

OVERVIEW

13.19M

Total Revenue(USD)

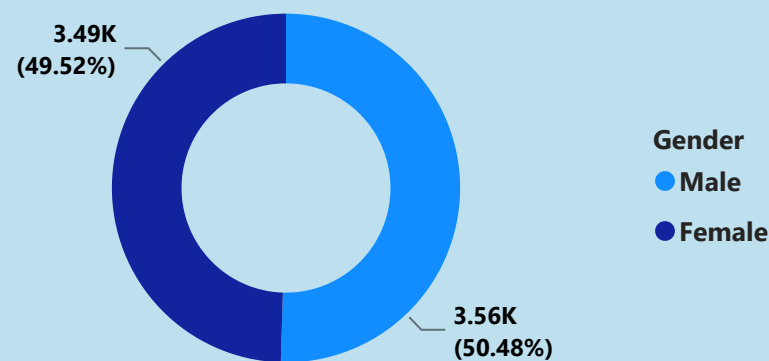
2.86M

Revenue Loss(USD)

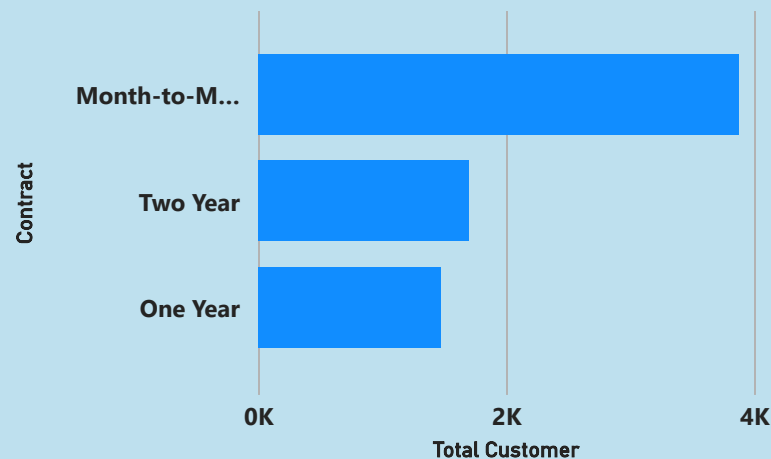
72

Duration(Months)

