

Customer Churn Analysis – Telco Dataset

7032

Customer Count

1355

At Risk Customers

26.58%

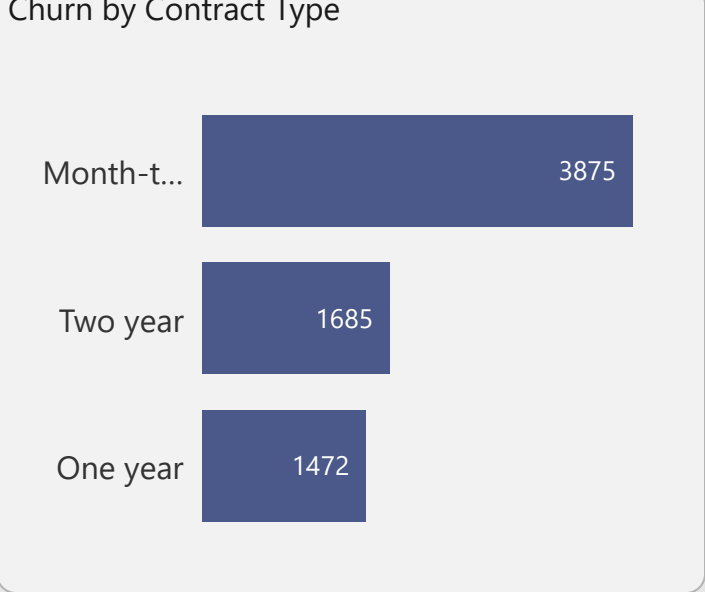
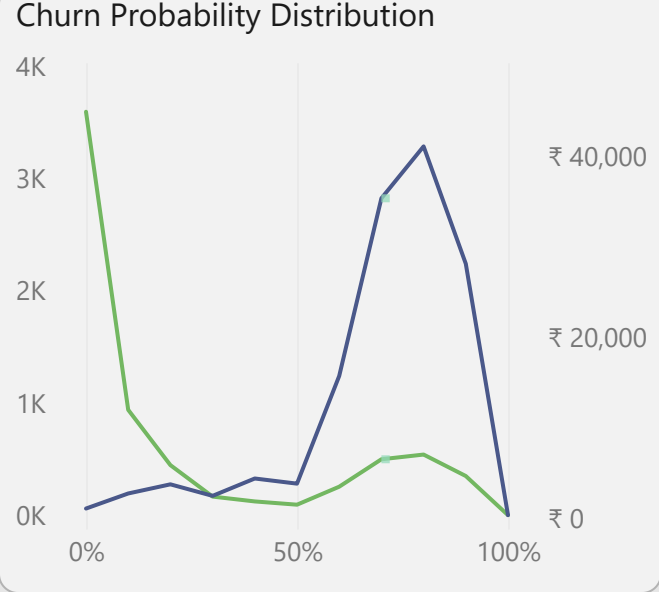
Churn Rate

₹ 1,39,131

Revenue Loss

Churn Rate Heatmap

Contract	DSL	Fiber optic	No
Month-to-month	32.22%	54.61%	18.89%
One year	9.30%	19.29%	2.48%
Two year	1.93%	7.23%	0.79%



Churn Status

☐ Churned

☐ Not Churned

Internet Service

☐ DSL

☐ Fiber optic

☐ No

Tenure

☐ 0–1 Year

☐ 1–2 Years

☐ 2–4 Years

☐ 4+ Years

Top High-Risk Customers

Customer ID	Churn Probability	Monthly Charges	Tenure	Contract	Internet Service	Gender	PaymentMethod
0655-RBDUG	100.0%	98.05	0–1 Year	Month-to-month	Fiber optic	Male	Bank transfer (automatic)
4695-WJZUE	100.0%	88.55	0–1 Year	Month-to-month	Fiber optic	Female	Electronic check
4750-ZRXIU	100.0%	84.60	0–1 Year	Month-to-month	Fiber optic	Female	Electronic check
9611-CTWIH	100.0%	89.45	0–1 Year	Month-to-month	Fiber optic	Female	Electronic check
0295-PPHDO	99.0%	95.45	0–1 Year	Month-to-month	Fiber optic	Male	Electronic check
2004-OCQXK	99.0%	81.95	0–1 Year	Month-to-month	Fiber optic	Female	Electronic check
2012-NWRPA	99.0%	99.55	0–1 Year	Month-to-month	Fiber optic	Female	Electronic check



