

Telecom Churn Analysis

REXTON MACHADO A MBE11

7043

Total Customers

26.54%

Churn Rate

3.03K

Average Revenue per User

18

Avg Tenure Months Churned

\$21.37M

Sum of Total Revenue

Dashboard

Customer Details

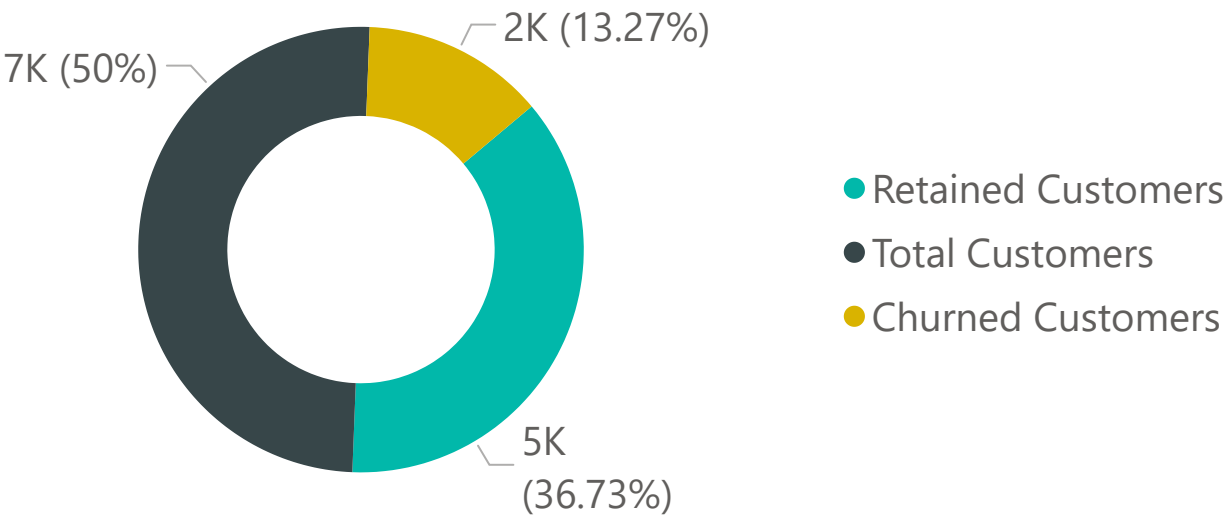
Top Churn Drivers

Insights and Recommendations

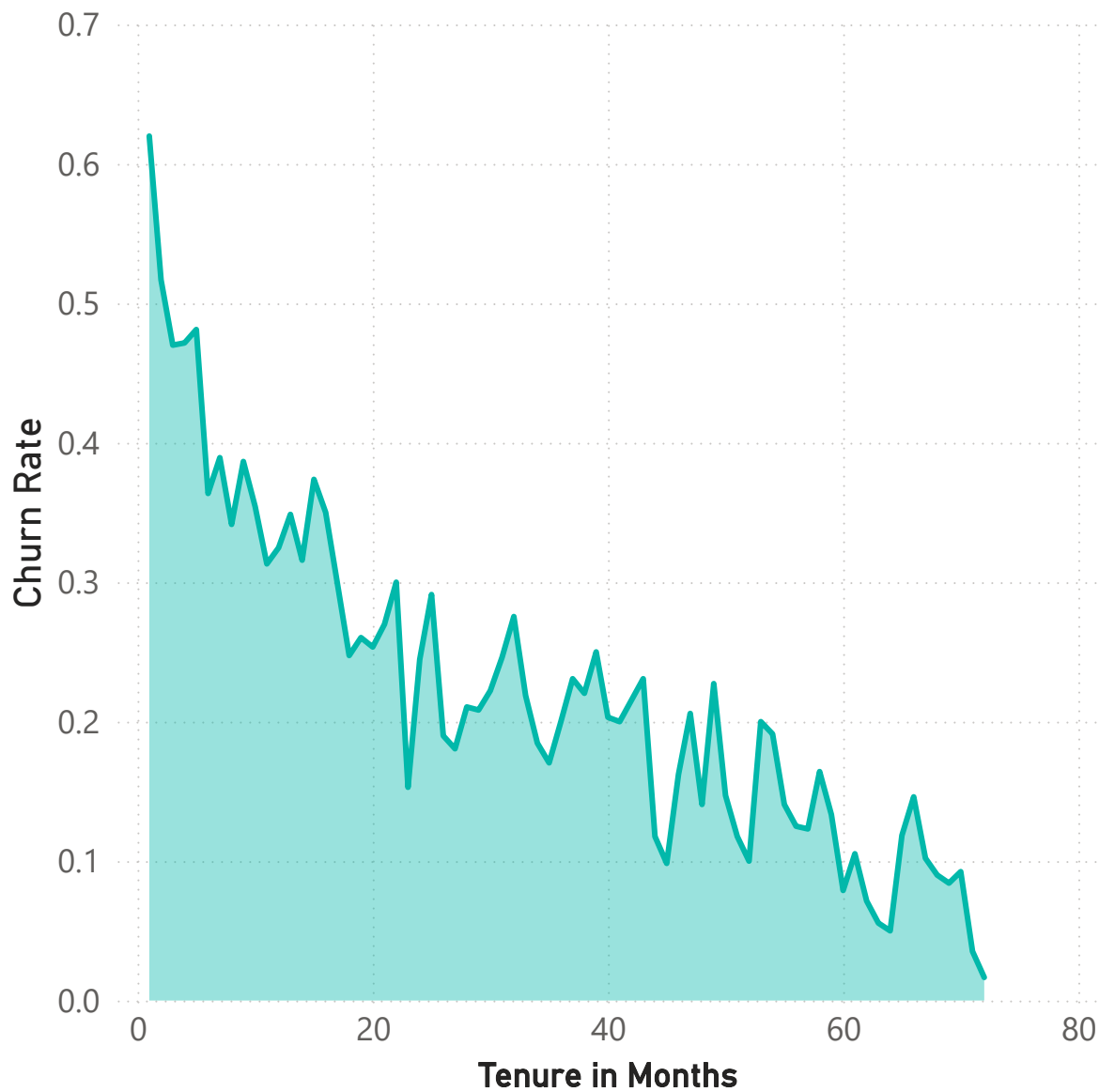
Loyalty Score

- ☐ Select all
- ☐ Committed
- ☐ Emerging
- ☐ Established
- ☐ New Customer
- ☐ Veteran