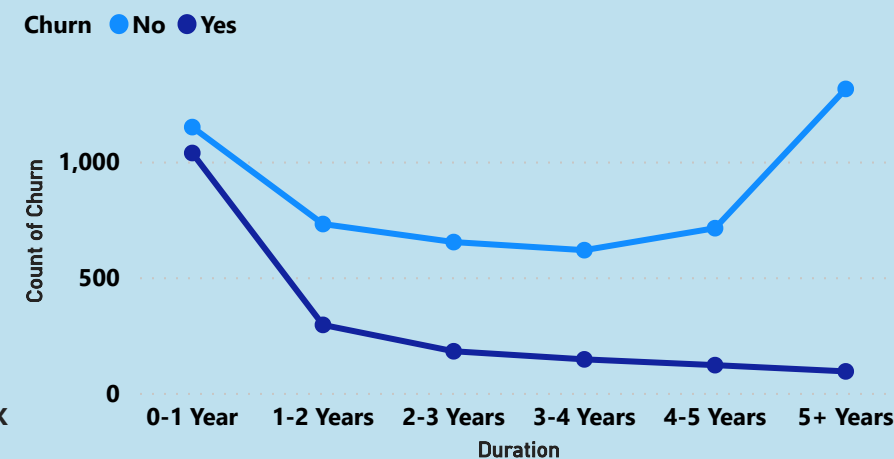
Count of CustomerID by Gender



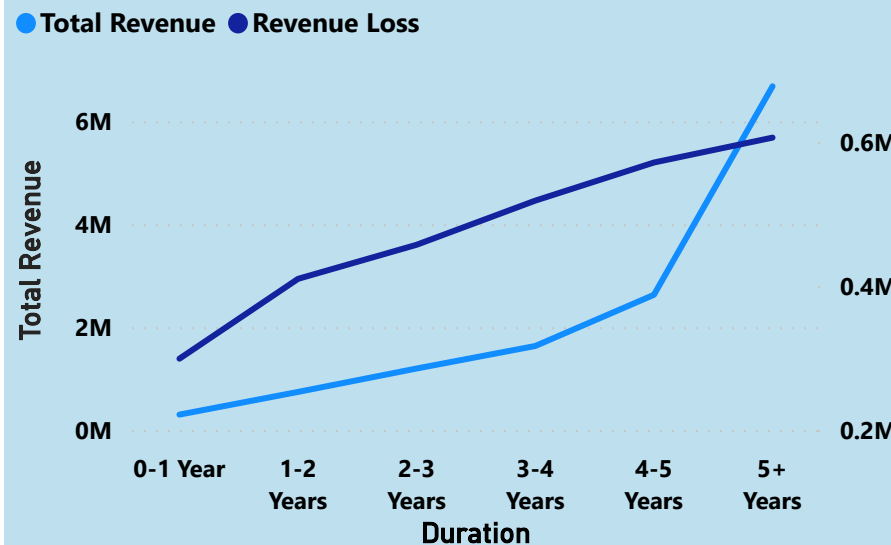
Total Customer by Contract



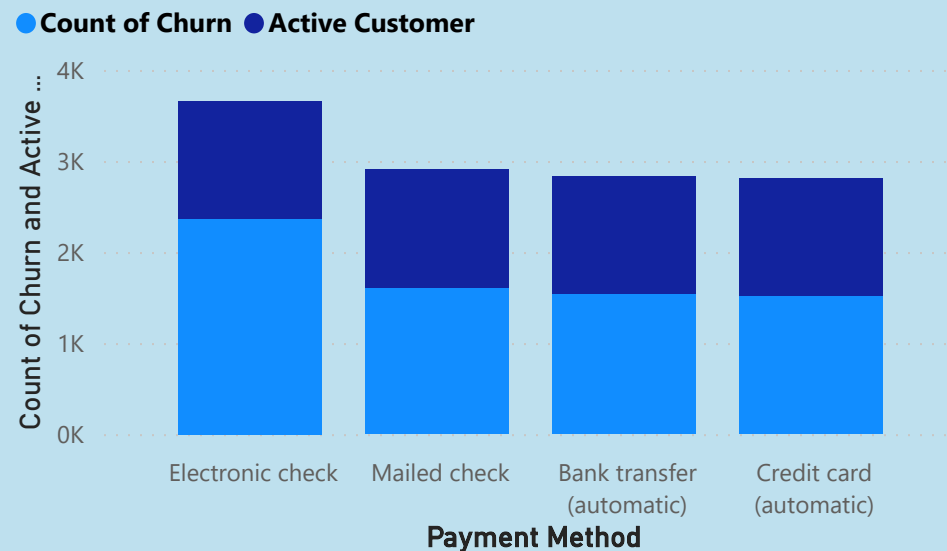
Count of Churn by Duration



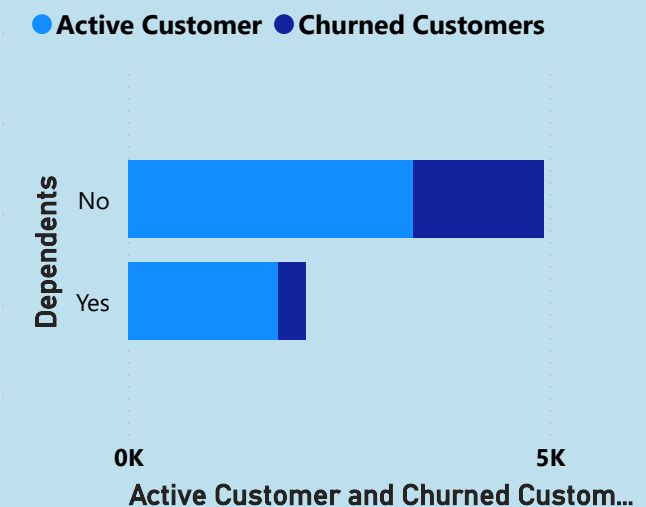
Total Revenue and Revenue Loss by Duration



