

# CUSTOMER RETENTION ANALYSIS

7043

Total Customers

5174

Stayed

1869

Churned

13.19M

Revenue

2.86M

Loss

72

Duration (Months)

## MultipleLines

- ☐ No
- ☐ No phone service
- ☐ Yes

## InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

## TechSupport

- ☐ No
- ☐ No internet service
- ☐ Yes

## PaymentMethod

- ☐ Bank transfer (automatic)
- ☐ Credit card (automatic)
- ☐ Electronic check
- ☐ Mailed check

## Churn by Dependents

Churn ● Churned ● Stayed

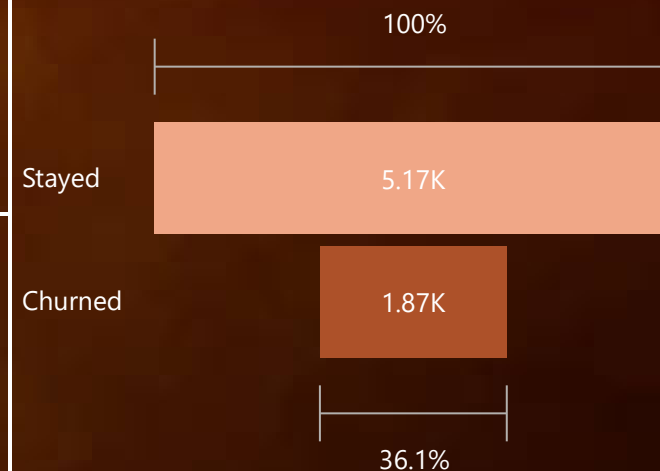


## Churn by Partner

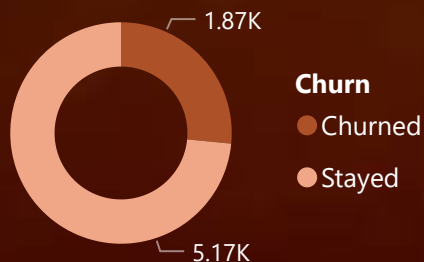
Churn ● Churned ● Stayed



## Count of SeniorCitizen by Churn

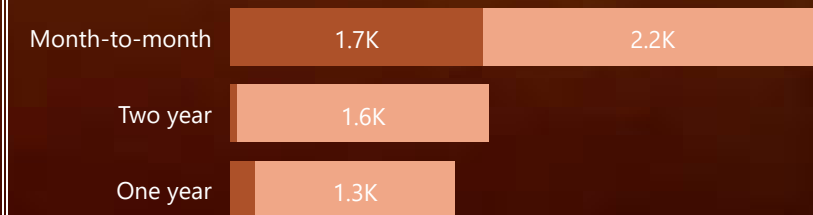


## Churning by duration



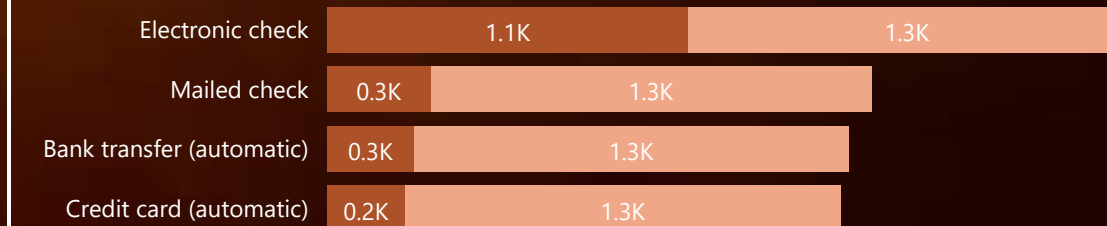
## Churning by type of Contract

Churn ● Churned ● Stayed



## Churning by PaymentMethod

Churn ● Churned ● Stayed



## OUR CUSTOMERS

7043

Total Customers

5174

Stayed

1869

Churned

3555

Male Customers

3488

Female Customers

3402

With Partner

2110

Dependent Customers

4933

Independent Customers

3641

Without Partner

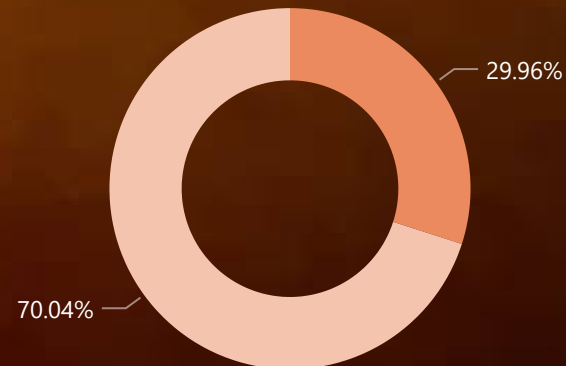
- > The majority of the customers are non-dependents with 70% of the total number of customers.
- > The marital status of customers doesn't have much impact on customers staying or churning.

Gender ● Male ● Female