Retained Customers, Total Customers and Churned Customers



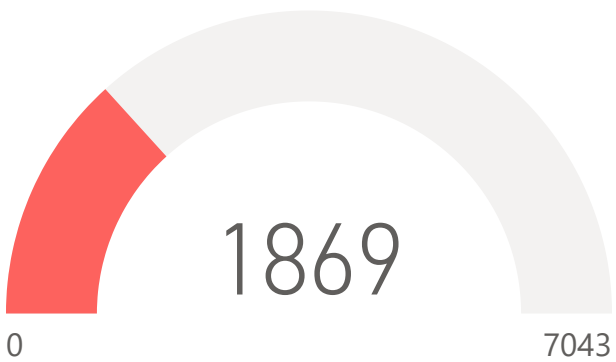
Churn Rate by Tenure in Months



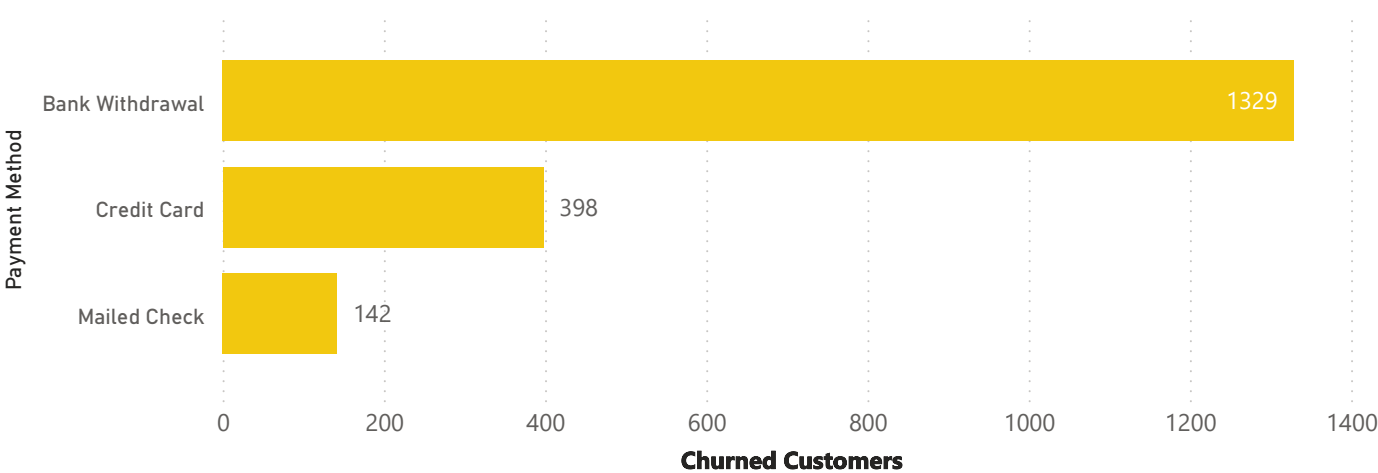
1142

Senior Citizens

Churn



Churned Customers by Payment Method



RiskLevel	Count of Customer ID
High Risk	1081
Low Risk	2069
Medium Risk	3893
Total	7043

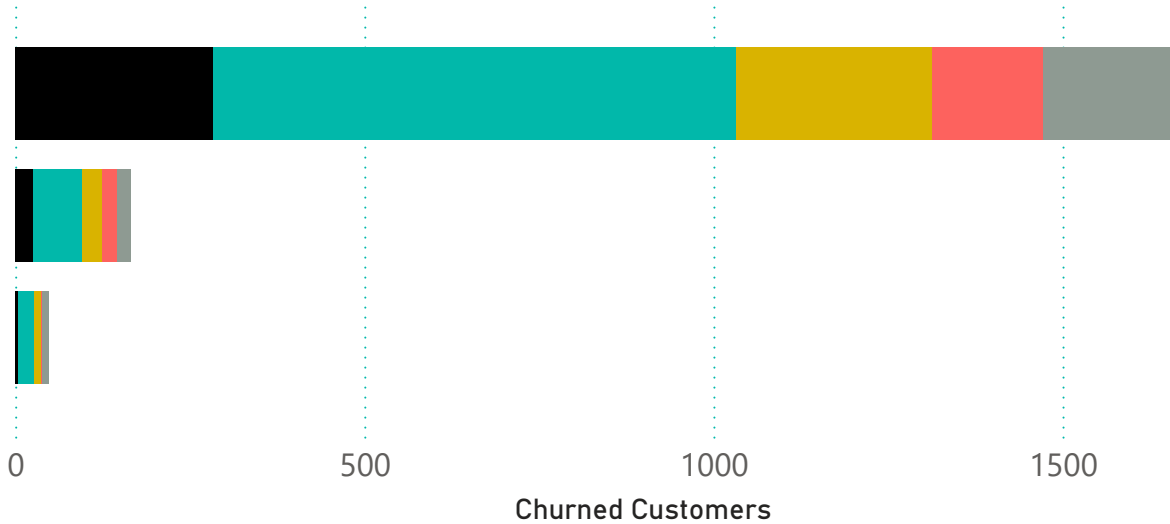
Churned Customers by Contract and Churn Category

