

CUSTOMER CHURN DASHBOARD

1869

CUSTOMERS AT RISK

2173

OF TECH TICKETS

885

ADMIN TICKETS

\$2.86M

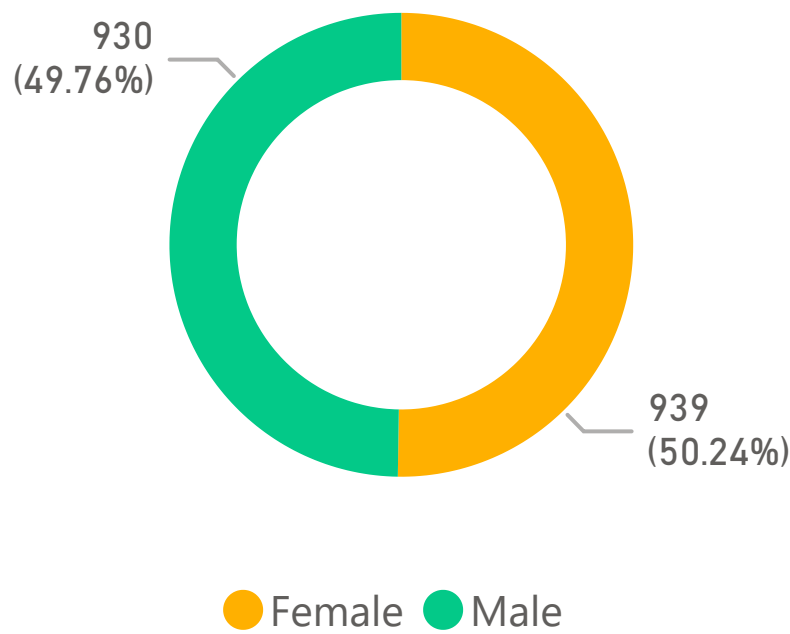
YEARLY CHARGES

139.13K

MONTHLY CHARGES

DEMOGRAPHICS BY GENDER

CHURNED CUSTOMERS BY GENDER



25%

Senior Citizen

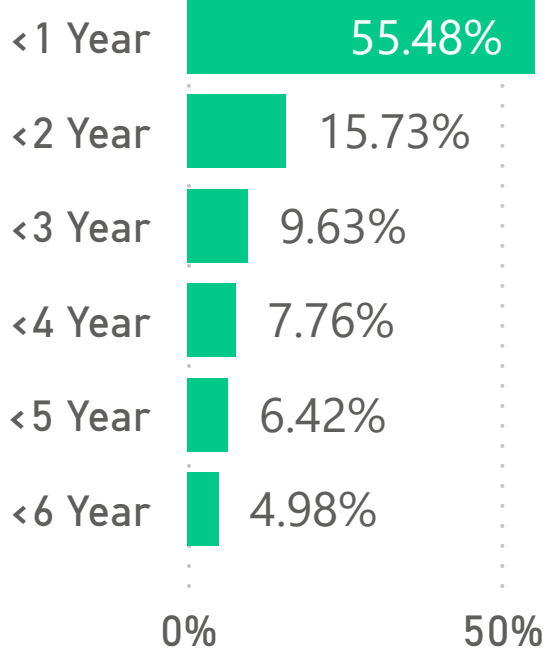
36%

Partner

17%

Dependents

SUBSCRIPTION TIME



SUBSCRIBED SERVICES

17%

Tech Support

44%

Streaming TV

44%

Streaming Movies

29%

Device Protection

28%

Online Backup

16%

Online Security

91%

Phone Service

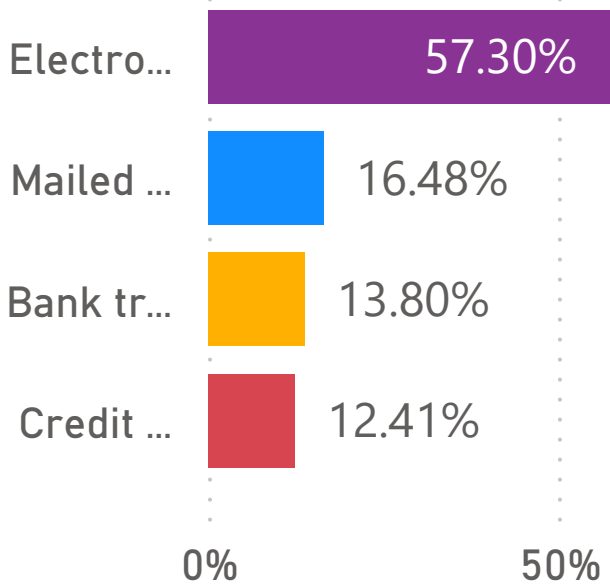
Multiple Lines

50.03%
Yes

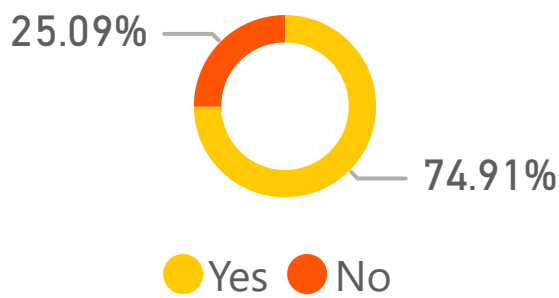
49.97%
No

CUSTOMER ACCOUNT INFORMATION