- > The distribution customers based on the gender is even, hence we have equal distribution of men and women.

Dependents ● Yes ● No



Partner ● Yes ● No



## OUR CUSTOMERS

2110

Dependent Customers

4933

Independent Customers

3402

With Partner

3641

Without Partner

-> 30% of the independent customers and 20% of the dependent customers were churned.

-> Amongst the customers who had partners, 40% were churned and amongst the customers who do not had partners, 20% were churned.

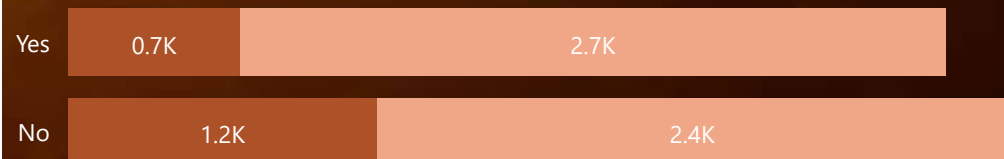
### Churn by Dependents

Churn ● Churned ● Stayed



### Churn by Partner

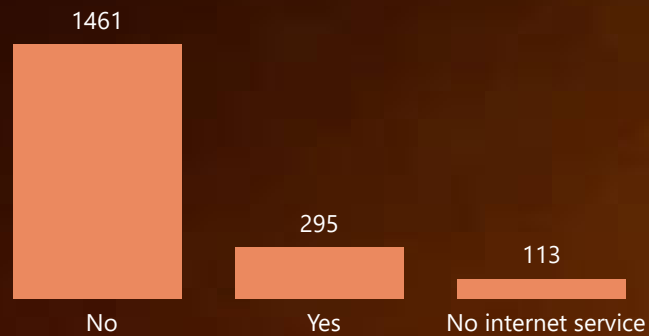
Churn ● Churned ● Stayed



# Churning based on Subscription

- > 78.17%, 65.97% & 64.79% of churned customers did not subscribed to Online Security, Online Backup & Device Protection respectively.
- > The rate of subscription must be increased & encouraged amongst the customers so that most customers stay.
- > The majority of churned customers i.e. 57.3% used Electronic check as the mode of payment.
- > Issues regarding the Electronic Check must be looked into and solved immediately.
- > 90.9% of the churned customers subscribed to phone services. The issues must be checked and resolved.
- > 75% of customers subscribed to Paperless Billing who are churned. The team must look into problems in this domain too.

