

# Tour & Travel Customer Churn

Total Clients

954

Total Churn

224

% Churn

23.5 %

Age Group



Annual Income



Services Opted



Frequent Flyer



Booked Hotel



Account Sync



All



All



All



All



All



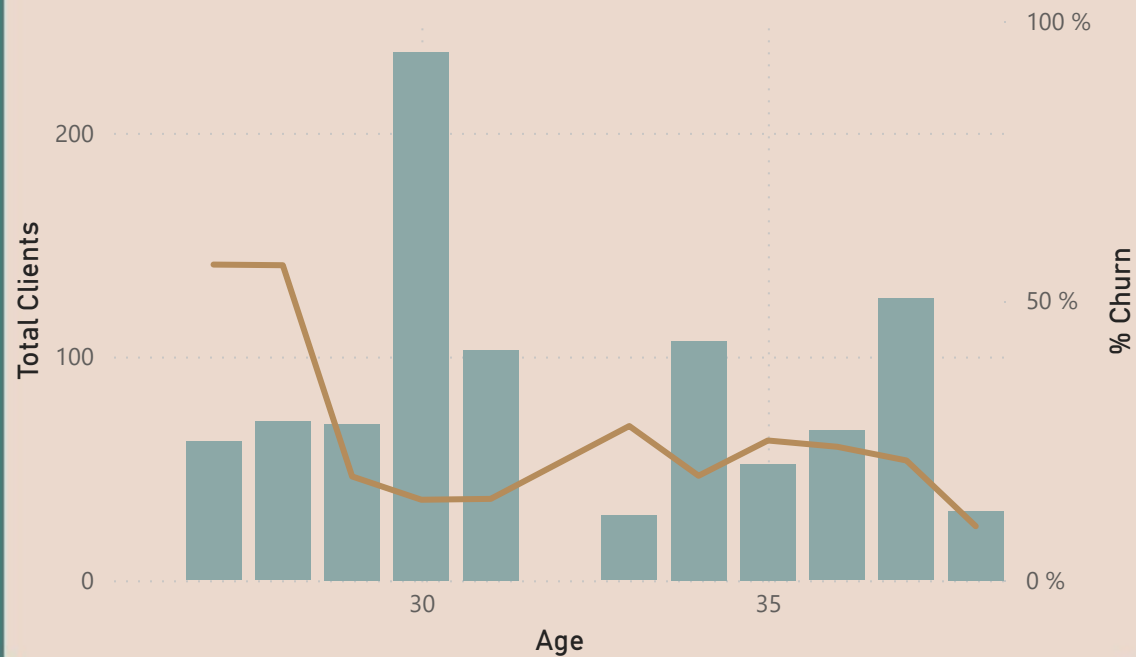
All



Clear all slicers

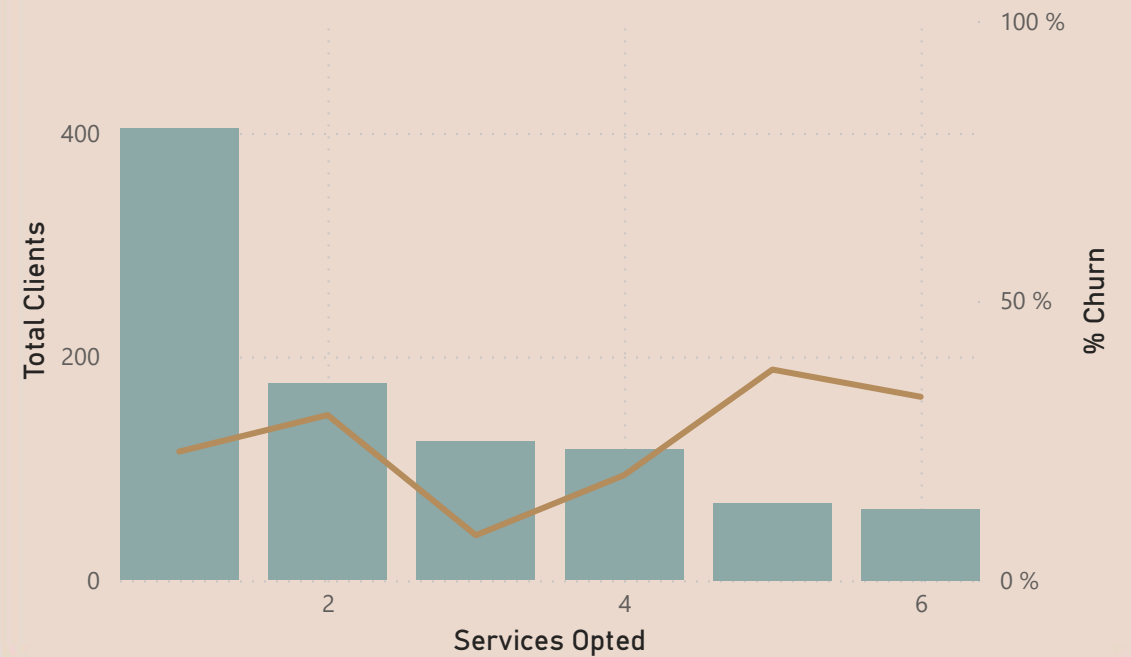
## Total Clients and % Churn by Age

● Total Clients ● % Churn



## Total Clients and % Churn by Services Opted

● Total Clients ● % Churn



1

2

3

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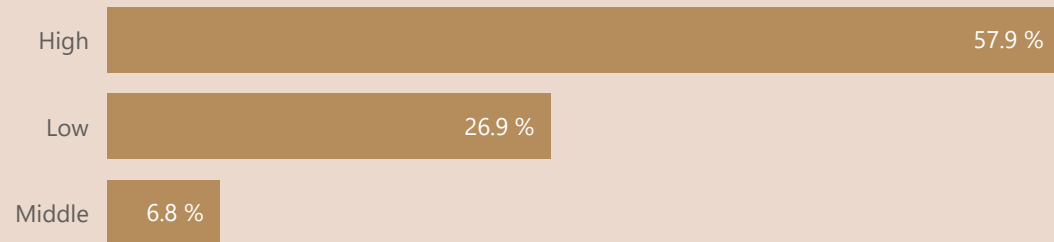
All

Account Sync

All

Clear all slicers

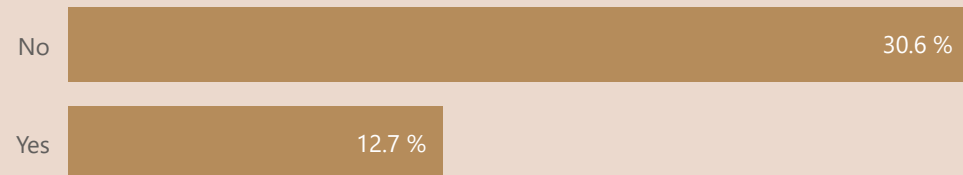