PAYMENT METHOD



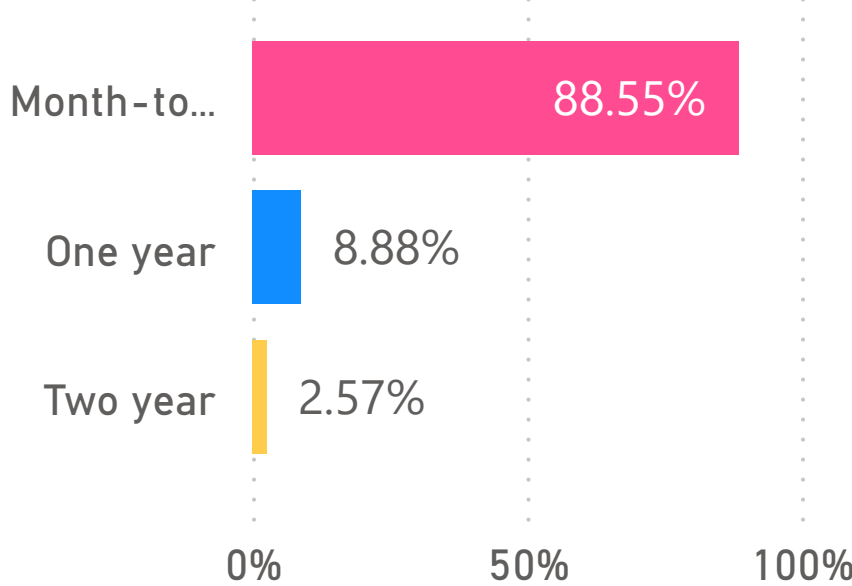
PAPERLESS BILLING



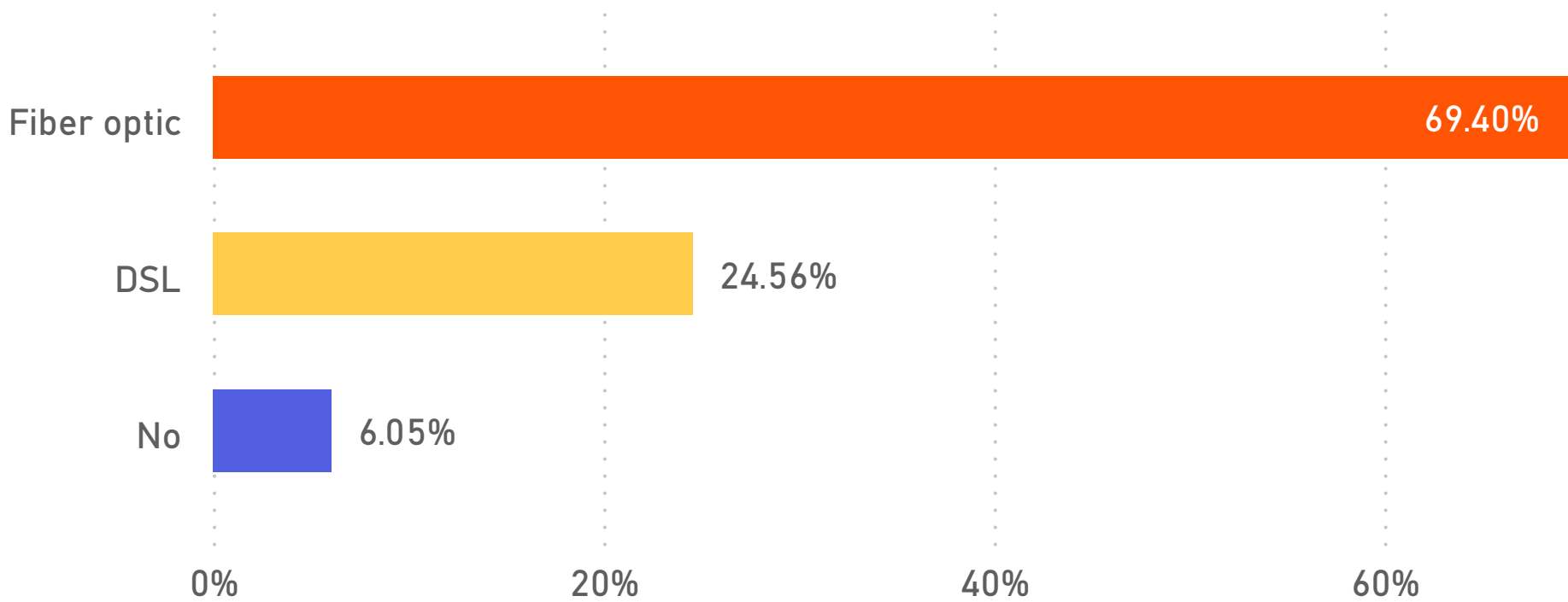
AVG CHARGES

74.44
Monthly
\$1,531.796094168...
Total

TYPE OF CONTRACTS



INTERNET SERVICE USERS



CUSTOMER RISK ANALYSIS DASHBOARD

CHURN

All

▼

INTERNET SERVICE

All

▼

TENURE

0

72

CONTRACT

All

▼

7043

Total Customers

26.54%

Churn Rate

\$16.06M

Yearly Charges

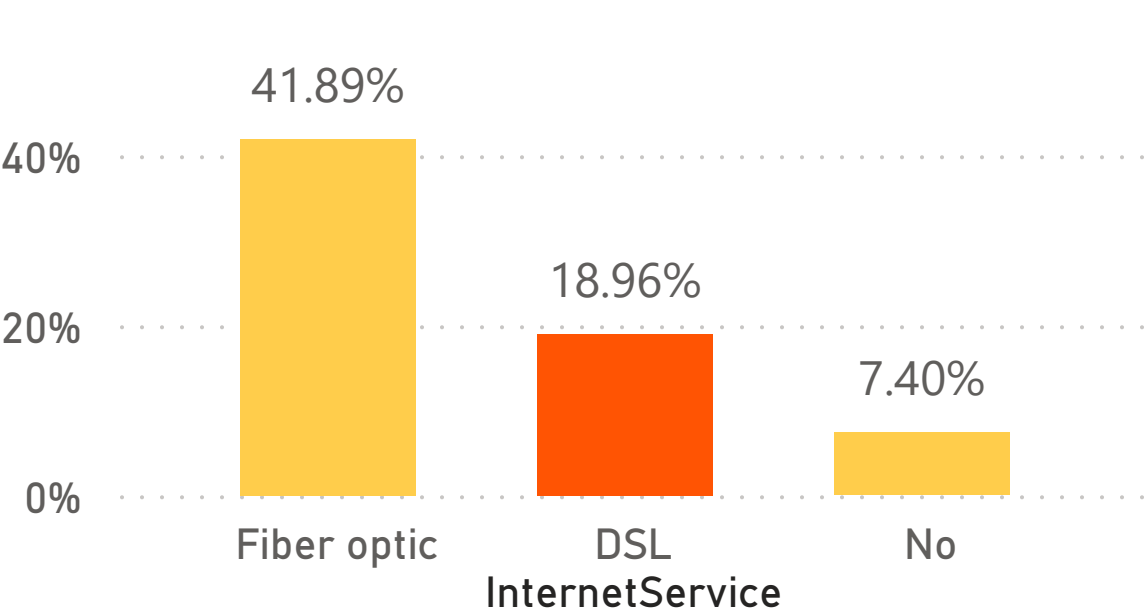
3632

Admin Tickets

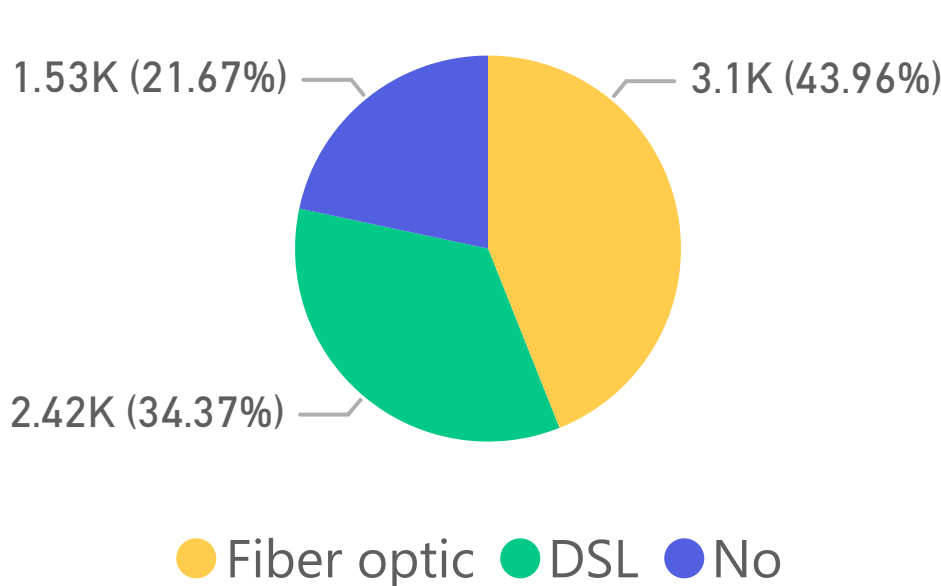
2955

Tech Tickets

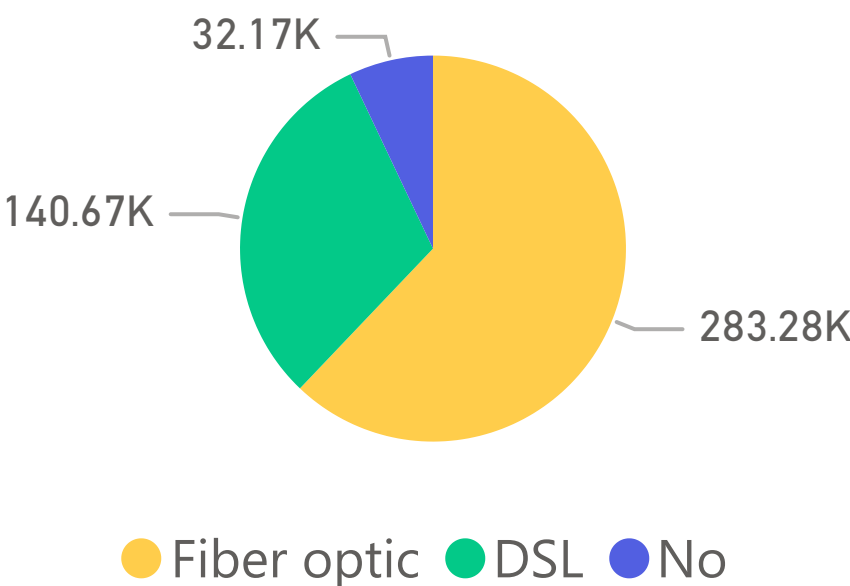
Churn Rate BY Type of Internet Service



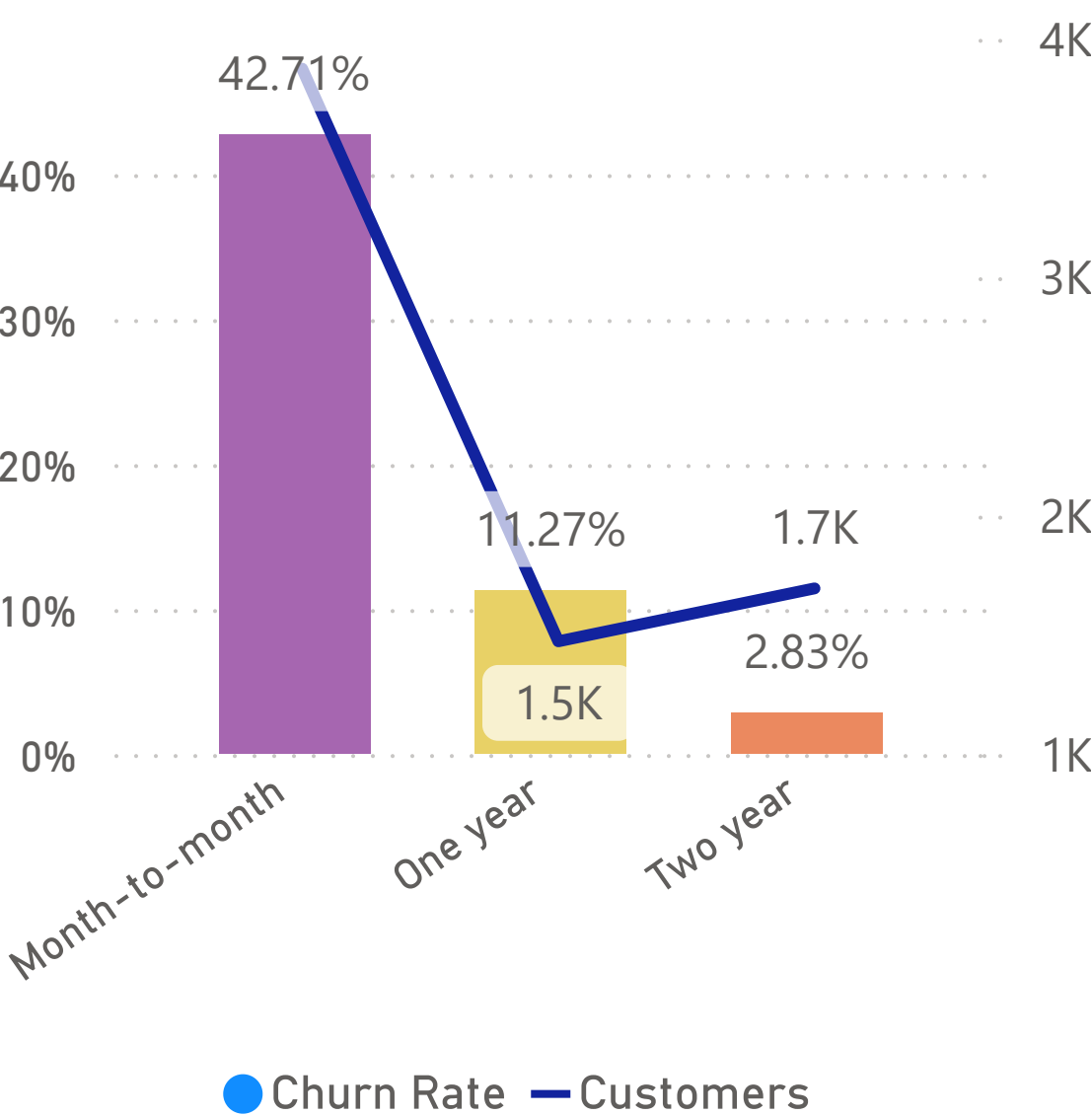
Of Customers by Internet Service