## OnlineSecurity



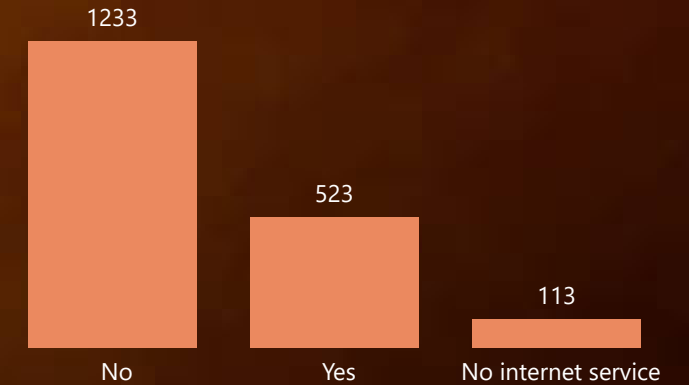
## PaperlessBilling



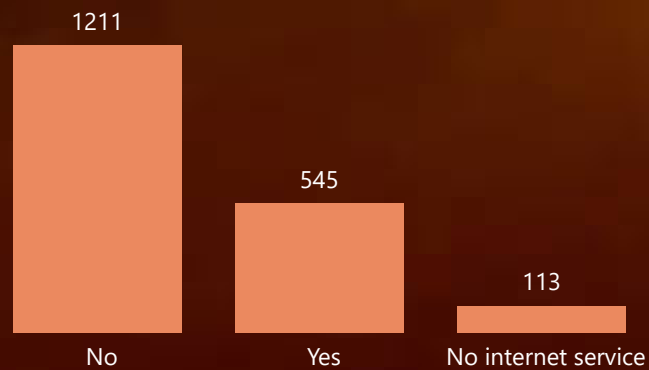
## PhoneService



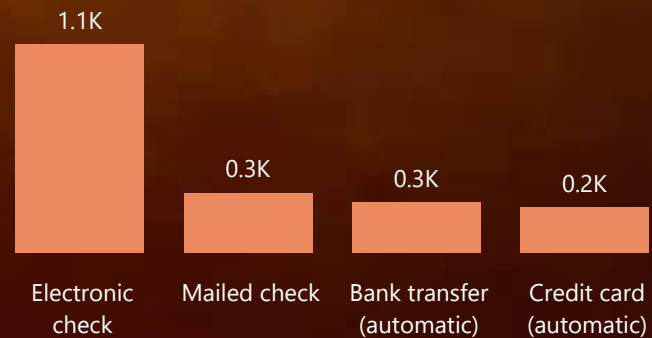
## OnlineBackup



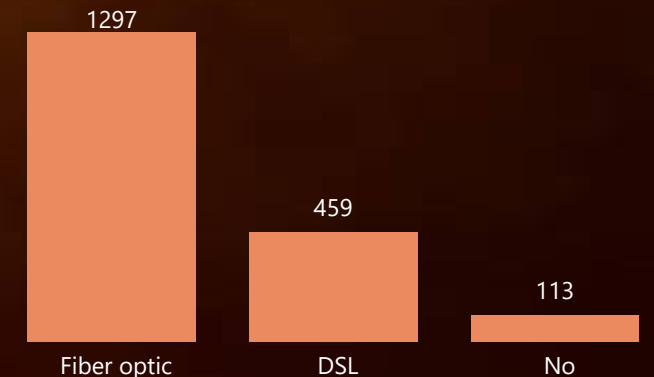
