

Telecom Customer Churn Analysis



Demography

Gender
Senior Citizen
Partners
Dependents

Services

Phone Services
Multiple lines

Internet Services
Online Service
Online Backup
Device Protection
Tech Support
Streaming TV
Streaming Movies

Customer A/c Information

Tenure
Contract
Payment Method
Paperless Billing
Monthly Charges
Total Charges
No. of Tickets Opened
Admin
Tech



7043
Total_customers



5174
Non_Churned

73.5%
Non_Churned_%



1869
Churned

26.5%
Churn_%

Average Monthly Charge
of Non Churned Customer

\$61.27



Average Monthly Charge

\$64.76



Average Monthly Charge
of Churned Customer

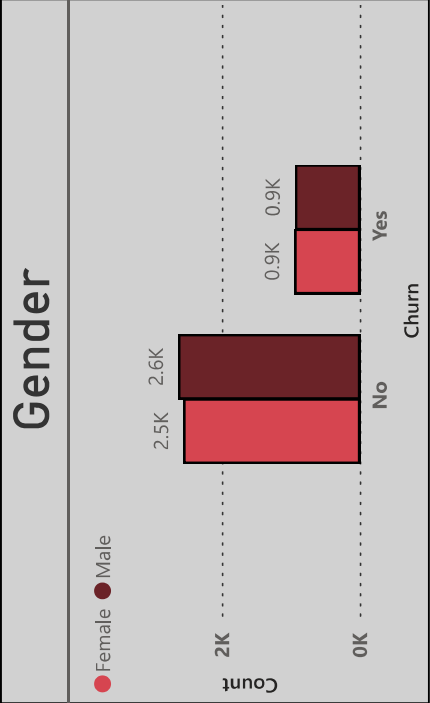
\$74.44

Monthly Revenue Received and Lost by company Due to Churn

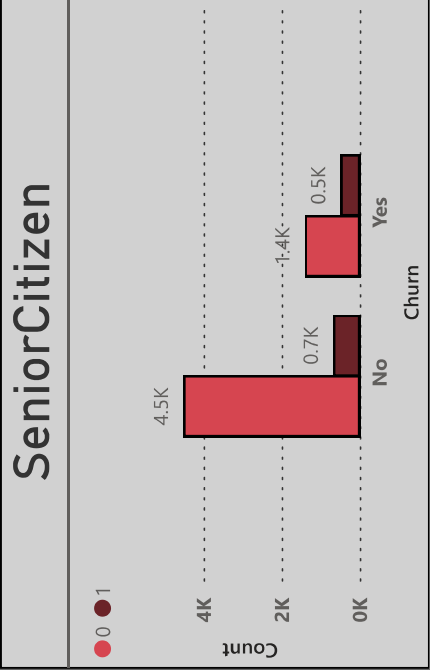
● Monthly_Revenue_continued ● Monthly_Revenue_lost



26.2%
Male_churn_%



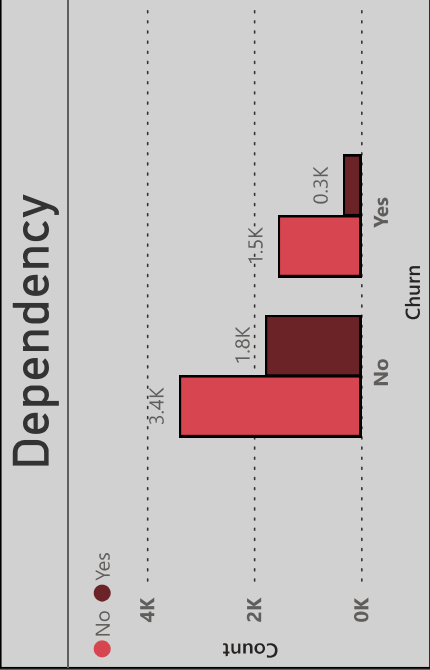
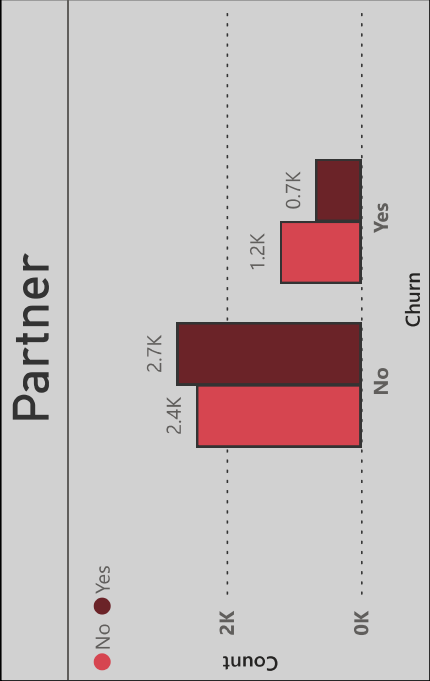
26.9%
Female_churn_%