8111-SLLHI

Customer ID

Churned

Churn Status

Male

Gender

39

Tenure (months)

₹ 105.65

Monthly Charges

₹ 4,284.8

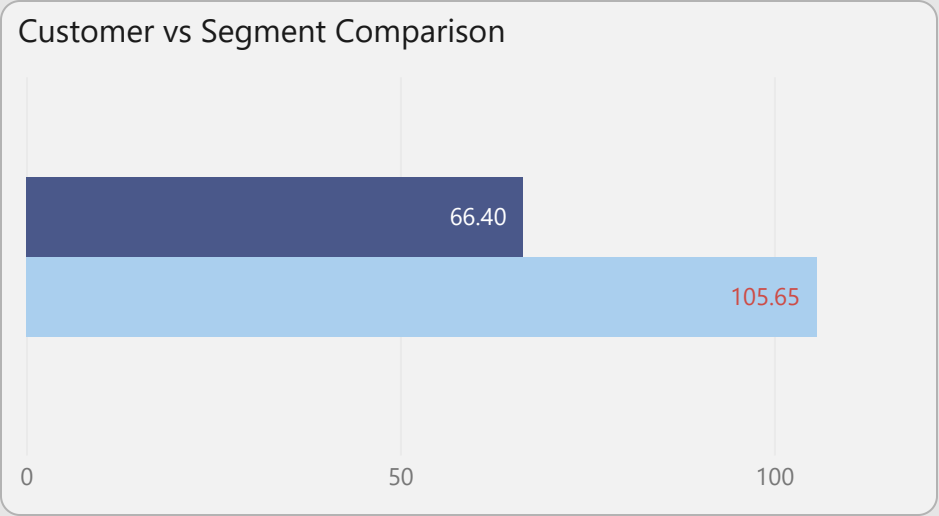
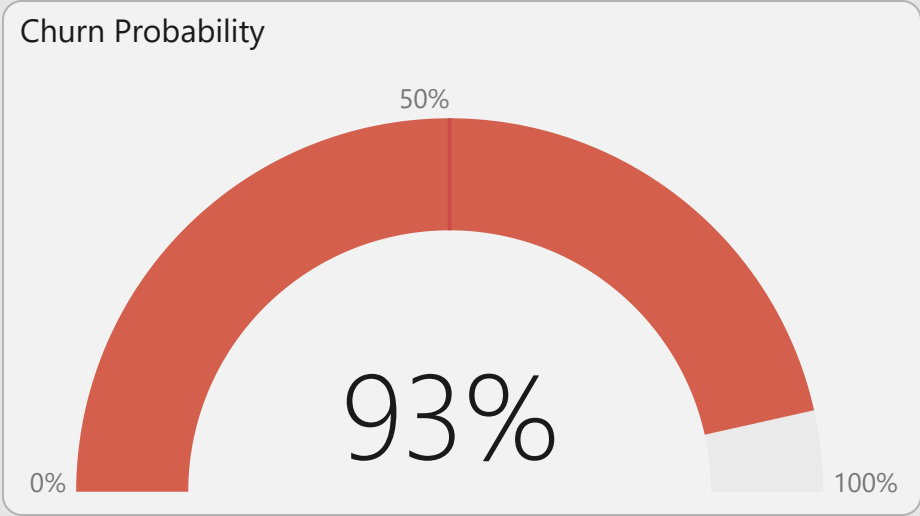
Total Charges

Offer Discount

Recommended Action

Above Avg

Monthly Charge Status



Service Table												
	Phone Service	Multiple Lines	Internet Service	Online Security	Online Backup	Device Protection	Tech Support	Streaming TV	Streaming Movies	Contract	Payment Method	Paper
	Yes	Yes	Fiber optic	No	Yes	Yes	No	Yes	Yes	Month-to-month	Electronic check	Yes

Customer Insight Note

This customer has a churn probability of 0.93 and is on a fiber optic plan. Medium-high risk of churn, investigate customer satisfaction and service issues. Consider proactive outreach through evaluating support & service.