## DeviceProtection



## PaymentMethod



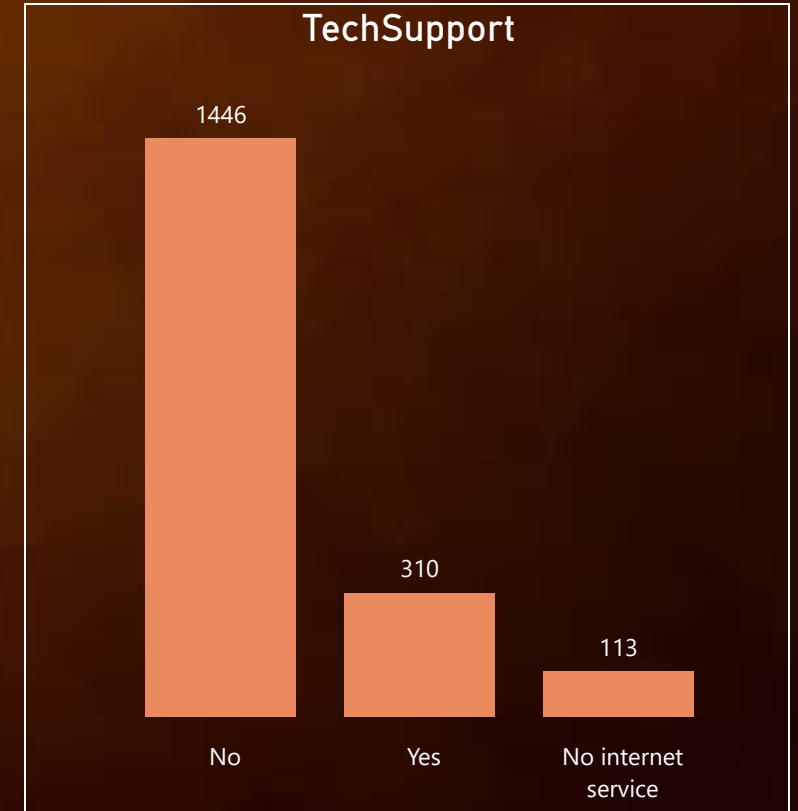
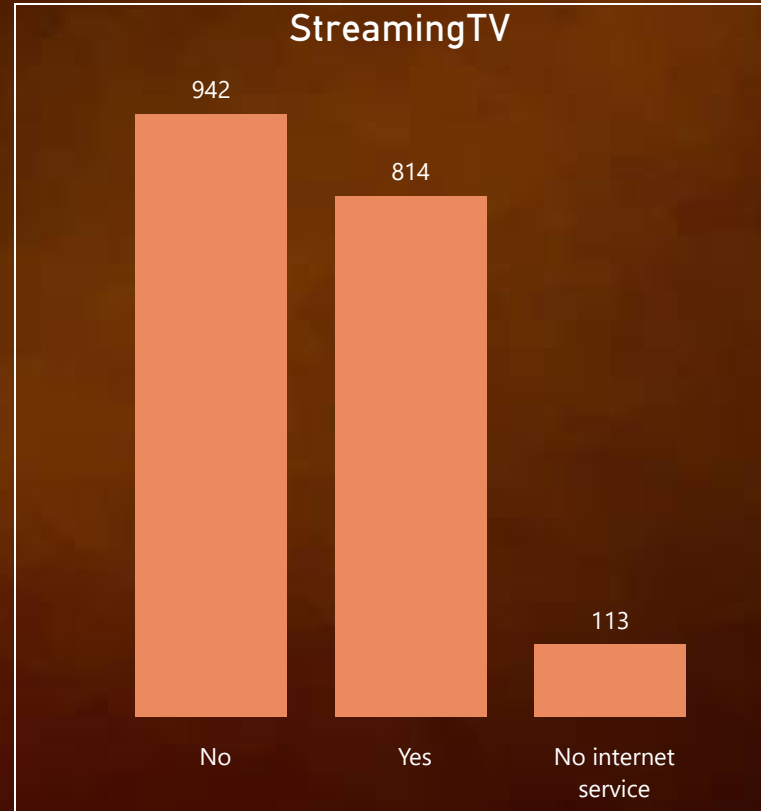
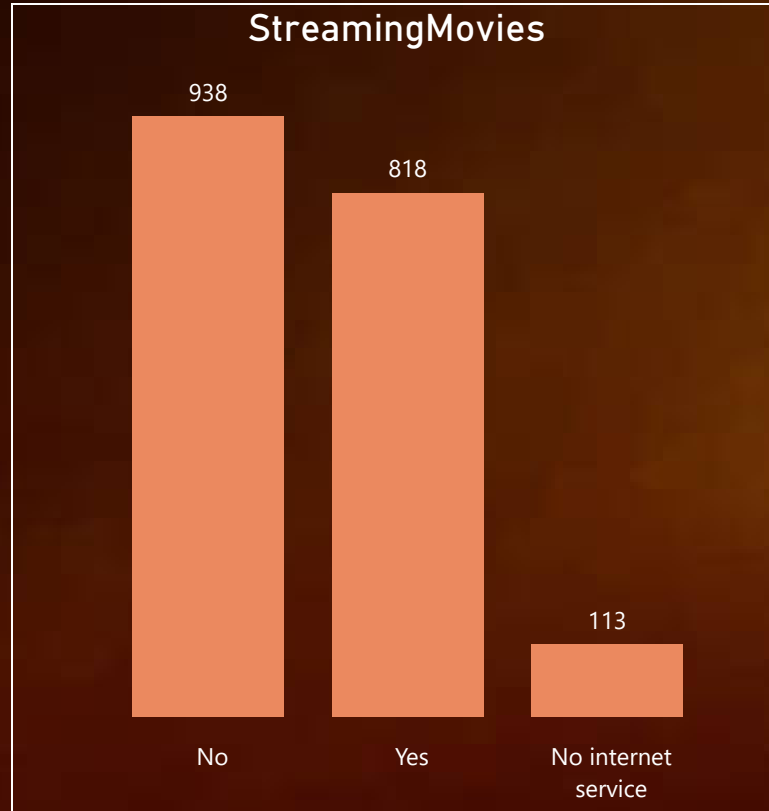
## InternetService