41.7%
Senior_citizen_churn_%

23.6%
Non_senior_citizen_churn_%

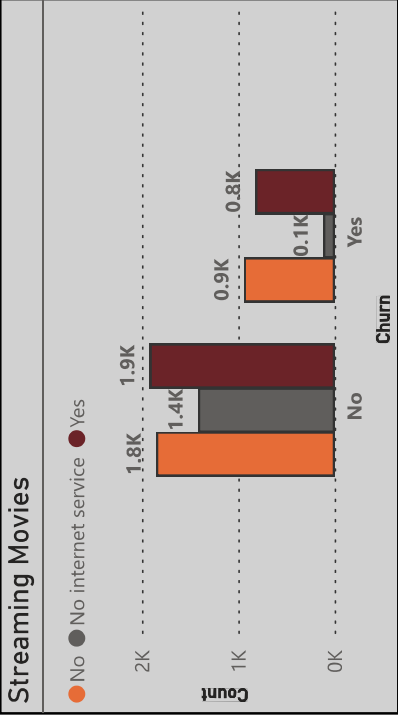
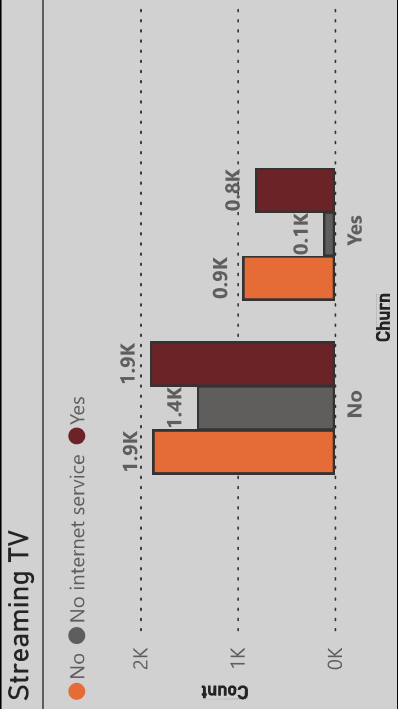
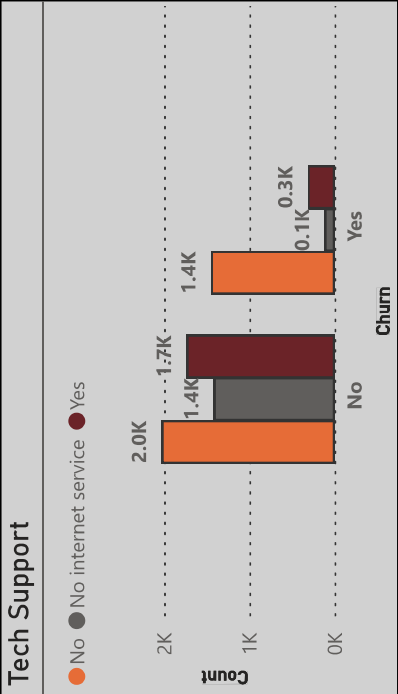
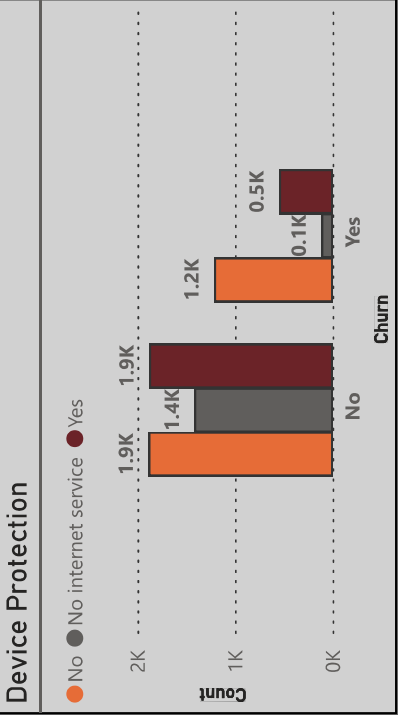
