

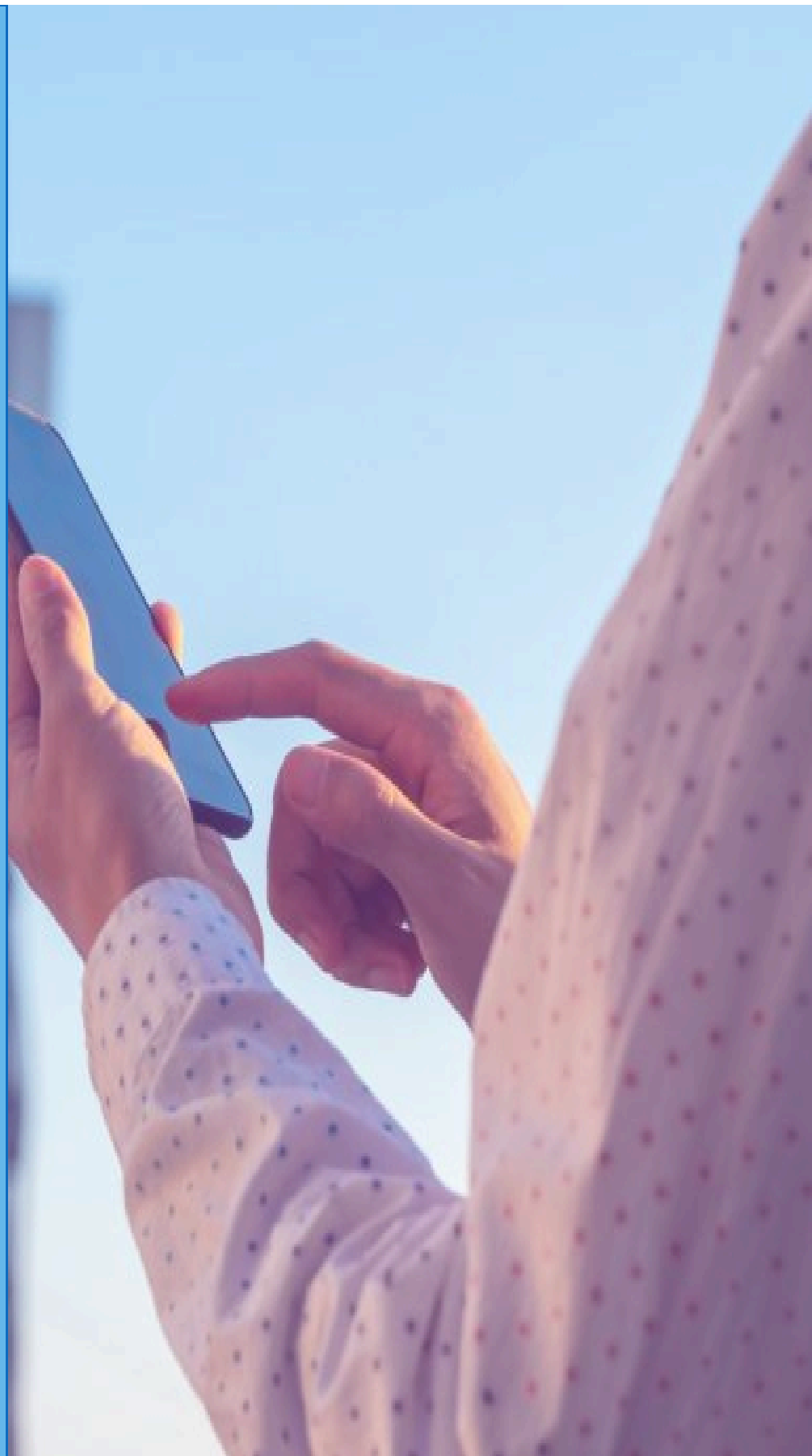
Telco Customer Churn Analysis Dashboard

Report by
Mojisola Akinseye

Home

Overview

Insights





CUSTOMER CHURN DASHBOARD

Churn Status

All



Total Customers

7043

Retained Customers

5174

Churned Customers

1869

Churn Rate

26.5%

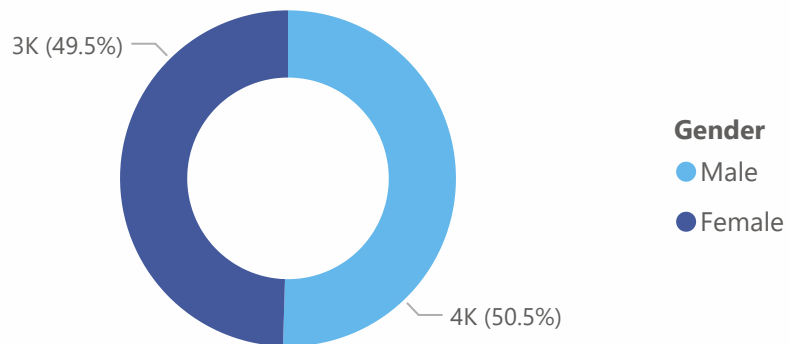
Total Charges

\$16M

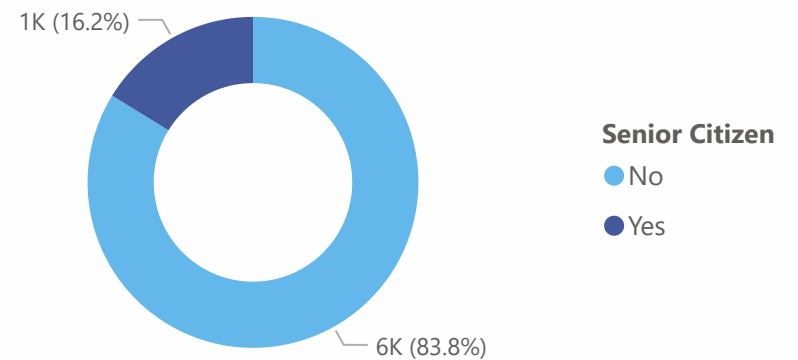
Demographics Information