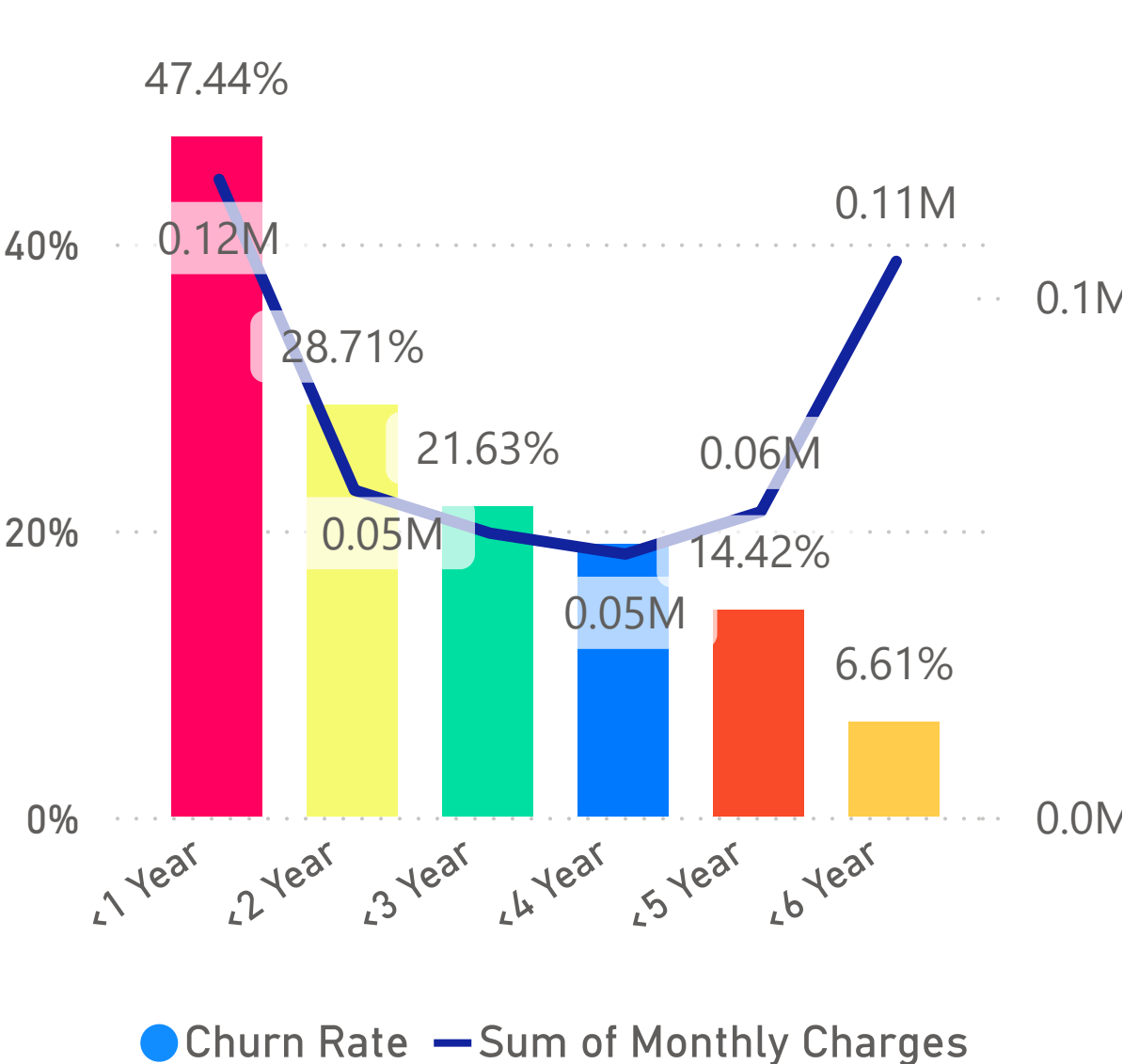
Sum of Monthly Charges



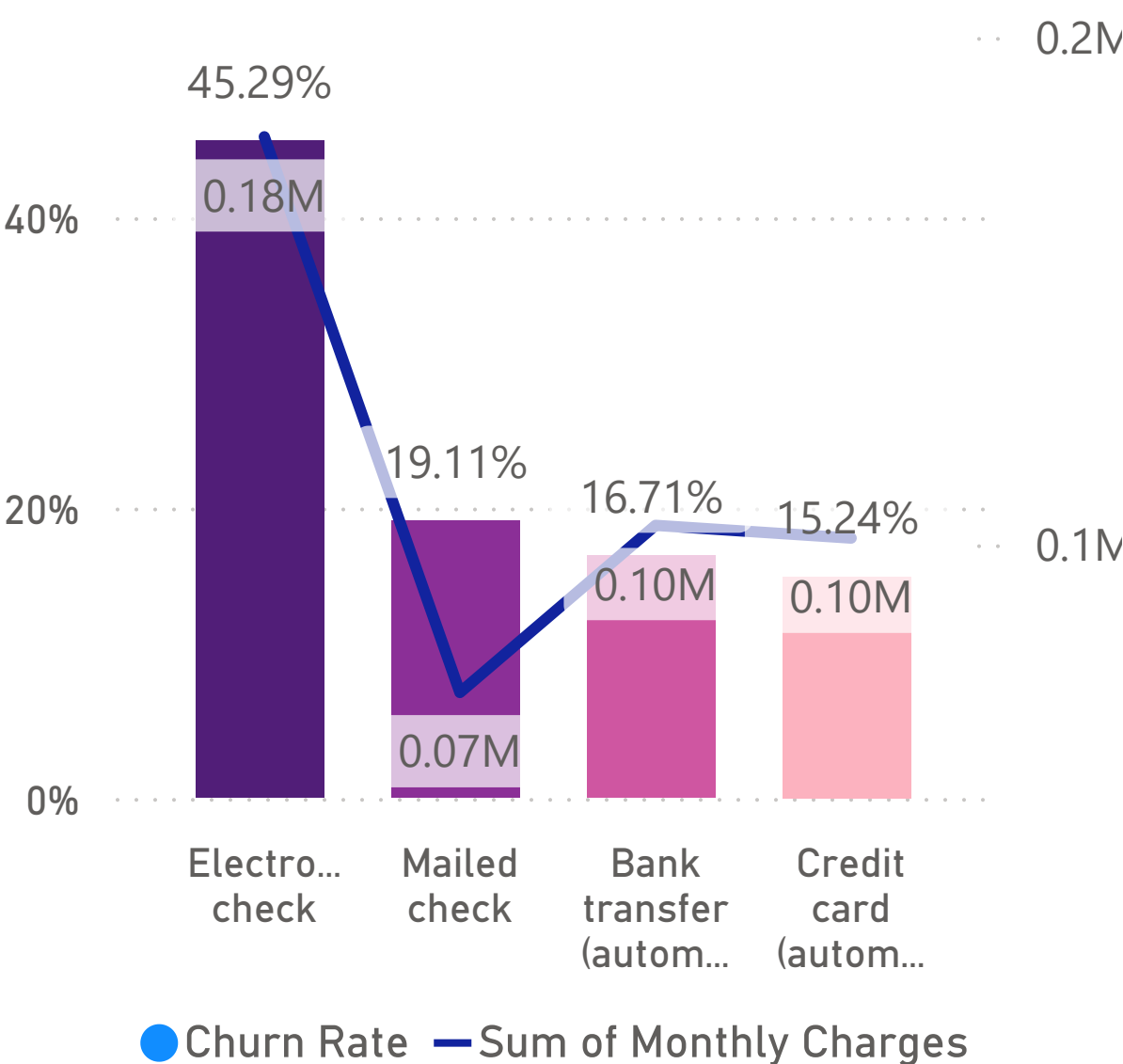
Type Of Contract



Years of Contract



Churn by Payment Method



KEY INSIGHTS

- . The customer churn rate last month was 27%, which means that out of 7043 customers, 1869 left the company.
- . The length of the contract and the tenure of the customer are key factors in predicting the churn behavior. Customers who have a monthly contract and a lower tenure are more likely to switch to other providers.
- . Customers who do not have any dependents or partners are more prone to churn than those who do.