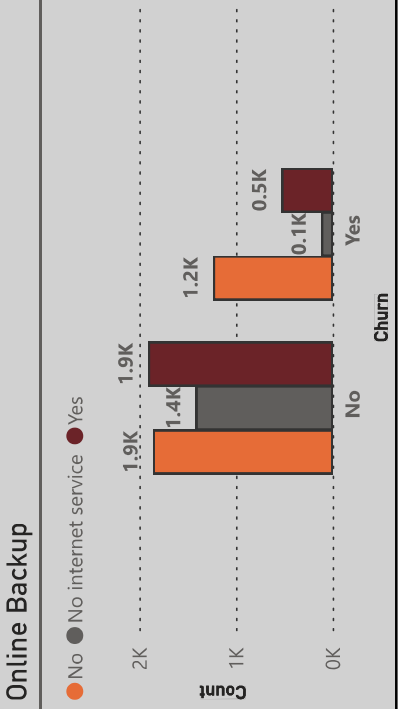
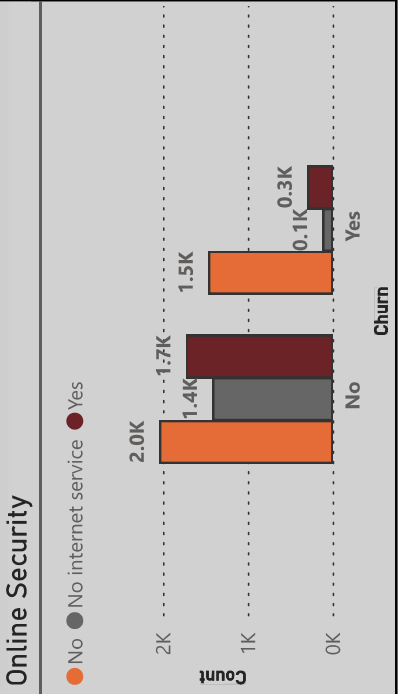
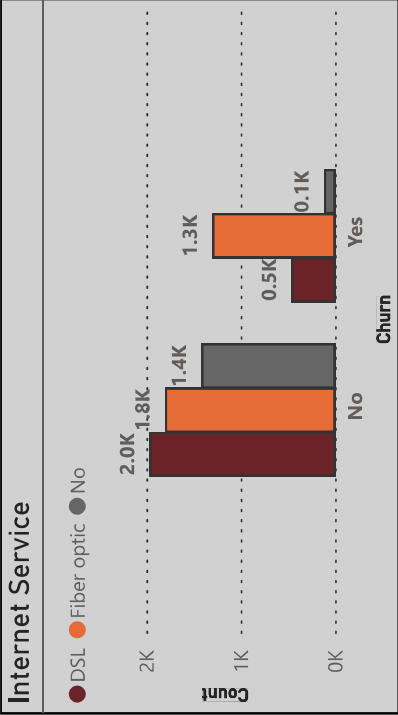
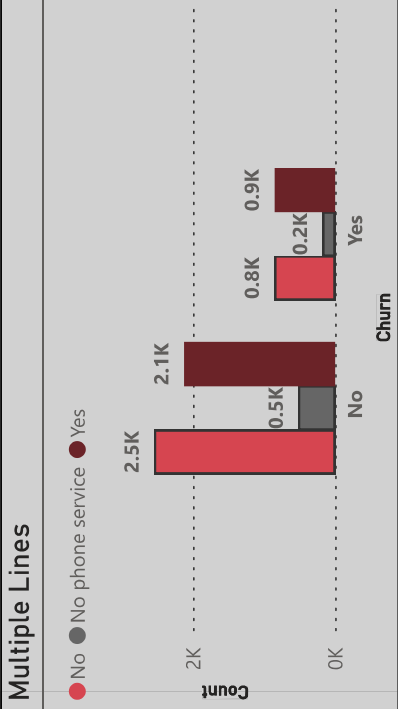
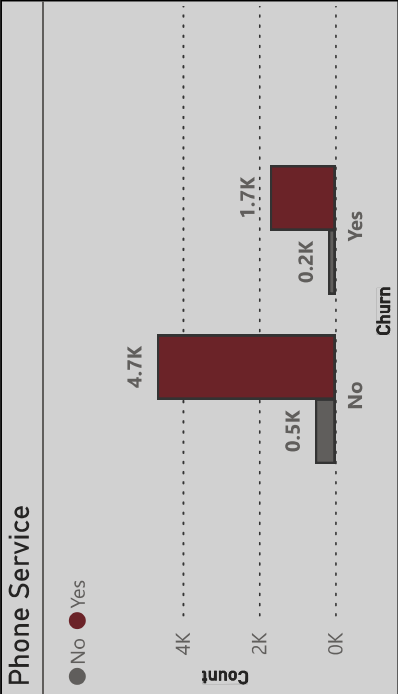
19.7%
Partner_churn_%