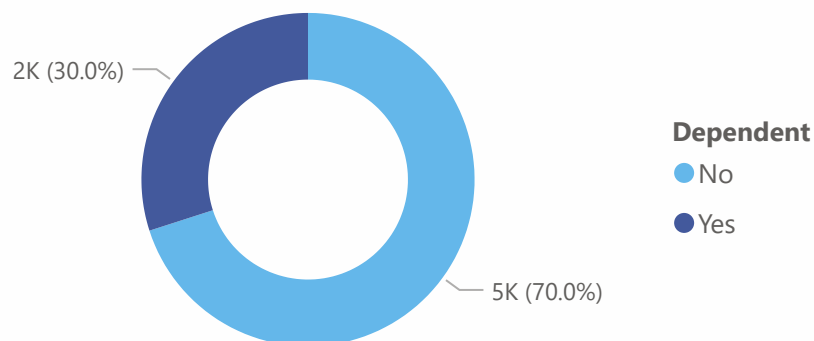
Total Customers by Gender



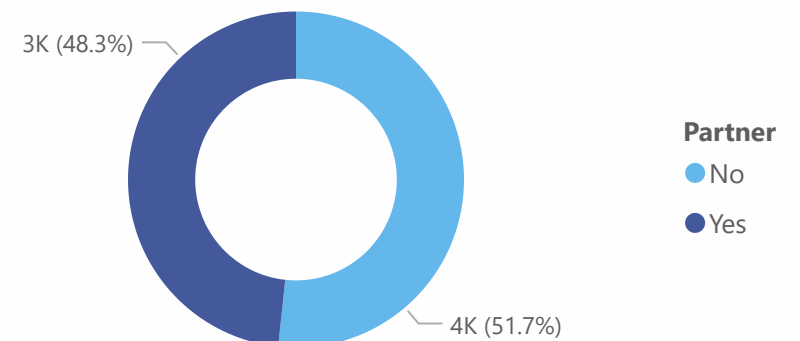
Total Customers by Age



Total Customers by Dependent



Total Customers by Partner





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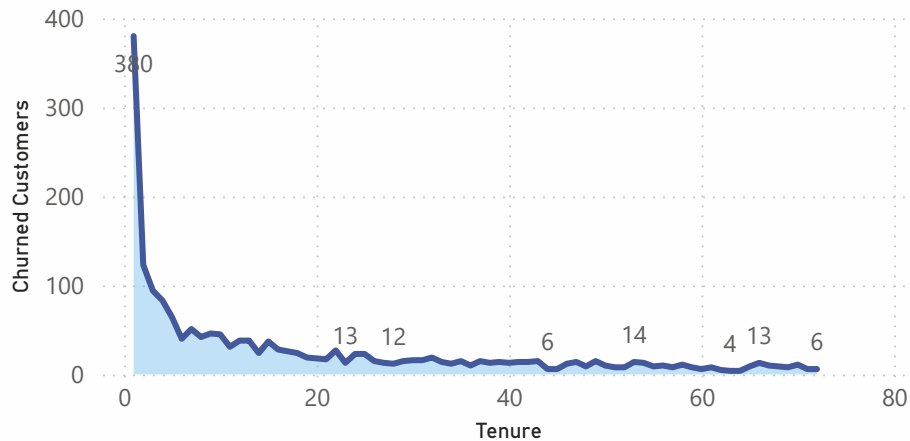
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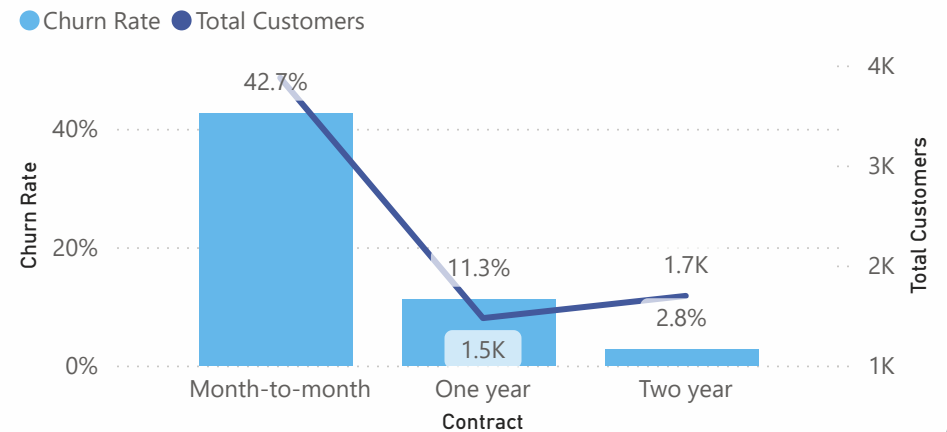
Customer Account Information