- . Gender does not seem to have a significant impact on the churn decision. However, senior citizens are less likely to churn than non-senior citizens.
- . Customers who use Fibre Optic internet service have a higher churn rate than those who use other types of internet service. The payment method also influences the churn decision, with Electronic check being the most common among the churned customers.
- . Customers who do not receive services such as Tech Support, Device Protection, and Online Security are more dissatisfied and tend to look for other options.

Email

Hello Janet,

I am glad to hear from you and I appreciate the opportunity to work on this project. I have analyzed the data and created a dashboard using Power BI that shows the customer churn situation in a clear and concise way.

Here are some of the insights and suggestions that I have derived from the data. Please let me know your feedback on them.

Insights:

- **The customer churn rate last month was 27%, which means that out of 7043 customers, 1869 left the company.**
- **The length of the contract and the tenure of the customer are key factors in predicting the churn behavior. Customers who have a monthly contract and a lower tenure are more likely to switch to other providers.**
- **Customers who do not have any dependents or partners are more prone to churn than those who do.**
- **Gender does not seem to have a significant impact on the churn decision. However, senior citizens are less likely to churn than non-senior citizens.**
- **Customers who use Fibre Optic internet service have a higher churn rate than those who use other types of internet service. The payment method also influences the churn decision, with Electronic check being the most common among the churned customers.**
- **Customers who do not receive services such as Tech Support, Device Protection, and Online Security are more dissatisfied and tend to look for other options.**

Suggestions:

- **The company should consider extending the basic contract plan from one month to three or six months. This would encourage customers to stay longer with the company and reduce the churn rate.**
- **The company should also target customers who are single and have no family obligations. They have the potential to become loyal customers if they are offered attractive deals and discounts. The company should adopt a ‘Catch them Young’ strategy for this segment.**
- **The company should provide basic services such as device protection, tech support, and online security as part of their standard package. These services can increase customer satisfaction and loyalty, and prevent them from switching to competitors.**

Thank you for your time and attention.

Best regards,
Shamsundar Machha