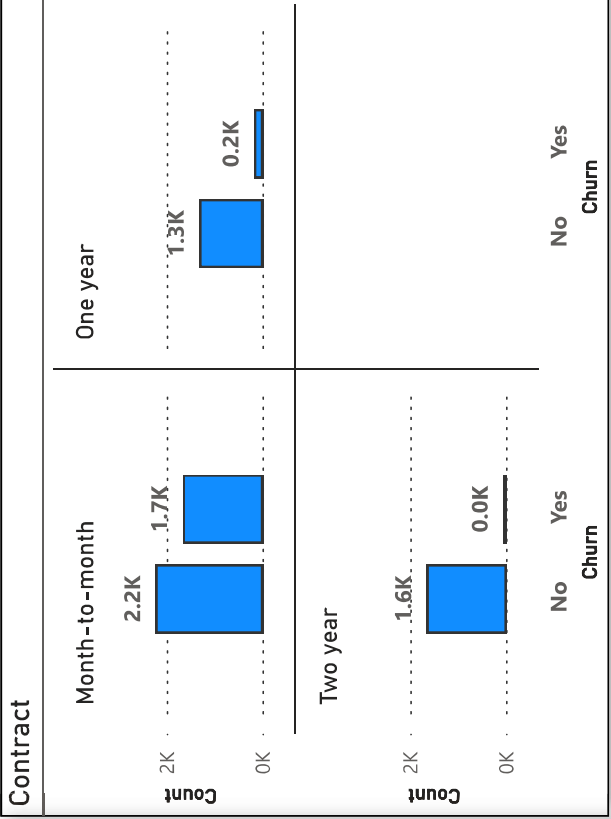
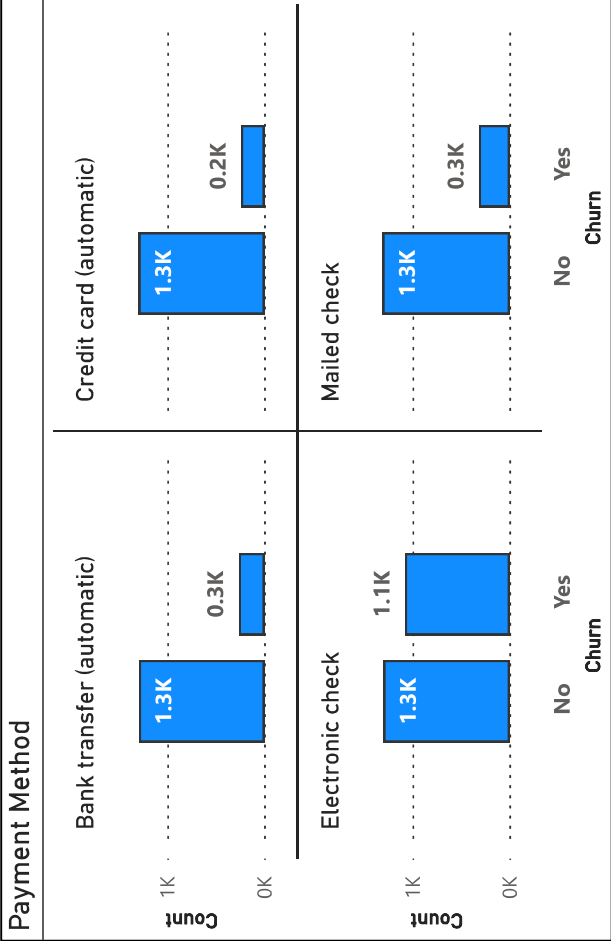