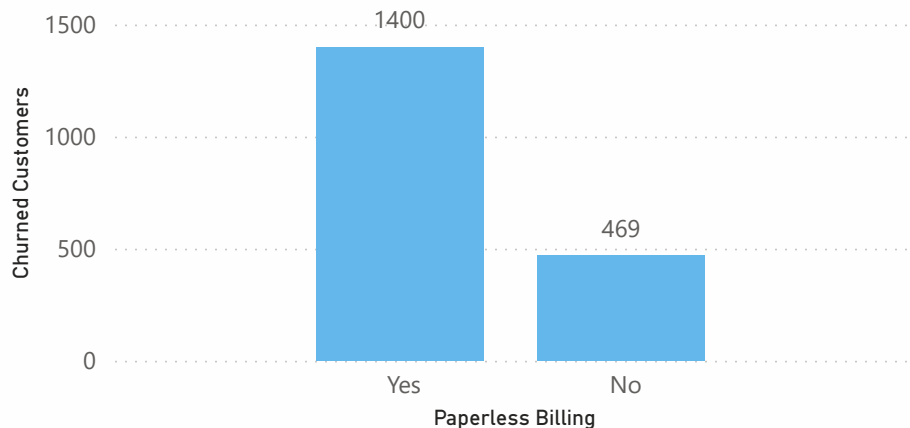
Churned Customers by Tenure



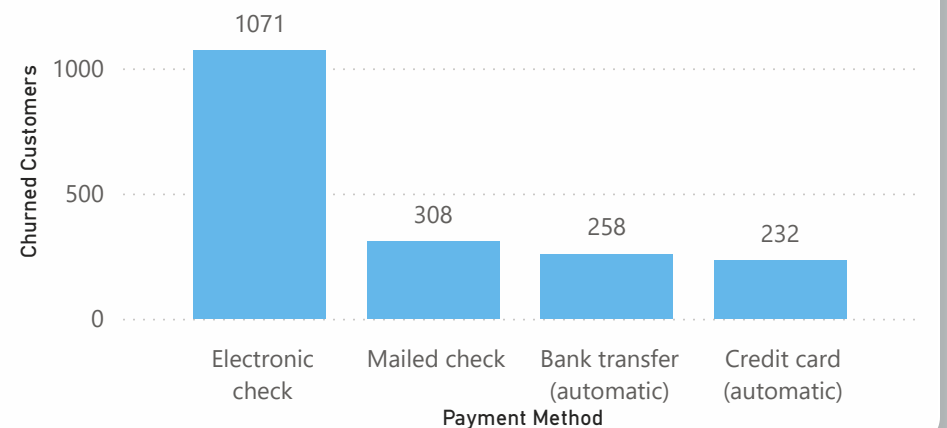
Churned Customers by Contract



Churned Customers by Paperless Billing



Churned Customers by Payment Method





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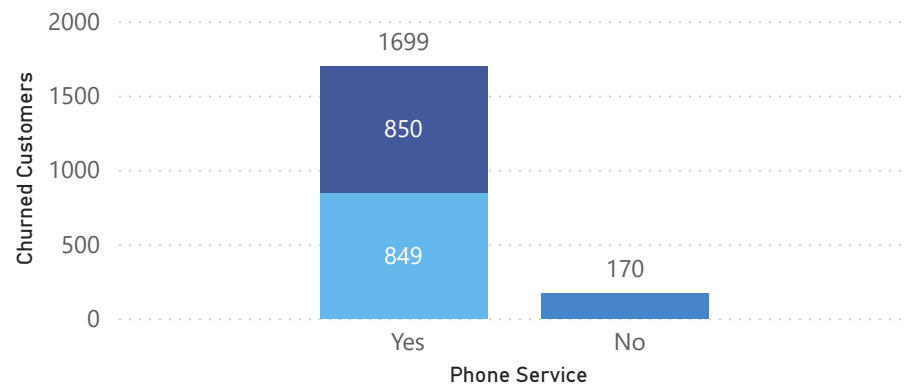
