TELECOM X

Customer Churn Analysis - Executive Report

Report Date: December 24, 2025

Executive Summary

This executive report presents a comprehensive analysis of customer churn patterns in our telecommunications network. The analysis covers key performance indicators, customer segmentation, and strategic recommendations for improving customer retention.

Key Performance Indicators

Metric	Value	Unit	Status
Total Customers	500.00	customers	Normal
Churn Rate	46.60	%	High
Retention Rate	53.40	%	Good
Average Monthly Charges	64.14	USD	Normal
Average Tenure (months)	37.24	months	Normal
Average Total Charges	2413.49	USD	Normal
High Risk Customers	19.00	customers	Normal
Premium Customers	76.00	customers	Good
Month-to-Month Contracts	292.00	customers	Alert
Average Services per Customer	2.85	services	Normal

Churn Distribution Analysis

Customer Churn Distribution

Active Customers — 53.4%

Churned Customers — 46.6%
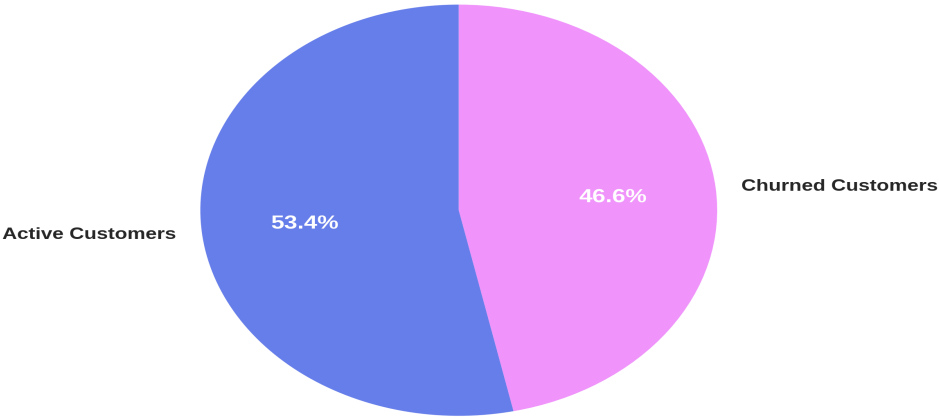
Churn Analysis by Contract Type

Churn Rate by Contract Type
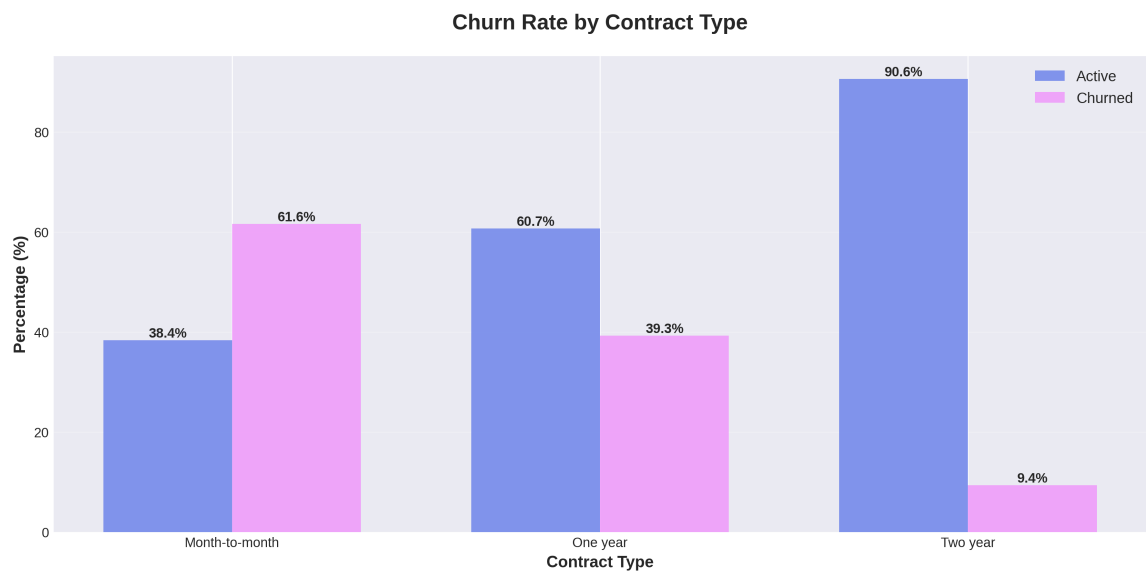
Strategic Recommendations

1. Focus retention efforts on month-to-month contract customers with targeted incentives.

2. Implement early warning system for customers with high risk scores (>70).

3. Enhance value proposition for premium customers to increase loyalty.

4. Develop personalized retention strategies based on customer segments.

5. Monitor and optimize customer service quality to reduce churn triggers.

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