Count of Churn and Active Customer by Payment Method



Active Customer and Churned Customers by Dependents



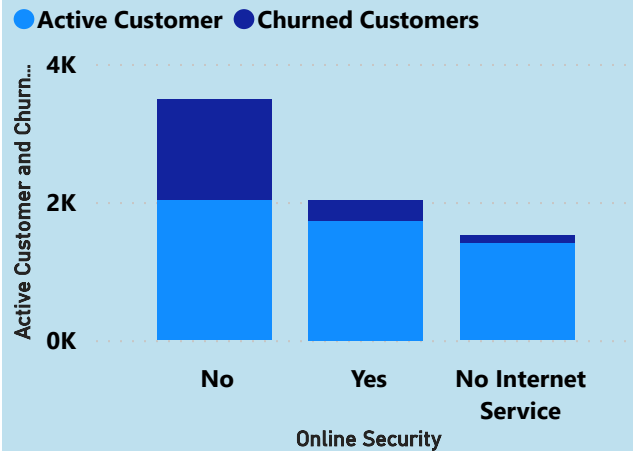
OVERVIEW

7043
Total Customer

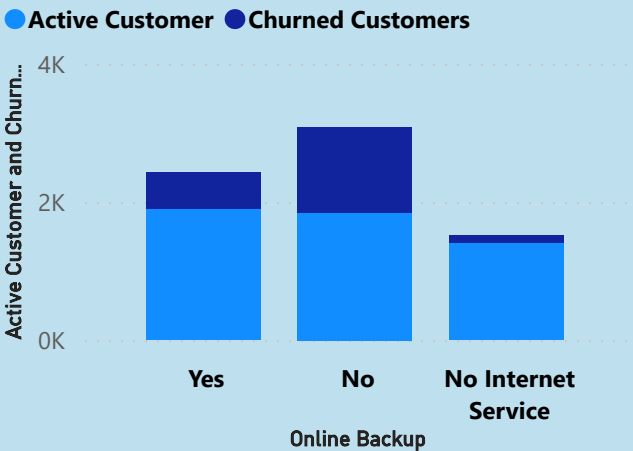
1869
Churned Customers

0.27
Churn Rate

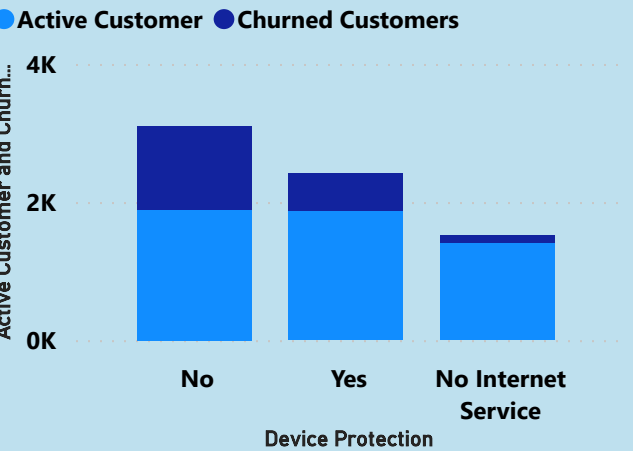
Active Customer and Churned Customers by Online Security



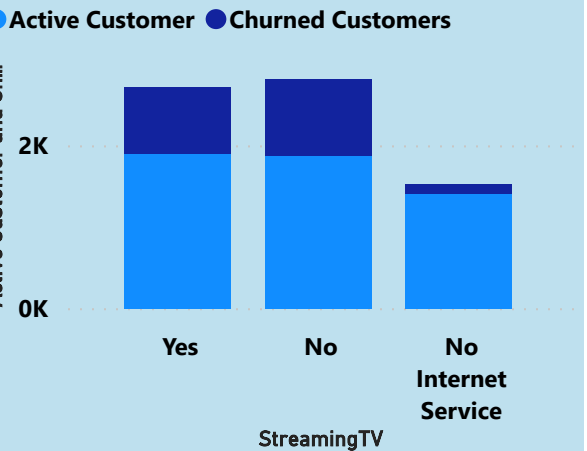
Active Customer and Churned Customers by Online Backup



