



Enhancing Customer Retention Through Data-Driven Insights

Protecting revenue and loyalty through predictive action



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CHURN ANALYSIS SUMMARY



6,418

Total Customers

1,732

Total Churn

411

New Joiners

27.0%

Churn Rate

Monthly Charge Status

All

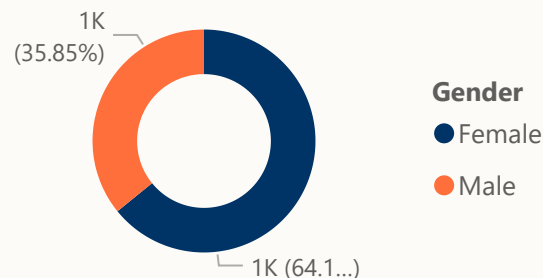
Married

All

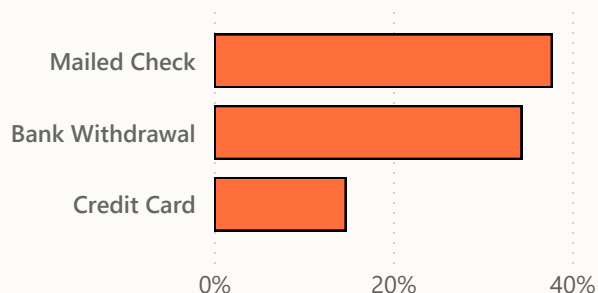


DEMOGRAPHICS

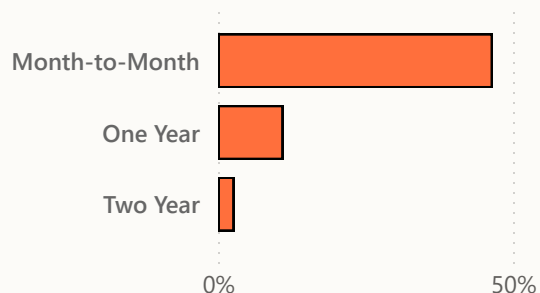
Churn Rate by Gender



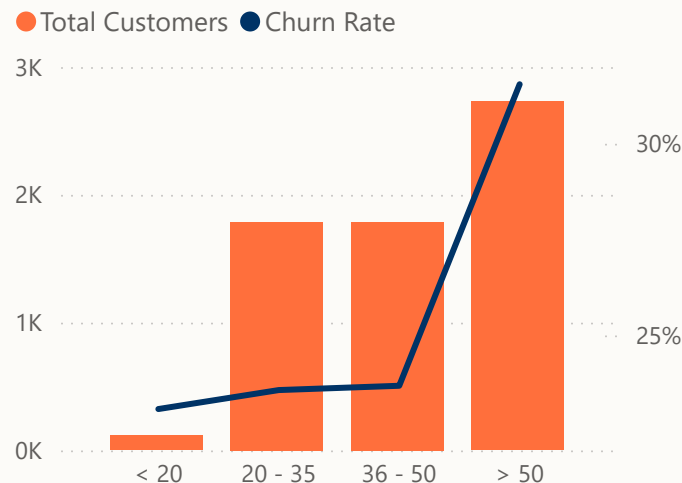
Churn Rate by Payment Method



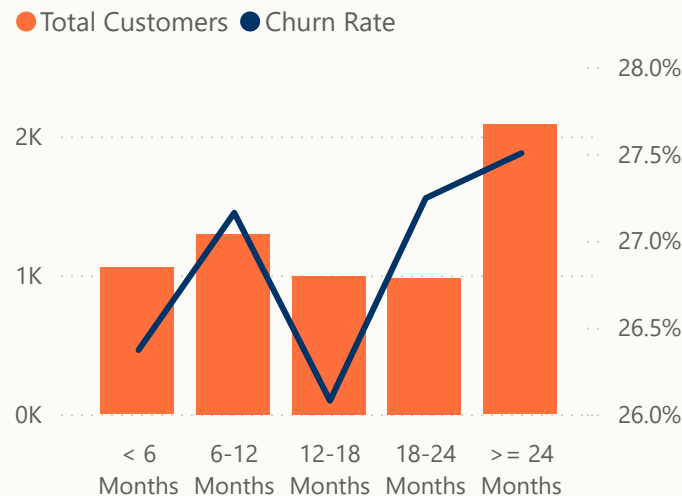
Churn Rate by Contract



Customers & Churn Rate by Age Group

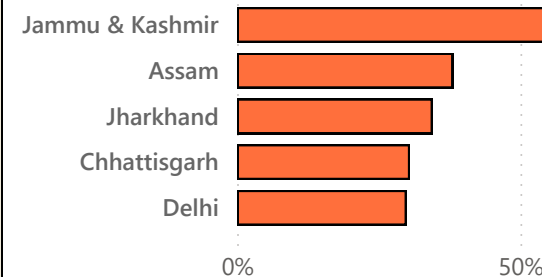


Customers & Churn Rate by Tenure Group



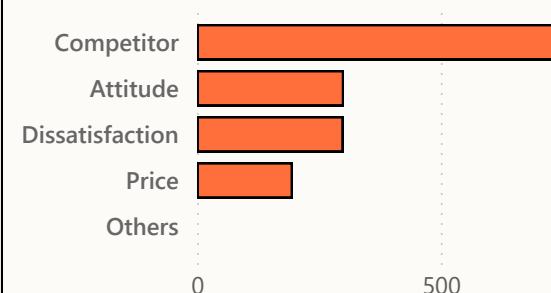
GEOGRAPHICS

Churn Rate by State (Top 5)



