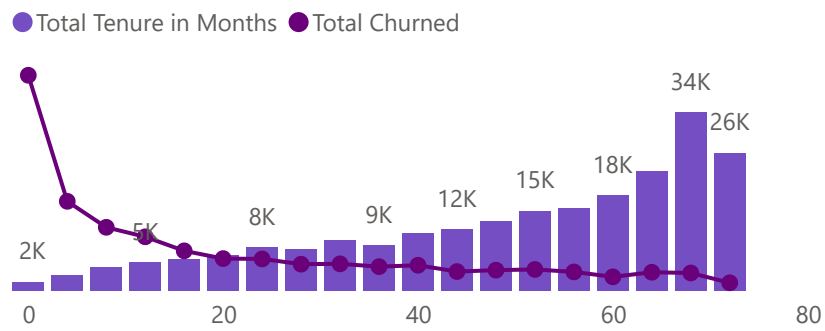
Key Causes of Customer Churn



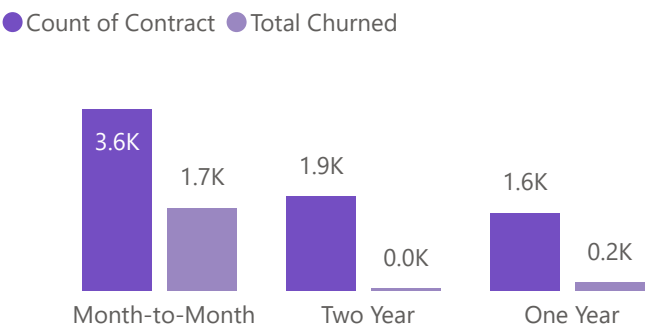
Customer Churn Across Offers



Customer Tenure and Churn Analysis



Customer Loss by Contract Duration



# Customer Profiles Churned & Churn Probability

Overview

Churn metrics

Profile



Search



Customer ID	Gender	Age	City	Tenure in Month	Offer	Contract	Total Charges	Churn Category	Churn reason	Customer Value
2302-ANTDP	Female	76	Hat Creek	48	No Offer	Month-to-Month	5,438.90	Competitor	Competitor offered more data	Premium
2533-QVMSK	Male	46	March Air Reserve Base	61	Offer B	Two Year	5,638.30	Competitor	Competitor offered more data	Premium
2632-UCGVD	Male	71	Fairfield	66	No Offer	Month-to-Month	6,871.90	Price	Extra data charges	Premium
2889-FPWRM	Male	31	Mckinleyville	72	No Offer	One Year	8,684.80	Competitor	Competitor offered higher download speeds	Premium
3192-NQECA	Male	26	Santa Monica	68	Offer A	Two Year	7,611.85	Competitor	Competitor had better devices	Premium
3259-FDWOY	Male	60	Elk Grove	71	Offer A	Two Year	7,723.70	Competitor	Competitor offered higher download speeds	Premium
6270-OMFIW	Male	33	Valley Springs	60	Offer B	One Year	5,610.25	Attitude	Attitude of support person	Premium
7207-RMRDB	Female	20	Santa Barbara	65	No Offer	Month-to-Month	6,985.65	Competitor	Competitor had better devices	Premium
8079-XRJRS	Male	39	Pleasant Grove	65	Offer B	One Year	5,769.60	Dissatisfaction	Network reliability	Premium
9572-MTILT	Male	47	Fullerton	59	No Offer	Month-to-Month	6,252.90	Competitor	Competitor made better offer	Premium
0004-TLHLJ	Male	50	Costa Mesa	4	Offer E	Month-to-Month	280.85	Competitor	Competitor had better devices	Standard
0011-IGKFF	Male	78	Martinez	13	Offer D	Month-to-Month	1,237.85	Dissatisfaction	Product dissatisfaction	Standard
0013-EXCHZ	Female	75	Camarillo	3	No Offer	Month-to-Month	267.40	Dissatisfaction	Network reliability	Standard
0022-TCJCI	Male	79	Daly City	45	No Offer	One Year	2,791.50	Dissatisfaction	Limited range of services	Standard
0023-HGHWL	Male	67	Morgan Hill	1	No Offer	Month-to-Month	25.10	Competitor	Competitor made better offer	Standard
0023-XUOPT	Female	26	Carnelian Bay	13	No Offer	Month-to-Month	1,215.60	Other	Don't know	Standard
0031-PVLZI	Female	34	Korbel	4	Offer E	Month-to-Month	76.35	Price	Long distance charges	Standard
0032-PGELS	Female	37	Palomar Mountain	1	No Offer	Month-to-Month	30.50	Attitude	Attitude of service provider	Standard
0067-DKWBL	Male	69	San Diego	2	No Offer	Month-to-Month	91.10	Competitor	Competitor made better offer	Standard
0093-XWZFY	Male	51	Desert Hot Springs	40	No Offer	Month-to-Month	4,036.85	Competitor	Competitor had better devices	Standard
0094-OIFMO	Female	78	North Hollywood	11	Offer D	Month-to-Month	1,120.30	Dissatisfaction	Product dissatisfaction	Standard