



Customer Churn Retention Analysis

Customer churn demographics and Insights

Customer Churn

Customer Risk

Services

Insights

Presented by Manisha Senapati



Customer Churn Dashboard

Customer Churn

Customer Risk

Services

Insights

Churn

All

1869

Customer Churn

\$16.06M

Yearly Charges

\$456.12K

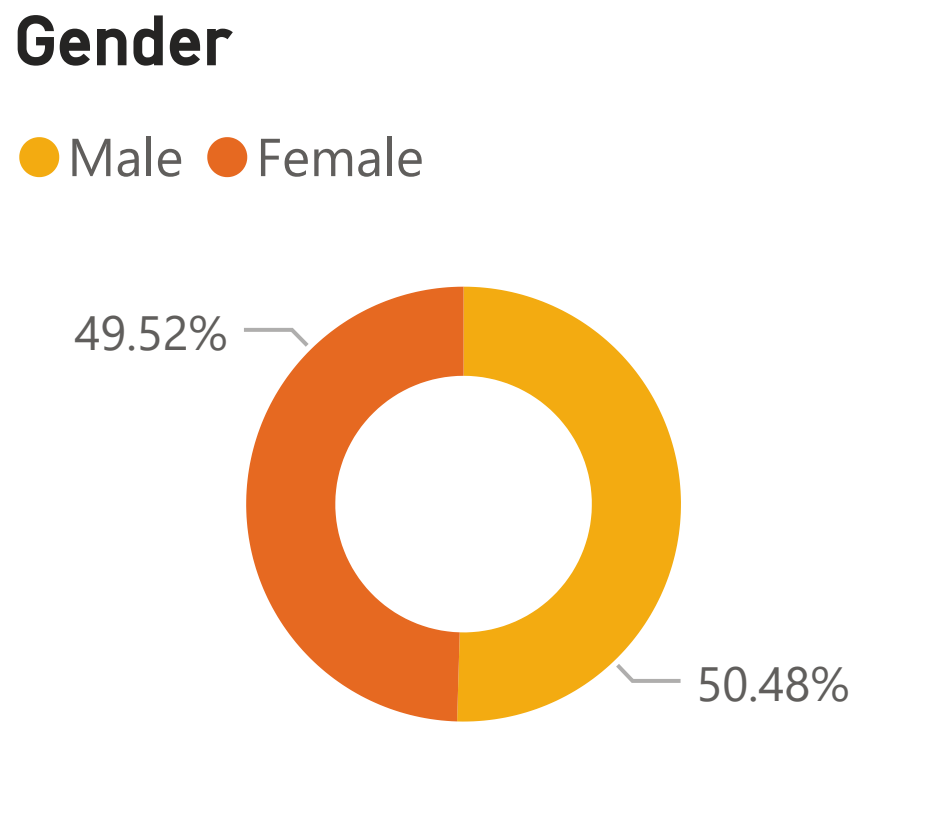
Monthly Charges

3632

Admin Tickets

2955

Tech Tickets



7043

SeniorCitizen

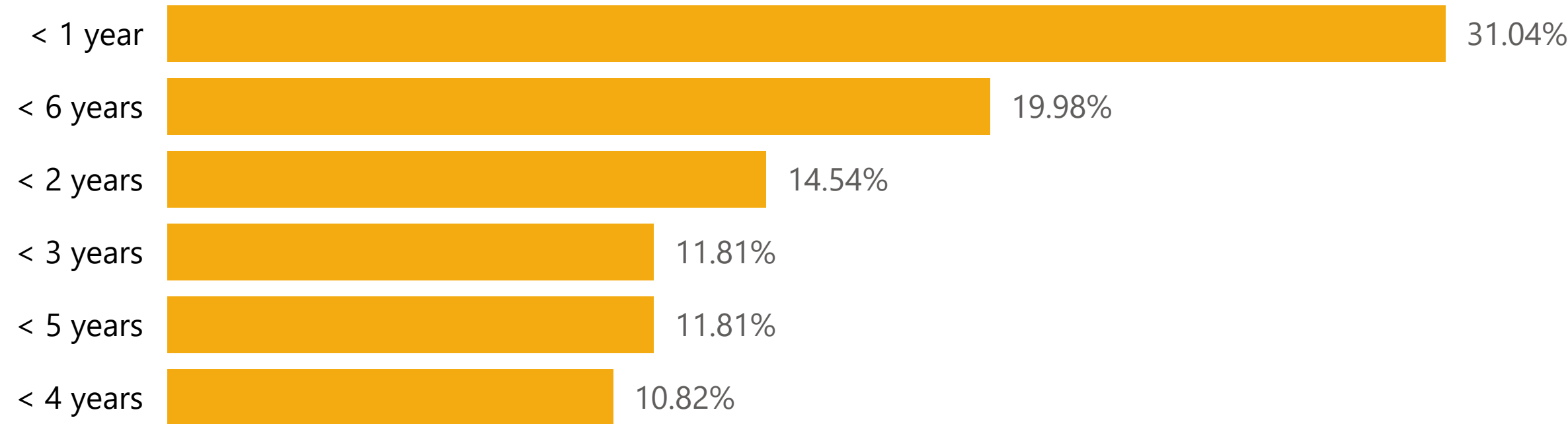
0.36

Partner in %

0.17

Dependent in %

Churn by Yearly



Payment Method



0.91

Phone service%

0.17

Tech Support%

0.44

Streaming TV%

0.44

Streaming Movies%

0.29

Device protection%

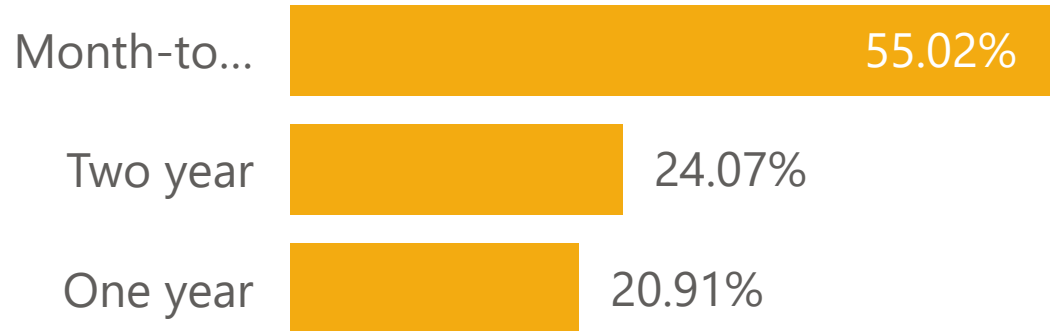
0.28

Online backup%

0.16

Online security%

Contract Type



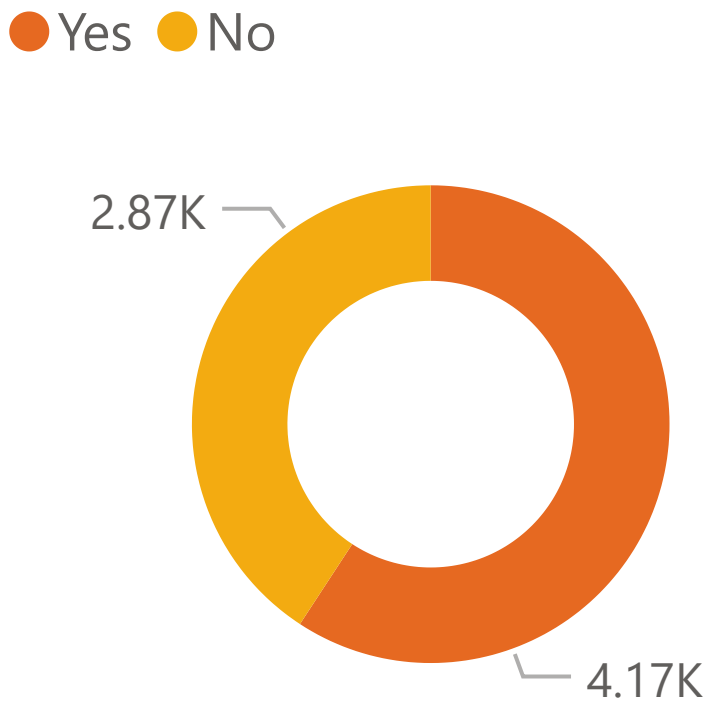
\$64.7616924...

Avg. of Monthl...

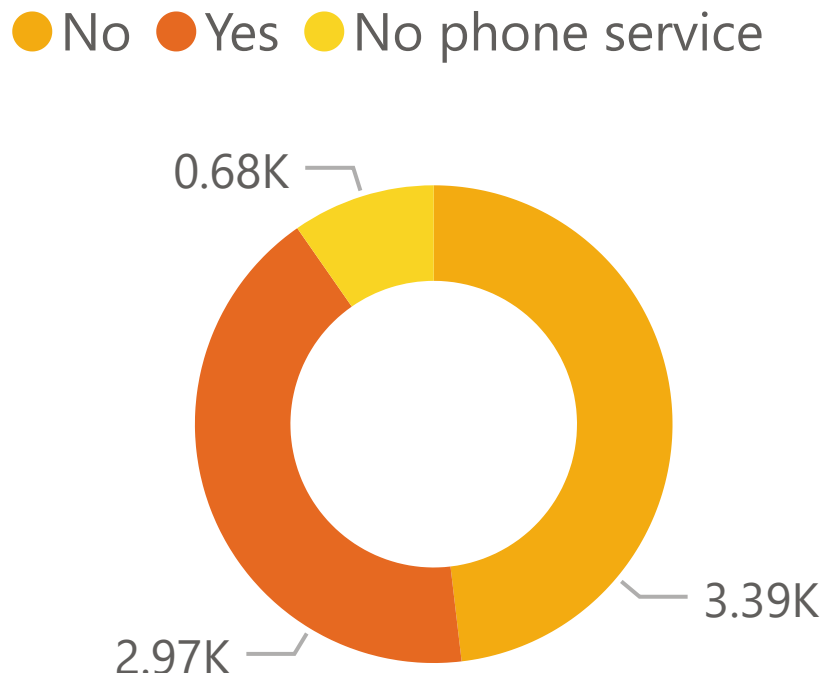
\$2,283.3004408...

Avg. of TotalChar...