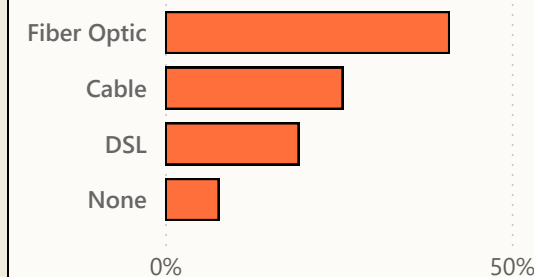
CHURN DISTRIBUTION

Total Churn by Churn Category



SERVICES USED

Churn Rate by Internet Type



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Streaming_Music	61.14%	38.86%
Streaming_TV	56.76%	43.24%
Unlimited_Data	19.92%	80.08%
Total	50.06%	49.94%

ACCOUNT INFO



CHURN ANALYSIS - PREDICTION:

PREDICTED CHURNER PROFILE

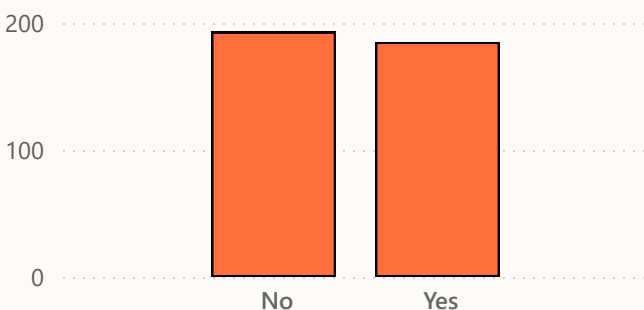
132

Male

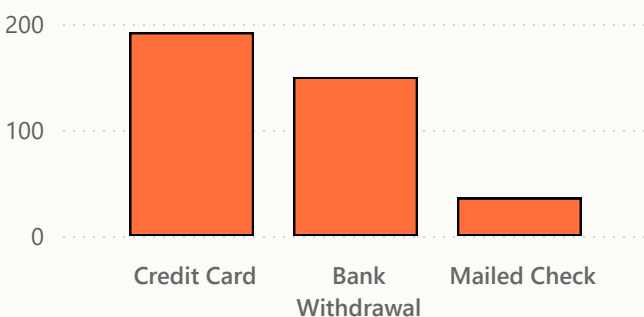
246

Female

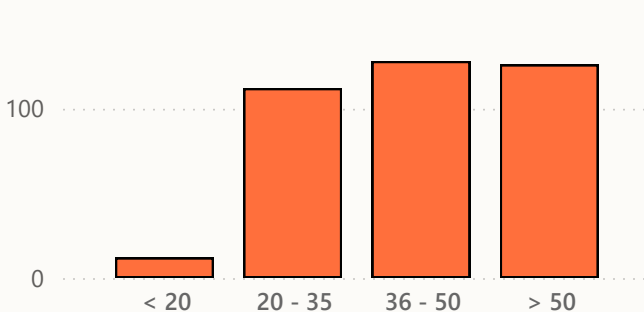
Customer Count by Martial Status



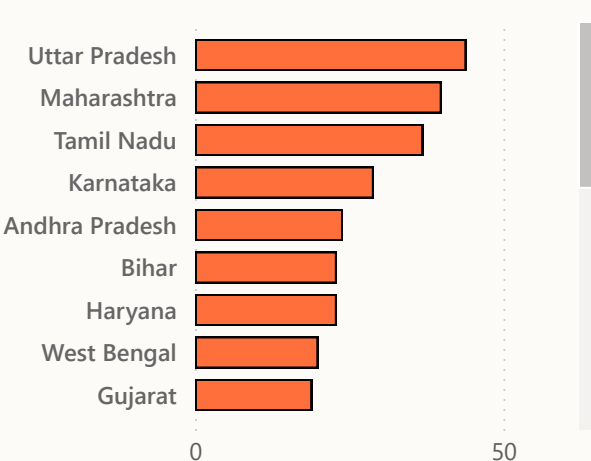
Customer Count by Payment Method



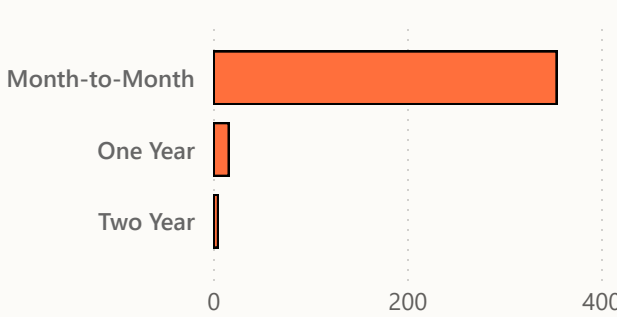
Customer Count by Age Group



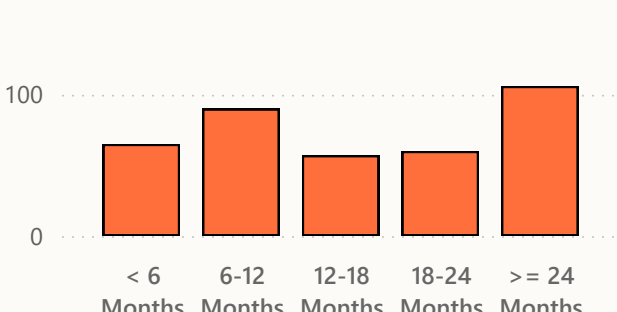
Customer Count by State



Customer Count by Contract Type



Customer Count by Tenure Group



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15
16931-BIH	19.30	27.96	0.00	8
17154-HAR	18.80	62.37	0.00	13
Total		42,603.54	100.24	2753