\$16M

Subscribed Services Information



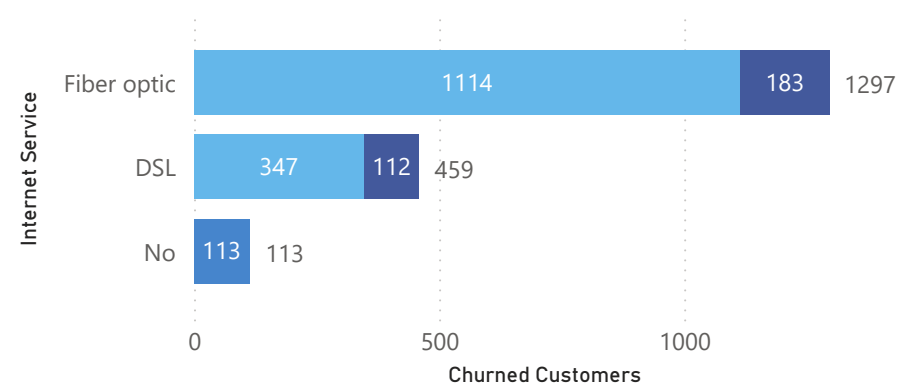
Churned Customers by Phone Service & Multiple Lines

Multiple Lines ● No ● No phone service ● Yes



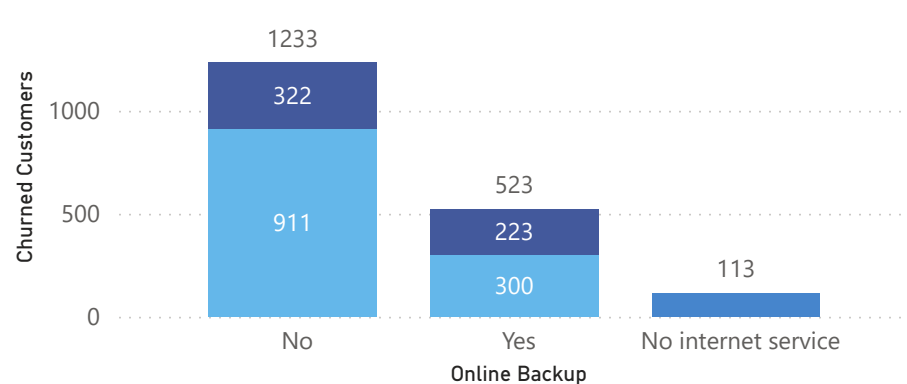
Churned Customers by Internet Service & Online Security

