

Telco Customer Churn

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Data Source: <https://www.kaggle.com/datasets/blastchar/telco-customer-churn>

Description:

Customer churn is the percentage of customers who stop using a company's products or services within a specific period. It's a measure of customer satisfaction and loyalty.

Impact: High churn indicates dissatisfied customers, leading to lost revenue and increased costs to acquire new customers.

Prevention: Reducing churn helps retain customers, saving time and money while boosting revenue.

Meta Data :

customerID : Customer ID

gender : male or a female

SeniorCitizen : customer is a senior citizen or not (1, 0)

Partner : a partner or not (Yes, No)

Dependents : dependents or not (Yes, No)

tenure : Number of months the customer has stayed with the company

PhoneService : Whether the customer has a phone service or not (Yes, No)

MultipleLines : Whether the customer has multiple lines or not (Yes, No, No phone service)

InternetService : Customer's internet service provider (DSL, Fiber optic, No)

OnlineSecurity : Whether the customer has online security or not (Yes, No, No internet service)

OnlineBackup : Whether the customer has online backup or not (Yes, No, No internet service)

DeviceProtection : Whether the customer has device protection or not (Yes, No, No internet service)

TechSupport : Whether the customer has tech support or not (Yes, No, No internet service)

StreamingTV : Whether the customer has streaming TV or not (Yes, No, No internet service)

StreamingMovies : Whether the customer has streaming movies or not (Yes, No, No internet service)

Contract : The contract term of the customer (Month-to-month, One year, Two year)

PaperlessBilling : Whether the customer has paperless billing or not (Yes, No)

PaymentMethod : The customer's payment method (Electronic check, Mailed check, Bank transfer (automatic), Credit card (automatic))

MonthlyCharges : The amount charged to the customer monthly

TotalCharges : The total amount charged to the customer

Churn : Whether the customer churned or not (Yes or No)



Customer Churn Dashboard

[Info](#)[Customer Churn](#)[Services](#)

Churn

7043

Total Customers

1869

Total Churn

\$16M

Yearly Charges

2.28K

Average TotalCharges

456K

Monthly Charges

64.76

Average MonthlyCharges

Monthly
43%
Churn Rate

Yearly
7%
Churn Rate

Churn Rate by gender



Churn Rate by Senior



91%
Phone service

44%
Streaming TV

44%
Streaming Movies

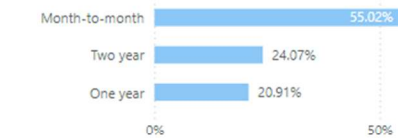
29%
Device protection

28%
Online backup

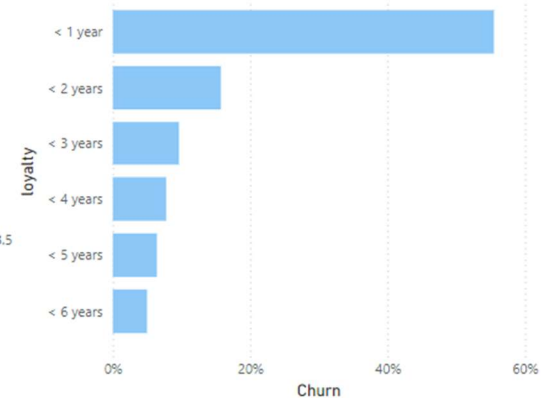
16%
Online Security

17%
Tech Support

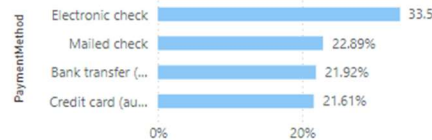
Customers by Contract type



Churn by loyalty



Customers by Payment Method



Services

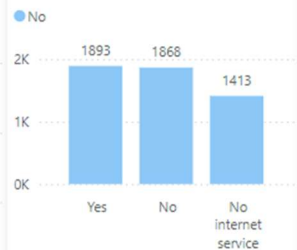
[Info](#)[Customer Churn](#)[Services](#)

Churn

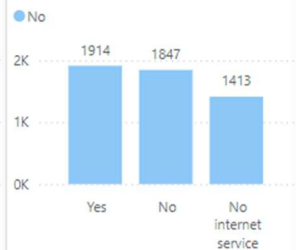
Internet Service



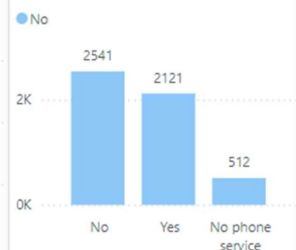
Streaming TV



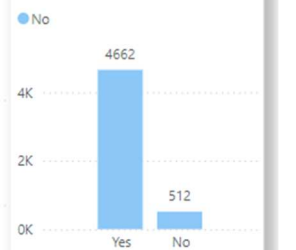
Streaming Movies



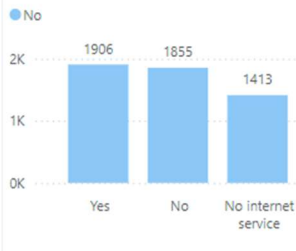
Multiple Lines



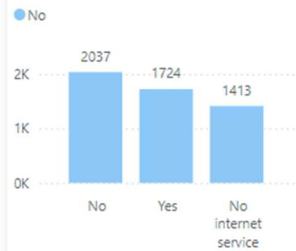
Phone Service



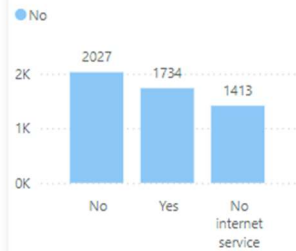
Online Backup



Online Security



Tech Support



Device Protection