# Churning based on Subscription

-> The majority of the churned customers i.e. 77.37% in Tech Support, 50.4% in Streaming TV & 50.19% in Streaming Movies did not subscribed to these domains, hence strategies must be applied to increase the number of subscriptions.

-> 113 churned customers or 6.05% of the churned customers did not have internet access, thus internet service issues must be resolved in these regions so that the customers can be retained.



# Revenue and Loss

16.06M

Total Charges

13.19M

Total Revenue

2.86M

Loss

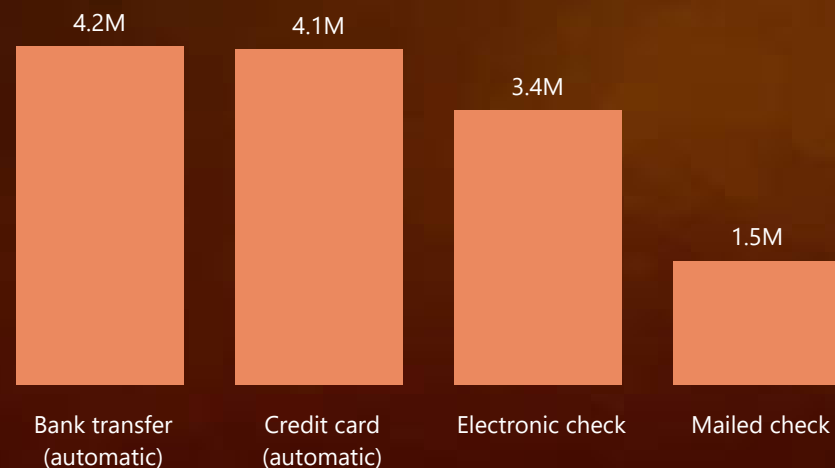
-> The Revenue by Payment method shows that the most the revenue generated from customers was through Bank Transfer and Credit Card.

-> The customers that used Bank Transfer and Credit Card facilities have stayed throughout, hence we can say that these modes of transfers worked perfectly without any glitches.

-> The Loss by Payment method shows that most of the loss was due to Electronic Check as 54.75% of the churned customers used Electronic Checks as their mode of payment.

-> This concludes that there must be some issues regarding Electronic Check that must be recovered as early as possible so that the customers can be retained.

## Revenue by PaymentMethod



## Loss by PaymentMethod