## % Churn by Annual Income



## % Churn by Frequent Flyer



## % Churn and % Churn by Booked Hotel



## % Churn by Account Sync



1

2

3

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## Key influencers Top segments

What influences Churn to be Yes ?

When...

....the likelihood of Churn being Yes increases by

**Frequent Flyer is Yes**

4.46x

Annual Income is High

3.48x

Age is 28 or less

3.11x

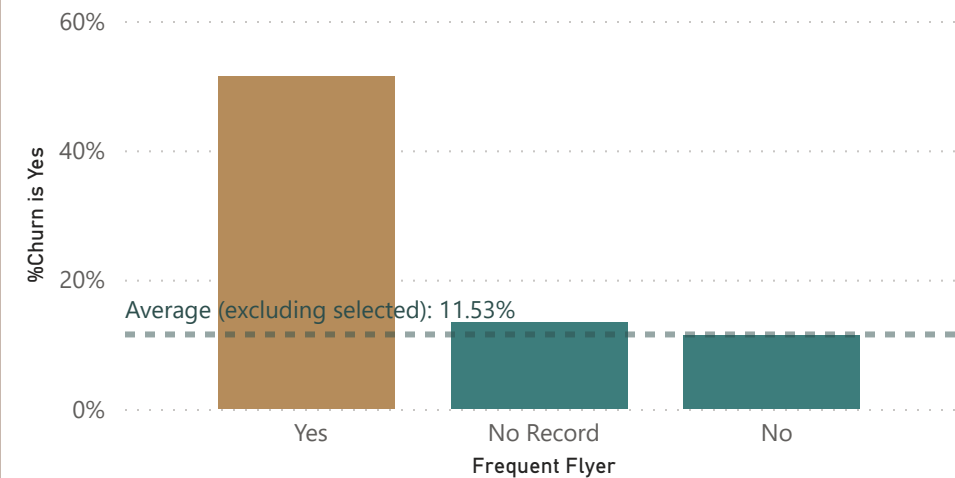
Booked Hotel is No

2.41x

Services Opted is more than

1.64x

← Churn is more likely to be Yes when Frequent Flyer is Yes than otherwise (on average).



☐ Only show values that are influencers