Churn Category

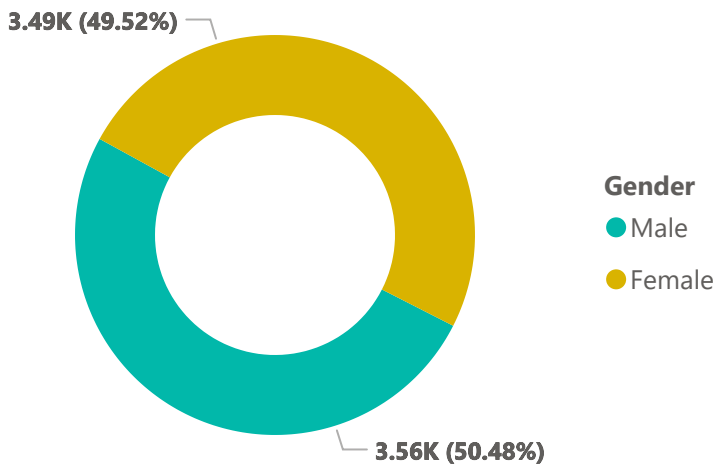
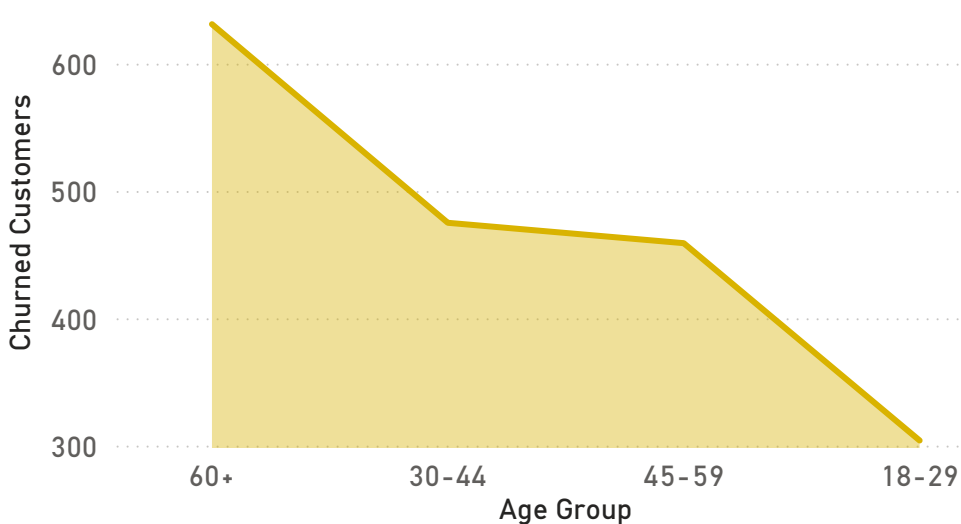
- ☒ Attitude
- ☐ Competitor
- ☐ Dissatisfaction
- ☐ Other
- ☐ Price

Contract

Month-to-Month
One Year
Two Year



Churned Customers by Age Group



Customer ID

0074-HDKDG

Personal Details

ID :0074-HDKDG

Gender :Male

Age :46

City :San Jose

Other Details

Senior Citizen

No

Streaming TV

Streaming Music

Streaming Movies

No

No

No

Contract

Contract TypeOne Year

Payment MethodBank Withdrawal

OfferNone

Paperless BillingYes

Tenure in the company (Months)