15.5%
Dependent_churn_%

33.0%
No_partner_churn_%

31.3%
No_Dependents_churn_%





Monthly Contract Churn Rate

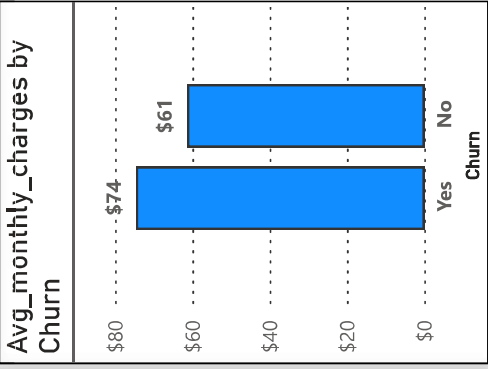
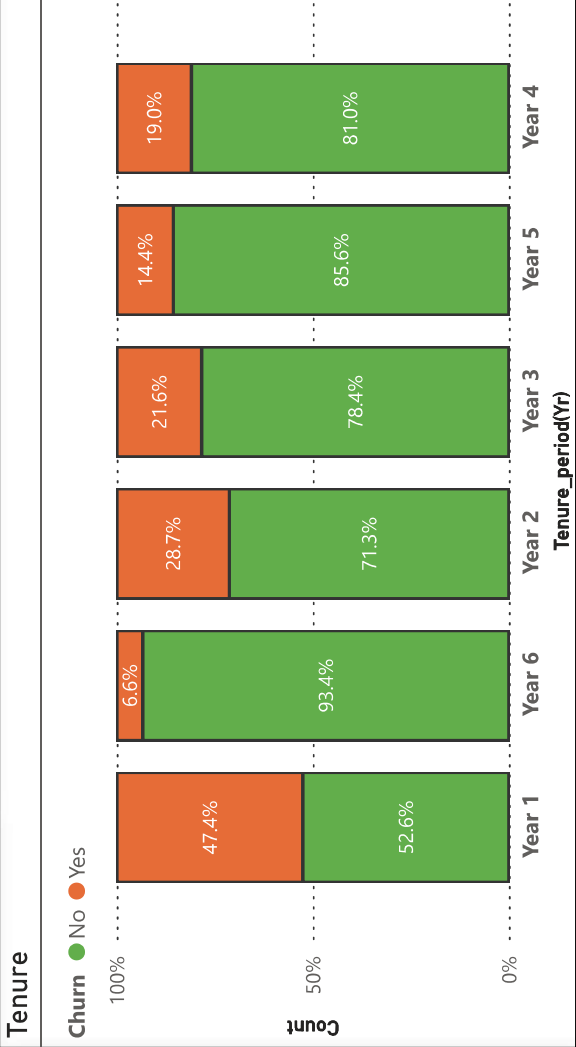
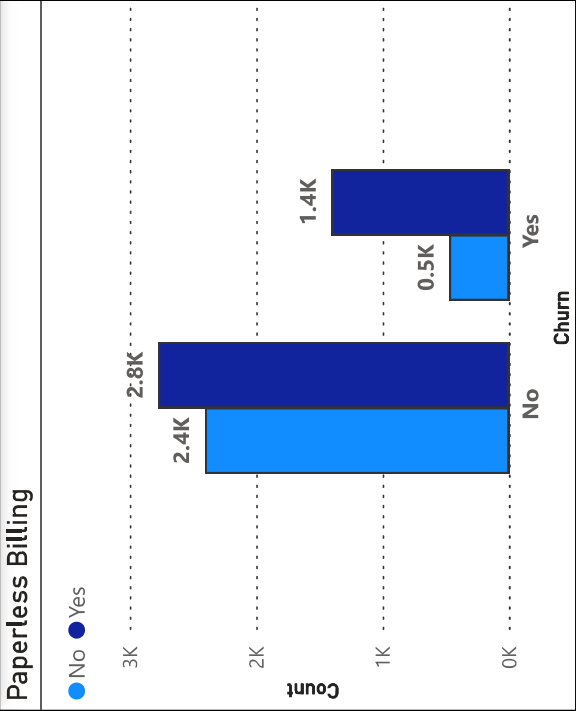
42.71%