Online Security ● No ● No internet service ● Yes

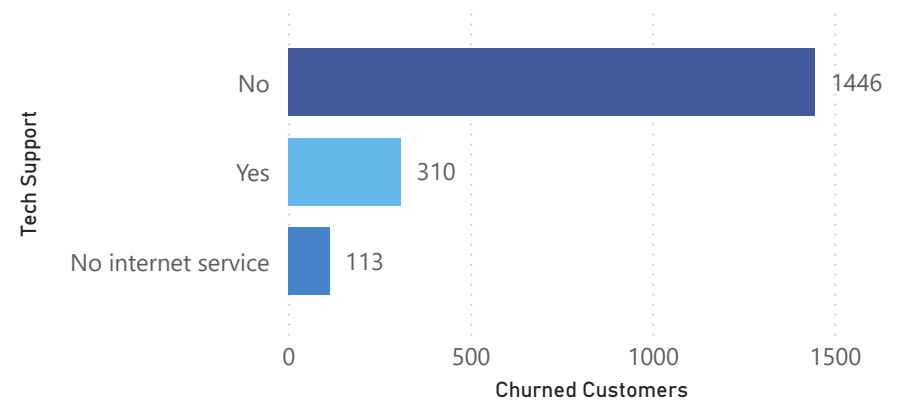


Churned Customers by Online Backup & Device Protection

Device Protection ● No ● No internet service ● Yes



Churned Customers by Tech Support for Streaming TV & Movies





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Key influencers



What influences ChurnStatus to be Churned ?

When...

...the likelihood of ChurnStatus being Churned increases by

Contract is Month-to-month

6.32x

Online Security is No

3.63x

Tech Support is No

3.51x

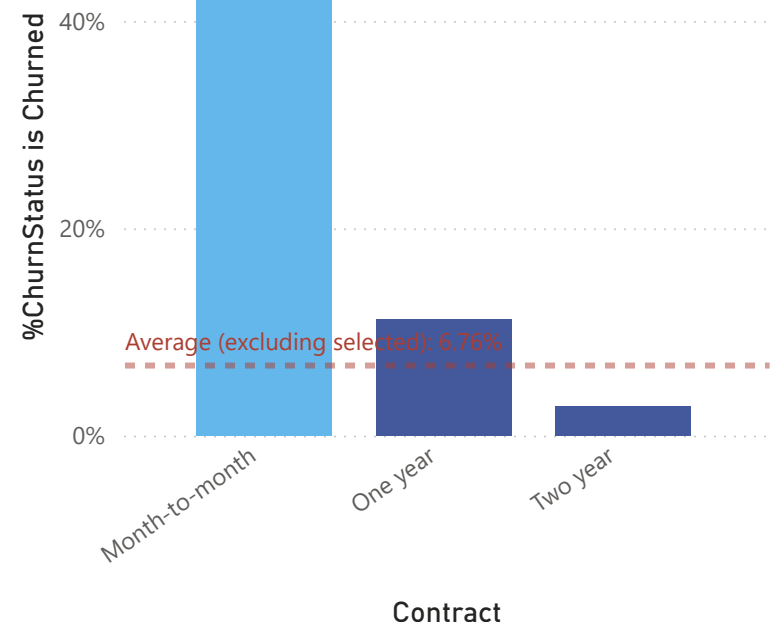
Internet Service is Fiber optic

2.89x

Payment Method is Electronic check

2.65x

← ChurnStatus is more likely to be Churned when Contract is Month-to-month than otherwise (on average).



☐ Only show values that are influencers



INSIGHT & RECOMMENDATION

Churn Status

All



Insights:

- (1) Month-to-month contracts are the top churn influencers, with a 6.32 times higher likelihood of churn compared to one-year and two-year contracts
- (2) When online security is not included, churn likelihood is 3.63 times higher
- (3) Lack of tech support leads to a 3.51 times higher likelihood of churn
- (4) Fiber optic internet service leads to a 2.89 times higher likelihood of churn compared to DSL
- (5) Electronic check payment method results in a 2.65 times higher likelihood of churn compared to other payment methods
- (6) When the monthly charges are between 68.8 to 106.75, churn status is 2.35 times more likely to be churned compared to lesser monthly charges
- (7) When customers do not have dependents, churn status is 2.02 times more likely to be churned
- (8) As the tenure decreases, the likelihood of churn status increases
- (9) Gender has no impact on the churn status



INSIGHT & RECOMMENDATION

Churn Status

All



Recommendations:

- (1) Differentiate the business from competitors by enhancing service quality, offering competitive pricing, and creating attractive package deals to attract and hook new customers
- (2) Enhance the long-term subscription package with incentives and loyalty programs to encourage customers to upgrade to longer commitments over month-to-month contracts
- (3) Improve the online security systems to build trust and confidence among customers
- (4) Recruit and train a dedicated technical support team to provide personalized assistance to customer who subscribe to phone and internet services
- (5) Provide customers with a variety of reliable internet service options, aside from DSL and fiber optic
- (6) Evaluate and ameliorate the electronic check payment method to improve the overall user experience

THANK YOU