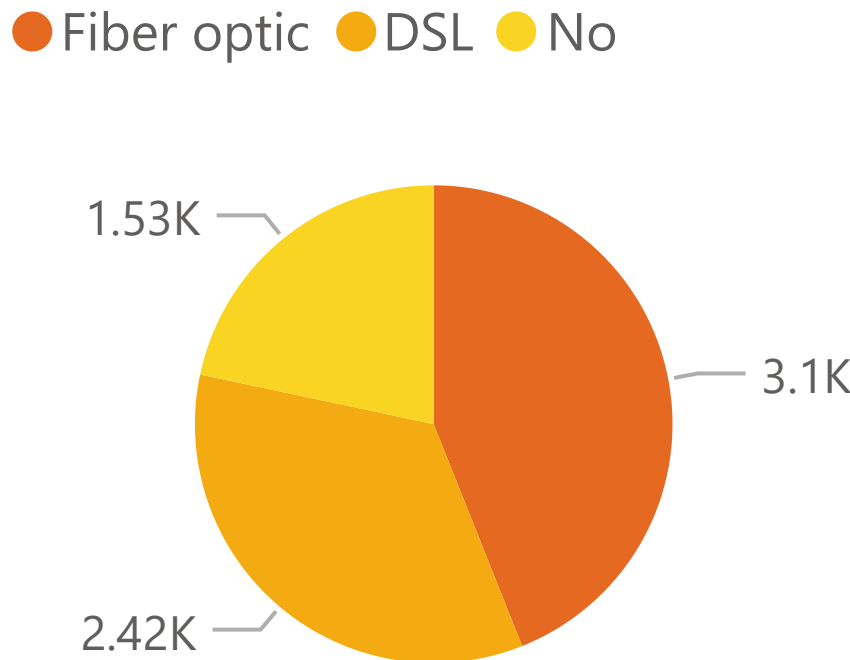
PaperlessBilling



Multiple Lines



Internet Service





Customer Risk Dashboard

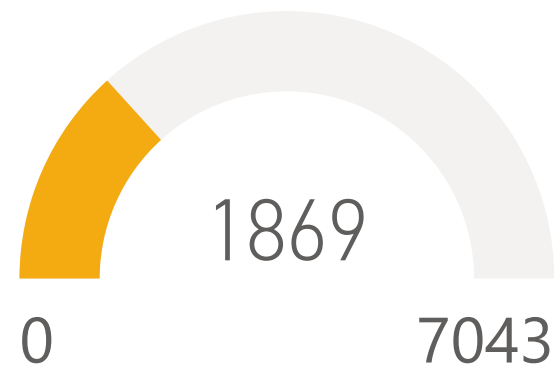
Customer Churn

Customer Risk

Services

Insights

Churn



Churn Risk

All

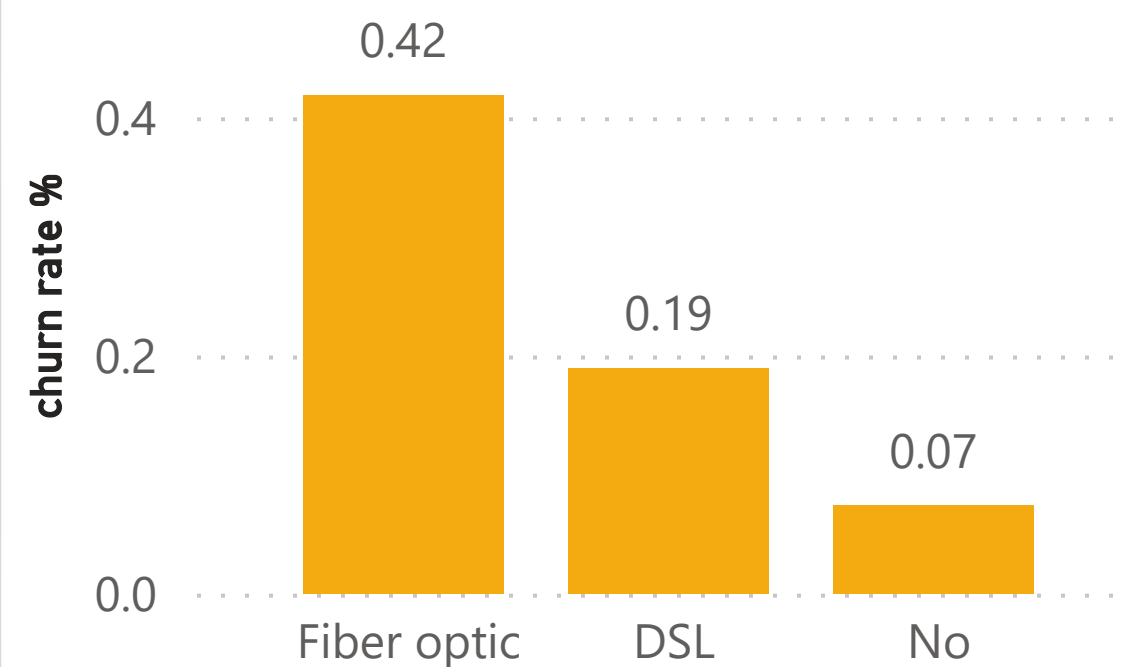
InternetService

All

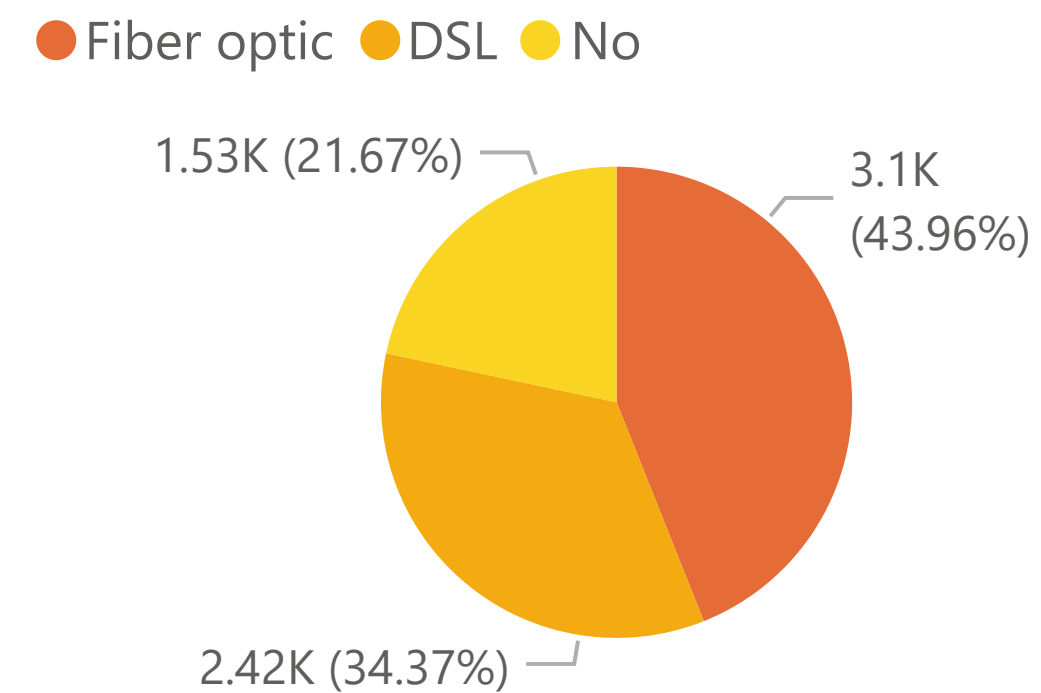
Contract

All

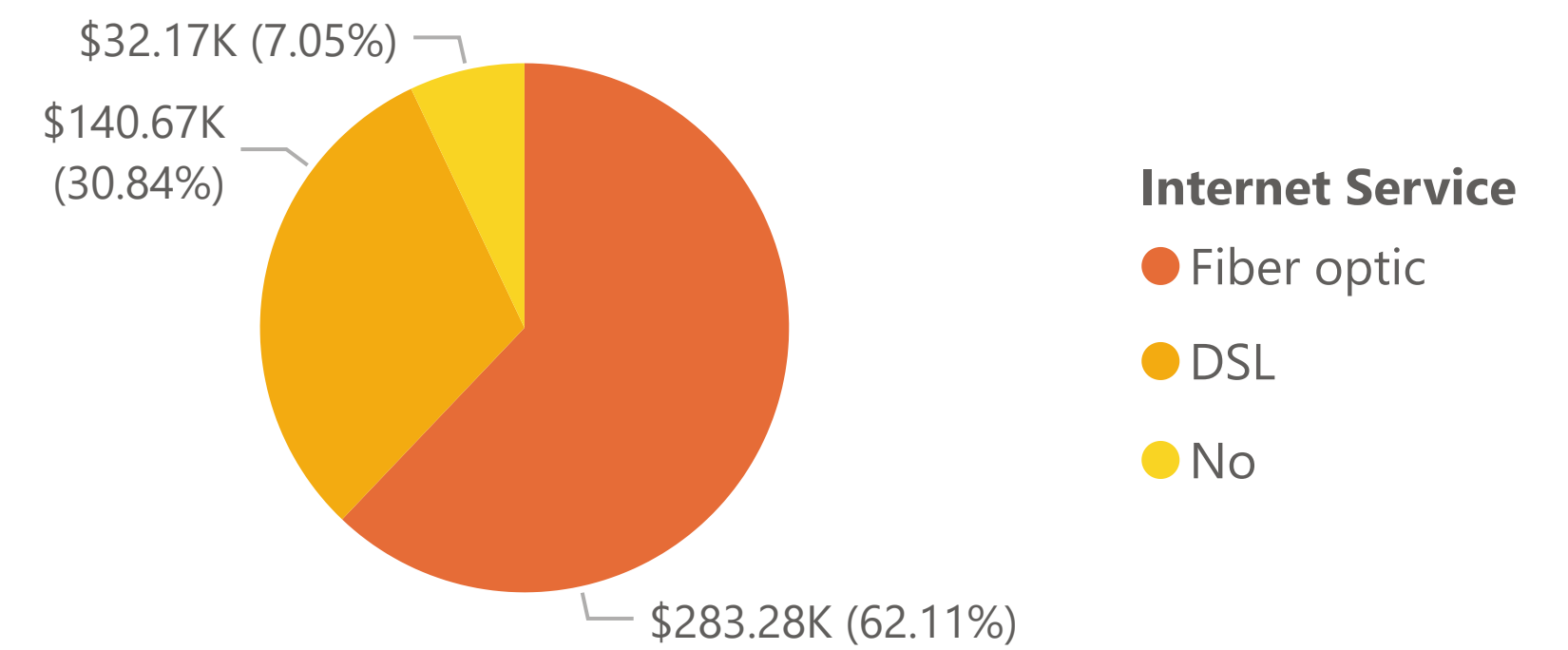
Churn by Internet Service