One-yearly Contract Churn Rate

11.27%

Two-yearly Contract Churn Rate

2.83%



Top 10 Churned Customers based on Monthly Charges

Churn	customerID	Sum of MonthlyCharges	SeniorCitizen	Dependents	Contract
Yes	8199-ZLLSA	\$118.35	0	No	One year
Yes	2889-FPWRM	\$117.80	0	No	One year
Yes	2302-ANTDP	\$117.45	1	No	Month-to-month
Yes	9053-JZFKV	\$116.20	0	No	Two year
Yes	1444-VVSGW	\$115.65	0	No	One year
Yes	0201-OAMXR	\$115.55	0	No	One year
Yes	4361-BKAXE	\$114.50	0	No	Month-to-month
Yes	1555-DJEQW	\$114.20	0	Yes	Two year
Yes	9158-VCTQB	\$113.60	0	No	Month-to-month
Yes	7279-BUYVN	\$113.20	1	No	Month-to-month

Top 10 Churned Customers based on Total Charges

Churn	customerID	Sum of TotalCharges	Sum of MonthlyCharges	SeniorCitizen	Dependents	Contract
Yes	2889-FPWRM	\$8,684.80	\$117.80	0	No	One year
Yes	0201-OAMXR	\$8,127.60	\$115.55	0	No	One year
Yes	3886-CERTZ	\$8,109.80	\$109.25	0	No	One year
Yes	1444-VWSGW	\$7,968.85	\$115.65	0	No	One year
Yes	5271-YNWVR	\$7,856.00	\$113.15	0	Yes	Two year
Yes	8199-ZLLSA	\$7,804.15	\$118.35	0	No	One year
Yes	9053-JZFKV	\$7,752.30	\$116.20	0	No	Two year
Yes	1555-DJEQW	\$7,723.90	\$114.20	0	Yes	Two year
Yes	3259-FDWOY	\$7,723.70	\$106.00	0	Yes	Two year
Yes	7317-GGVPB	\$7,690.90	\$108.60	0	No	Two year

Top 10 Churned Customers based on Tenure

Churn	customerID	Sum of tenure	Sum of TotalCharges	Sum of MonthlyCharges	SeniorCitizen	Dependents	Contract
Yes	0917-EZOLA	72	\$7,689.95	\$104.15	1	No	Two year
Yes	2889-FPWRM	72	\$8,684.80	\$117.80	0	No	One year
Yes	3886-CERTZ	72	\$8,109.80	\$109.25	0	No	One year
Yes	6034-ZRYCV	72	\$3,937.45	\$54.20	0	No	Two year
Yes	8580-QVLOC	72	\$6,440.25	\$92.45	1	Yes	Two year
Yes	8809-RIHDD	72	\$7,372.65	\$103.40	0	Yes	Two year
Yes	2530-ENDWQ	71	\$6,585.35	\$93.70	0	No	Two year
Yes	2834-JRTUA	71	\$7,532.15	\$108.05	0	No	Two year
Yes	3259-FDWOY	71	\$7,723.70	\$106.00	0	Yes	Two year
Yes	5287-QWLKY	71	\$7,548.10	\$105.10	1	Yes	Month-to-month
Yes	6559-ILWKJ	71	\$3,515.25	\$49.35	0	No	Two year
Yes	7317-GGVPB	71	\$7,690.90	\$108.60	0	No	Two year