25

Premium Tech Support

Phone Service

Internet Service

No

Yes

Yes

Risk Level

Low Risk

Customer Lifetime Value

\$1.5K

Churn Index

0.27

Monthly Charges

\$61.6

Engagement Score

2.27

Loyalty Score

Committed

Customer Status

Stayed

Loyalty Score

All

Age Group

All

RiskLevel

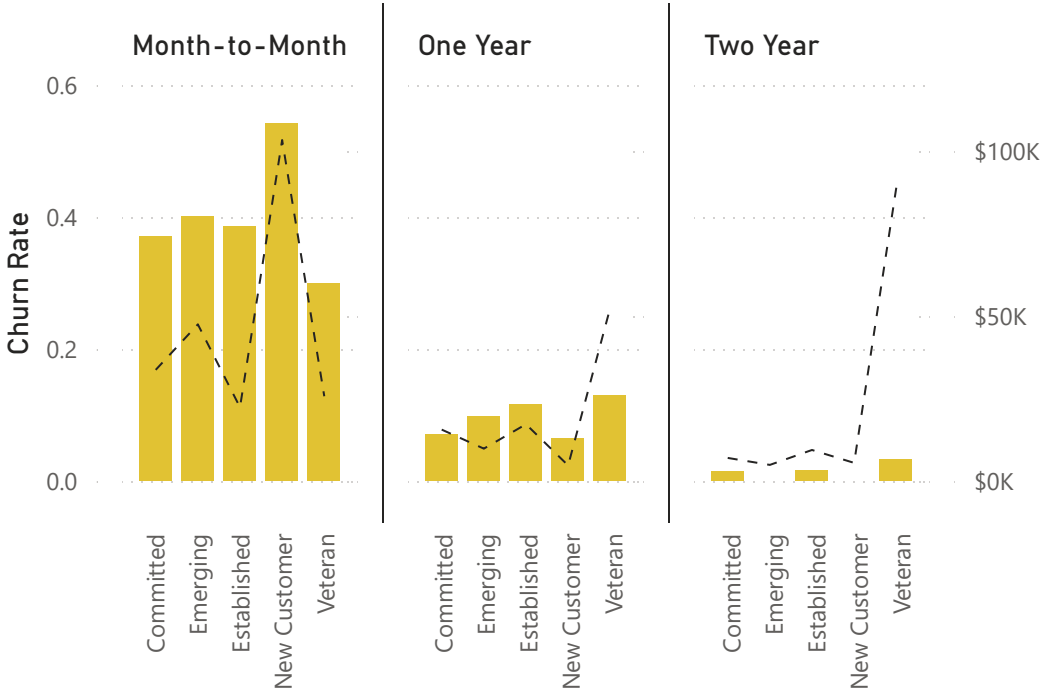
All

Contract

All

churn rate % and Monthly Charges by Year and Contract

Churn Rate Monthly Charge



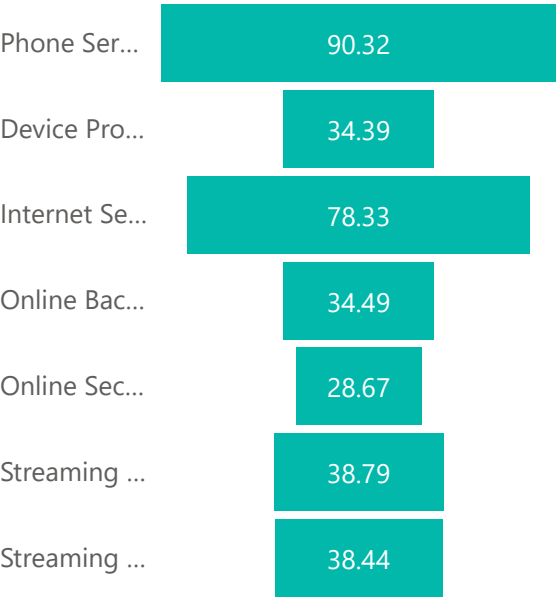
0.91
Phone Service %

0.39
Streaming Music %

0.94
Internet Service%

0.28
Online Backup %

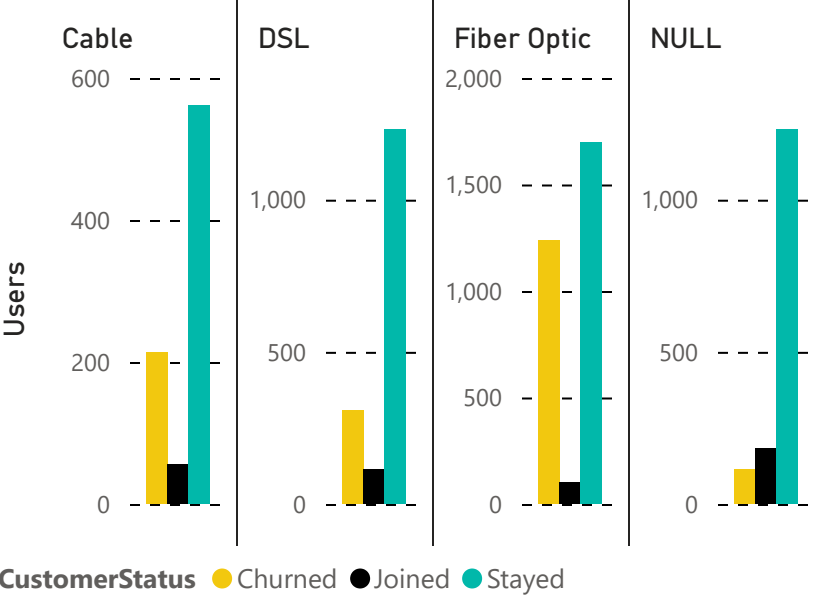
Service Adoption Rate



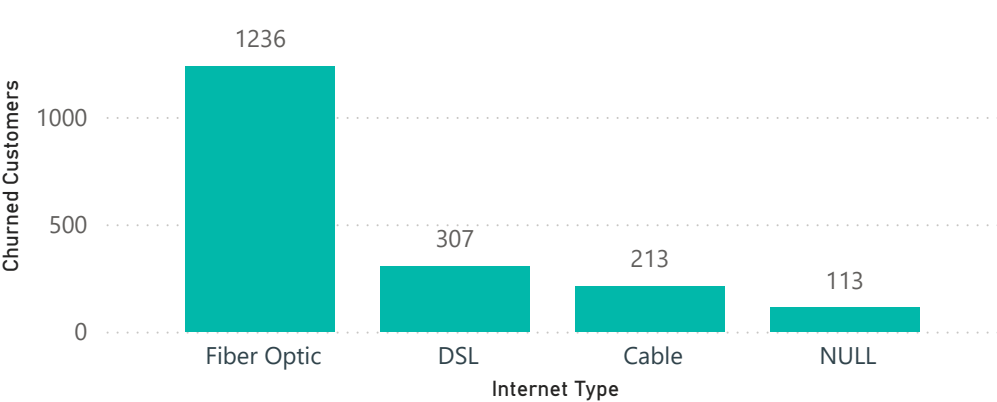
Discounts

Offer	Churned Customers
Offer A	35
Offer C	95
Offer B	101
Offer D	161
Offer E	426
None	1051
Total	1869

Contract V/s Churn



Churned Customers by Internet Type



0.16
Online Security %

0.44
Streaming TV %

Risk Level:

- **Insight:** High-risk customers are more likely to churn understanding their risk factors is crucial.
- **Recommendation:** Implement targeted retention strategies, such as personalized offers or loyalty rewards for these customers.

Customer Lifetime Value (CLV):

- **Insight:** High CLV customers are vital for sustainability; low CLV customers may not warrant intensive retention efforts.
- **Recommendation:** Focus retention efforts on high CLV customers, while employing cost-effective strategies like automated communications for low CLV customers.

Churn Index:

- **Insight:** An increasing churn index can signal systemic issues, such as service quality or competition.
- **Recommendation:** Conduct qualitative analysis (e.g., surveys) to identify underlying issues and address them proactively.

Engagement Score:

- **Insight:** Higher engagement scores lead to lower churn rates; engaged customers are more loyal.
- **Recommendation:** Enhance customer engagement through improved service offerings, regular follow-ups, and personalized communication. Consider community initiatives or loyalty programs to boost engagement.

Loyalty Score:

- **Insight:** Customers with higher loyalty scores are less likely to churn and often refer others.
- **Recommendation:** Strengthen loyalty with exclusive offers, loyalty programs, and community events. Regular rewards can reinforce commitment among loyal customers.