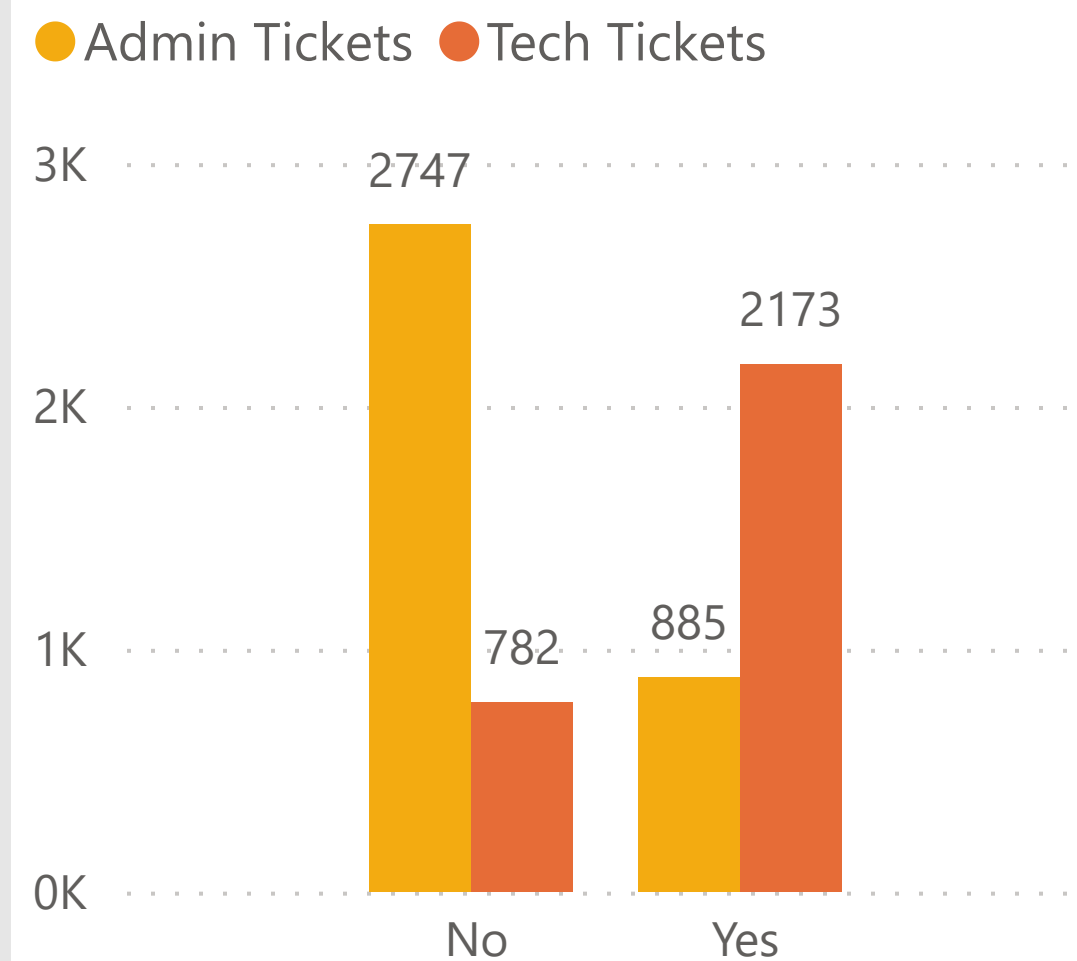
Customer by Internet Service



Monthly Charges by Internet Service

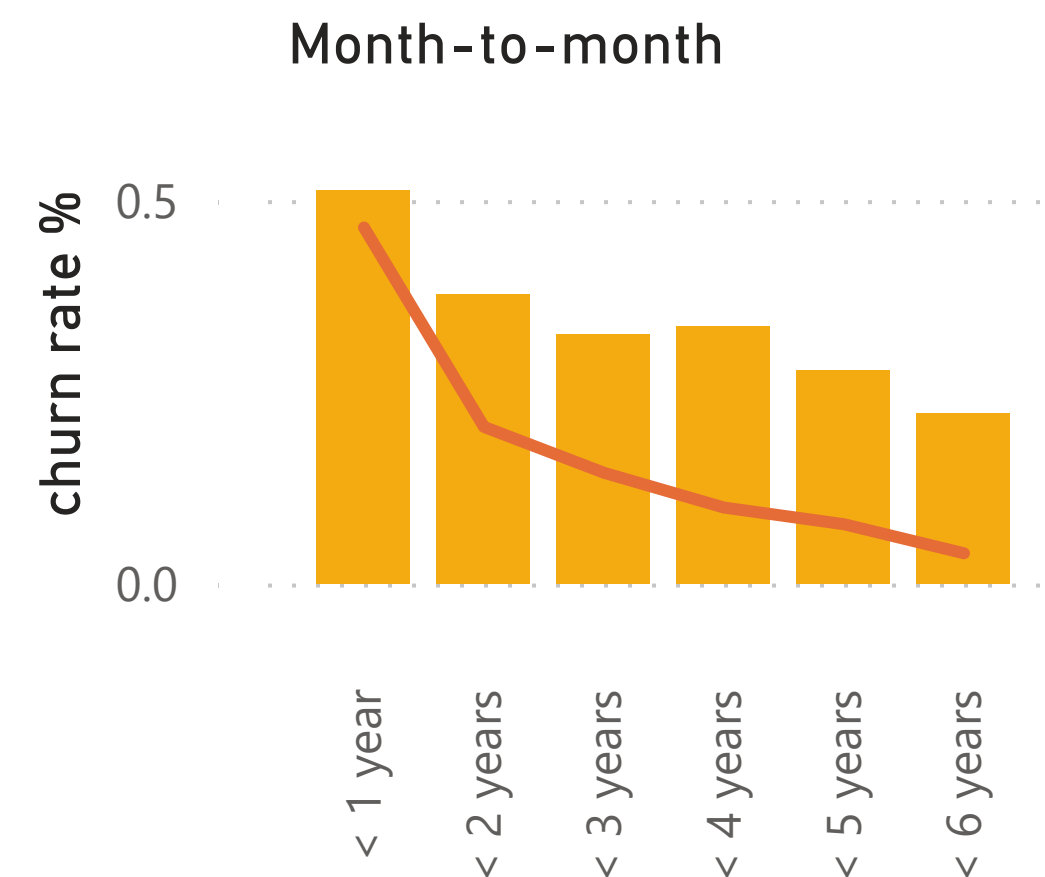


Admin Tickets and Tech Tickets by Churn

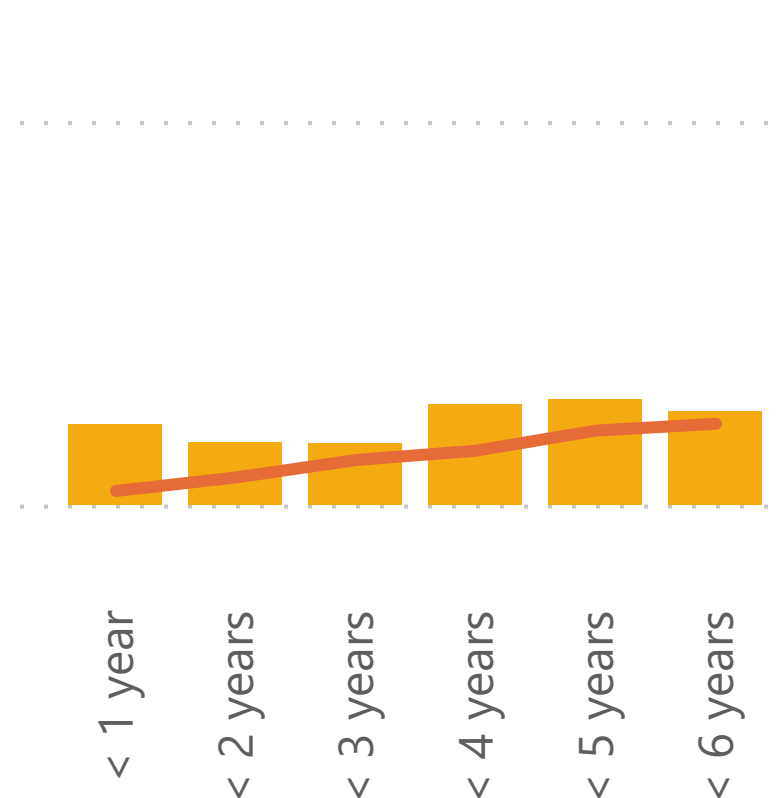


churn rate % and Monthly Charges by Year and Contract

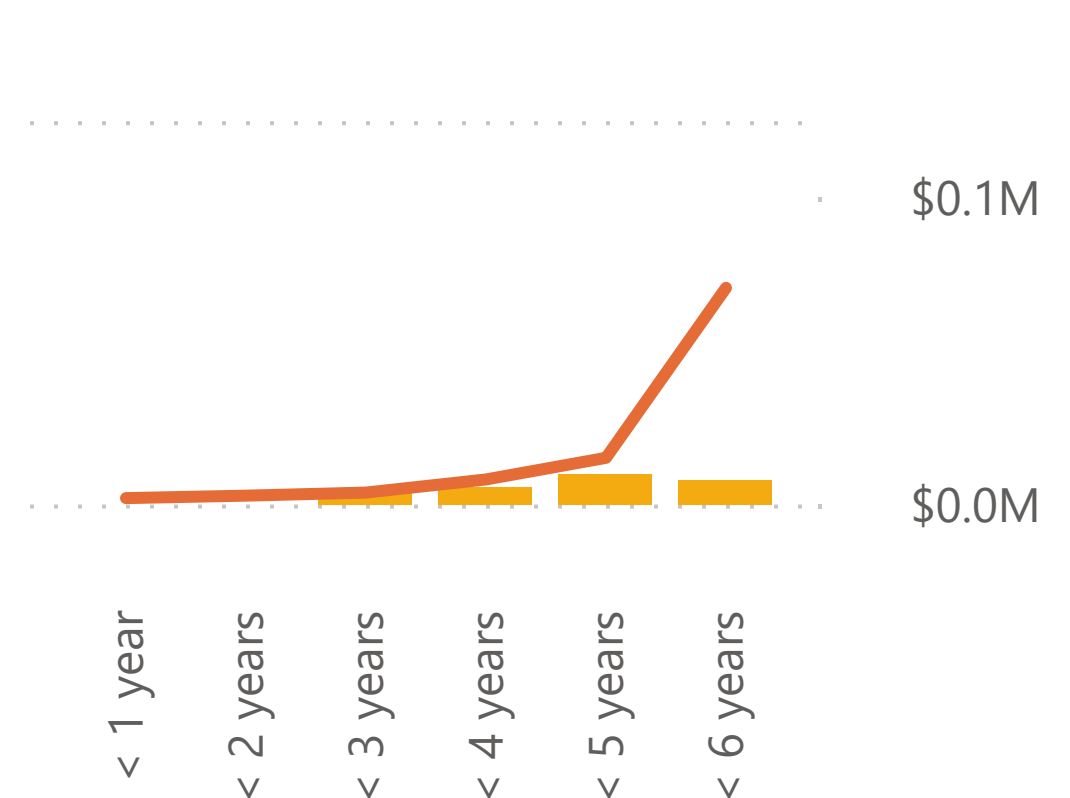
churn rate % Monthly Charges



One year



Two year



7043

Total Customer Churn

0.27

Churn Rate %

\$456.12K

Monthly Charges

\$16.06M

Yearly Total Charges



Services

Customer Churn

Customer Risk

Services

Insights

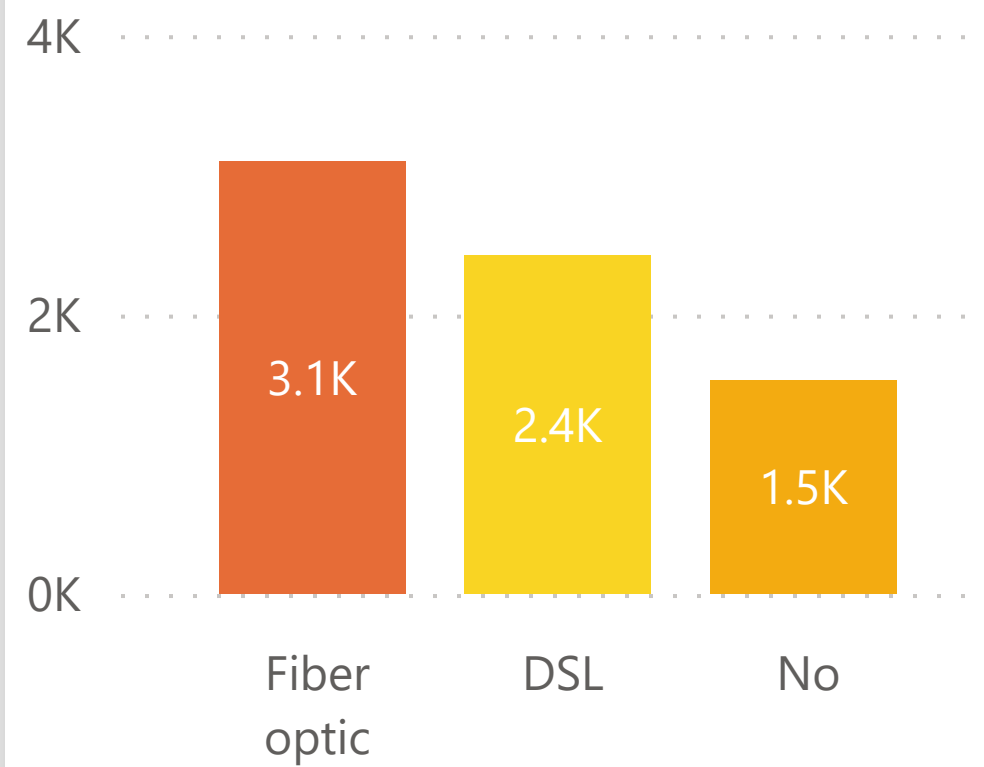
Churn

All



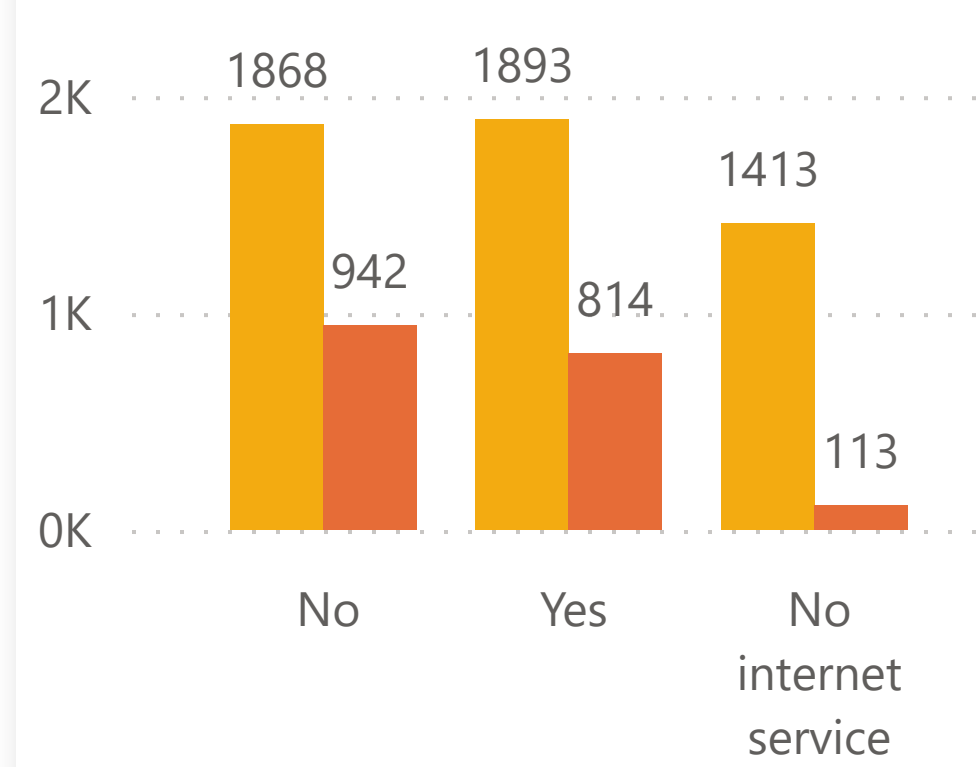
Internet Service

Fiber optic DSL No



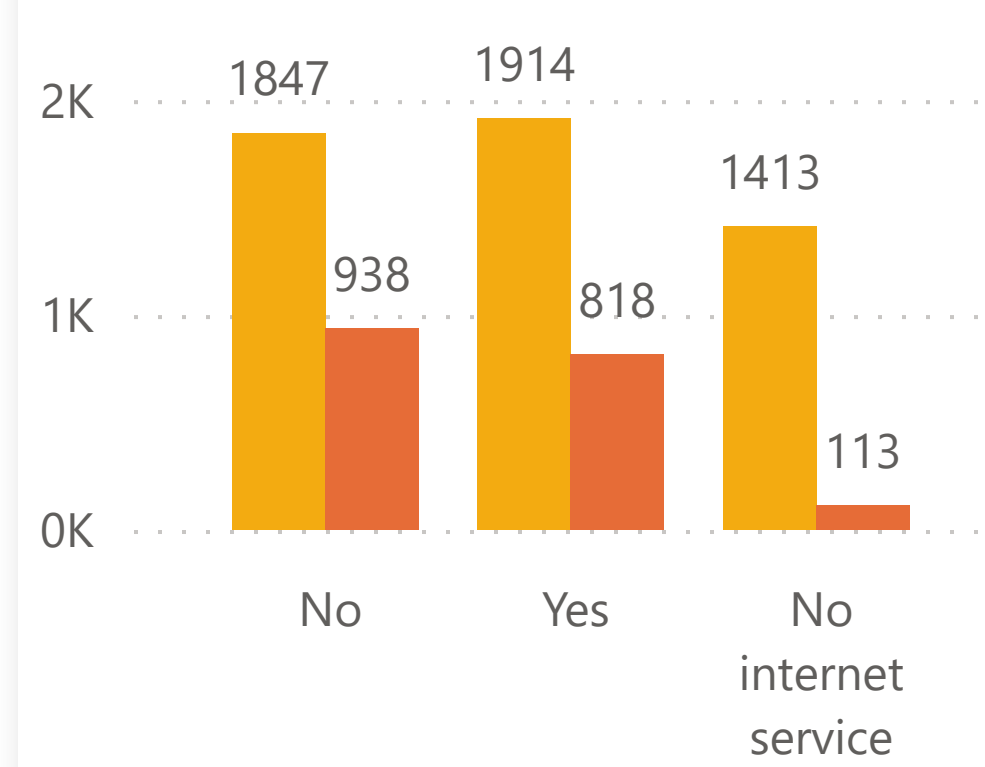
Streaming TV

No Yes



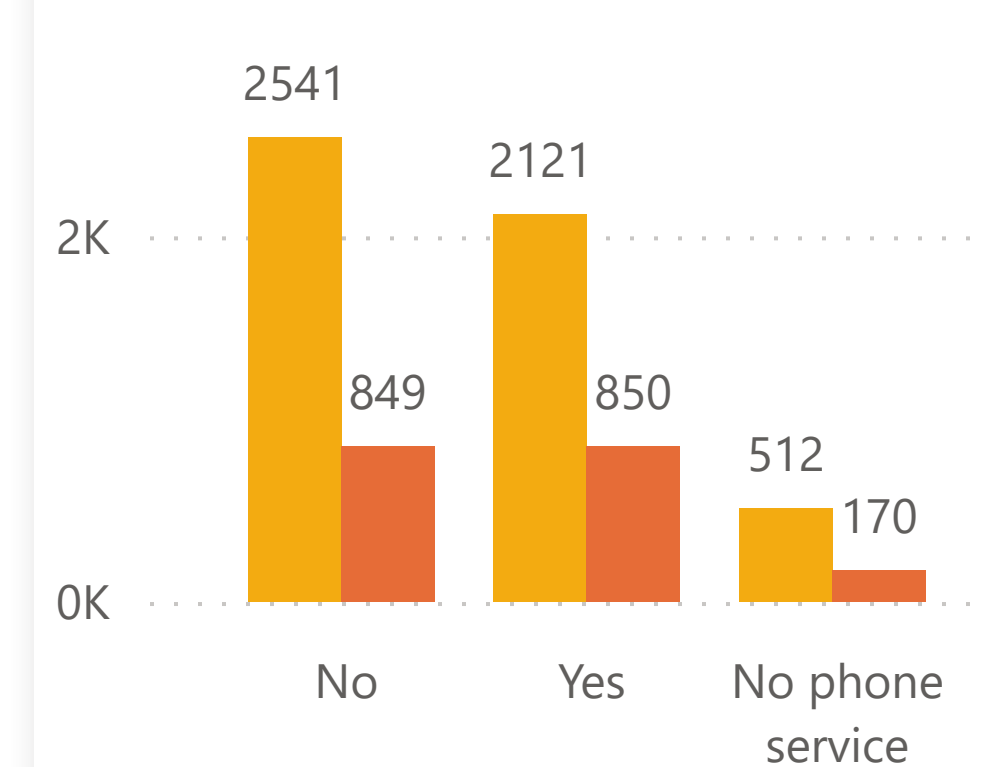
Streaming Movies

No Yes



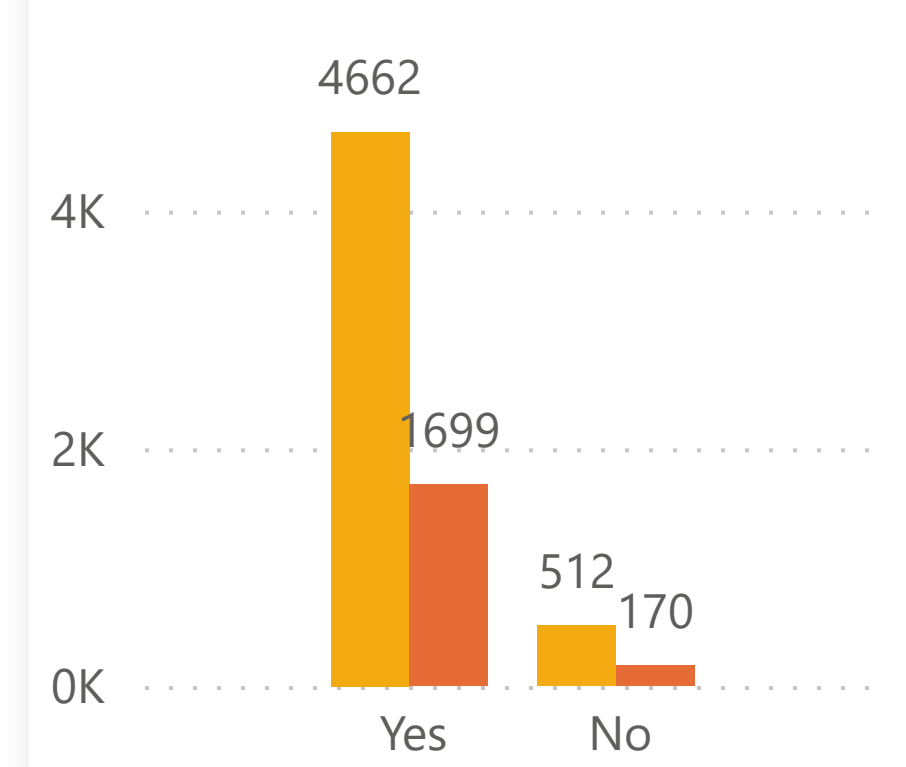
Multiple Lines

No Yes



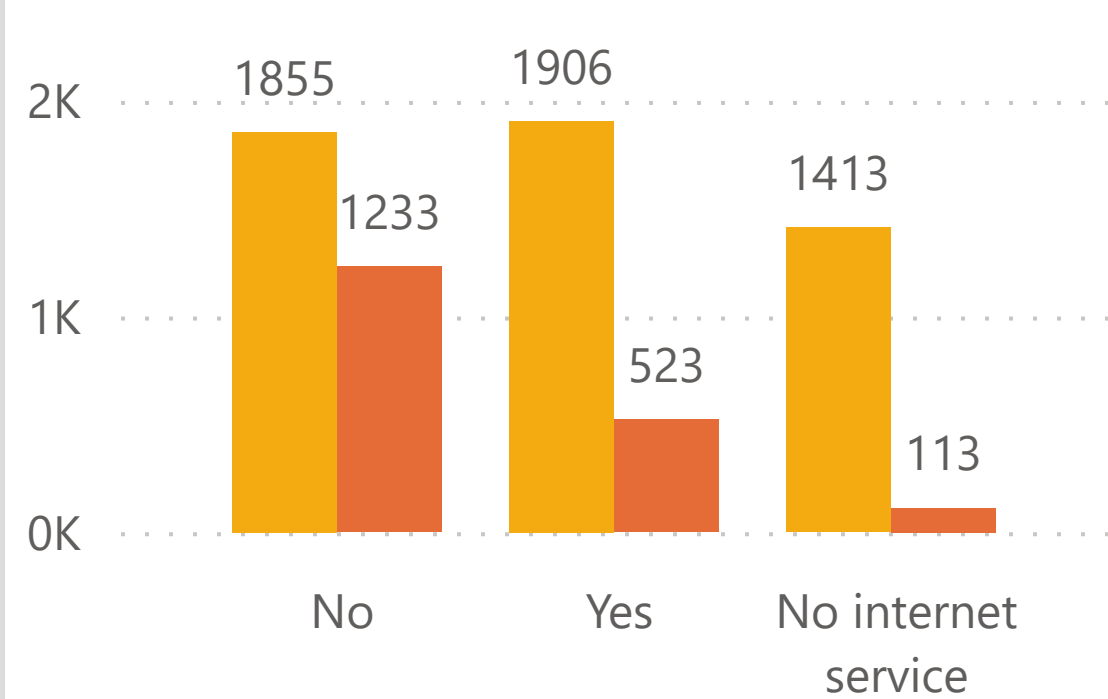
Phone Service

No Yes



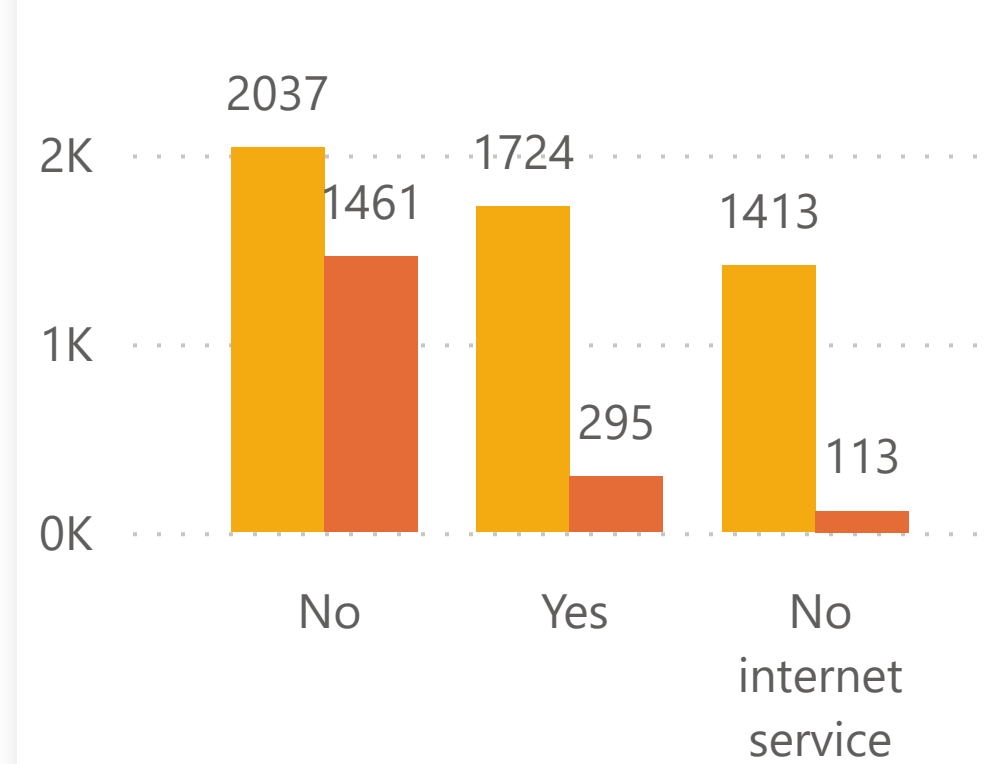
Online Backup

No Yes



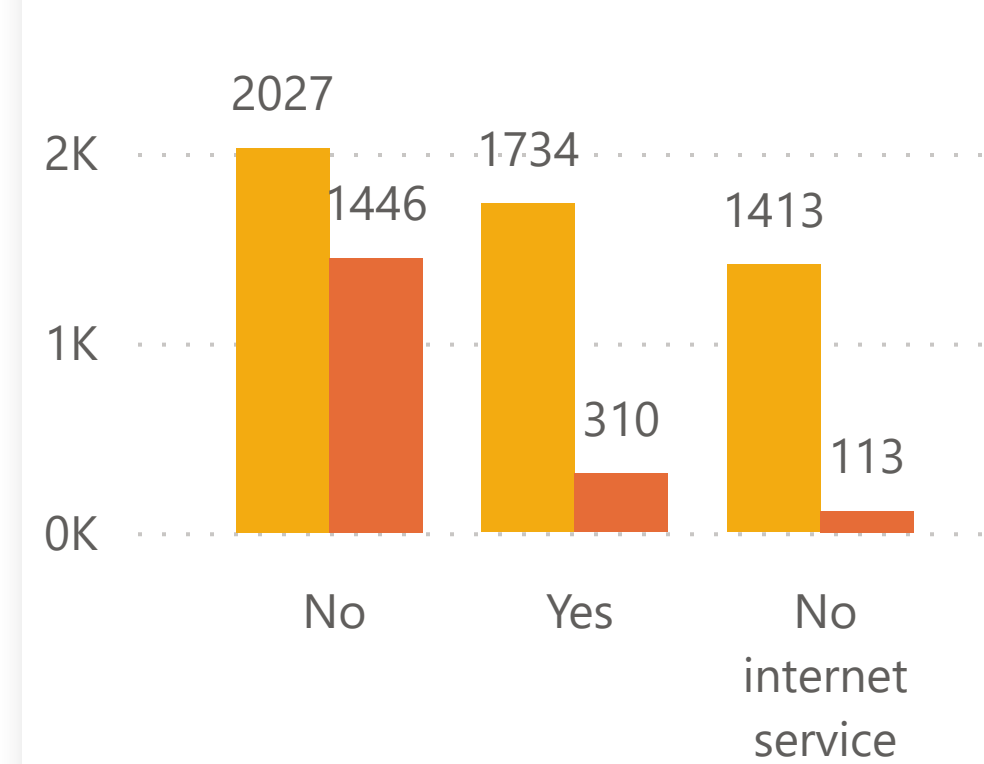
Online Security

No Yes



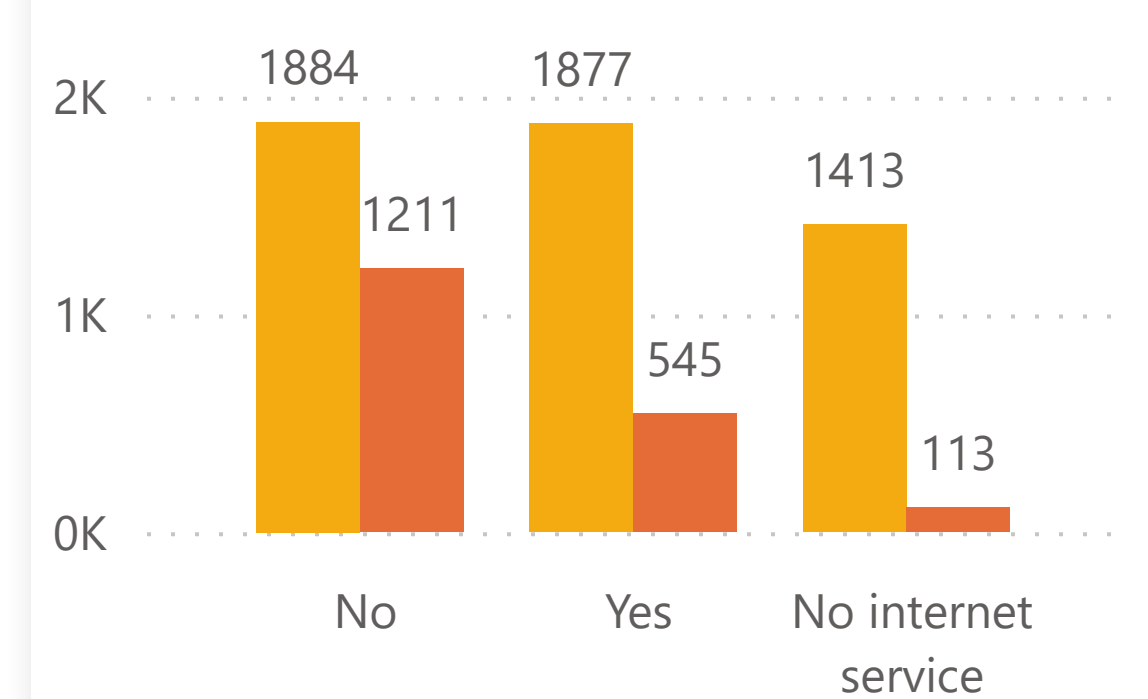
Tech Support

No Yes



Device Protection

No Yes





Insights:

As shown the data Visualization, It can be deduced that:

- Customers on the Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract joined the company.
- The company is at risk of losing recently joined customers. based on the results from analysis.. if they decided to month-to-month contract.
- **7043** customers are at the risk of churn. and The churn rate is **27%** and yearly charges is **\$16.06M** charges. and Monthly Charges is **\$456.12K** monthly charges.
- **2955** tech tickets were opened and **3632** admin tickets were opened.
- Most of the churned customers did not sign up for Online Security and tech support and also did not sign up for Phone Services.
- It a lot of customers had an issue with Fiber Optic . Up to **42%** of the customers churned were using Fiber Optic as their Internet Services.

Recommendation:

- The Company could try convincing customers to subscribe to One-Year and Two-Year contract. The contract are not favorable to customers as they tend to pay more monthly.
- Giving the discount to customers based on the some specific tasks is also good wat retaining them, specially those month-to-month contract.
- From analysis majority customers who churned did not sigh up for Online Security and Tech Support. These are the important services that customers should customers signup for. The company should educate customers on the benefits of signing up for these services.
- Increase sale of 1 and 2 year contract by **5%** each and Yearly increase of automatic payments by **5%**.