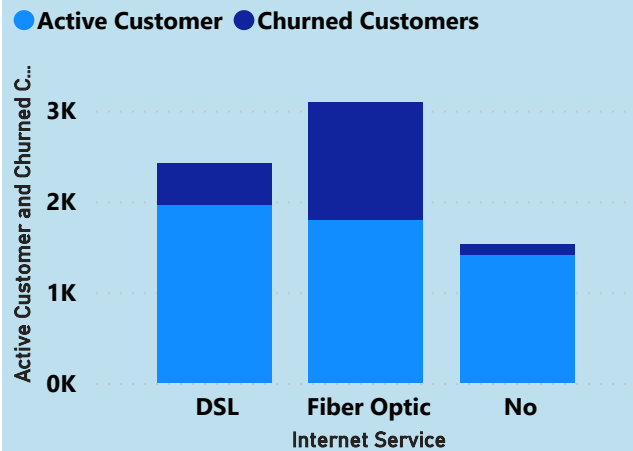
Active Customer and Churned Customers by Device Protection



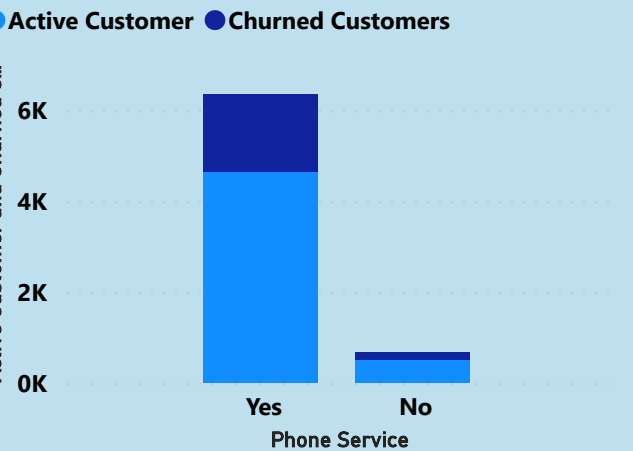
Active Customer and Churned Customers by StreamingTV



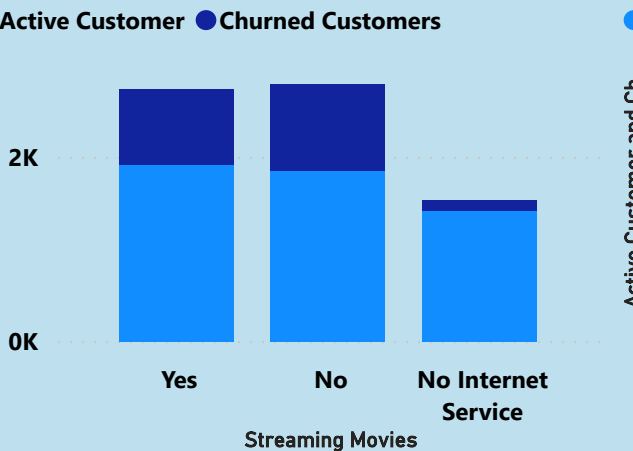
Active Customer and Churned Customers by Internet Service



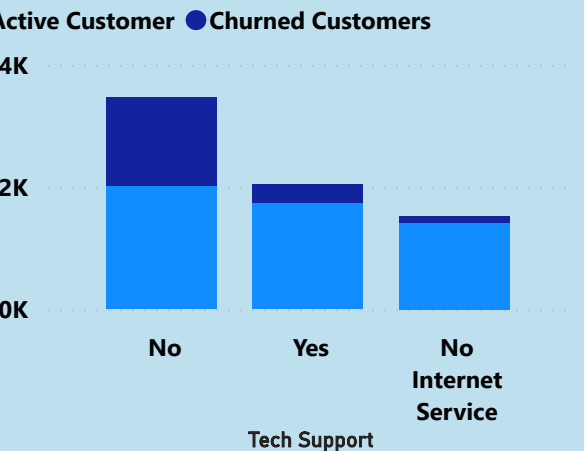
Active Customer and Churned Customers by Phone Service



Active Customer and Churned Customers by Streaming Movies



Active Customer and Churned Customers by Tech Support



Insights

- During a span of 72 months, a total of 7,043 customers was documented. Among these, 1,869 customers experienced churn. Notably, there is an equitable gender distribution among customer bases.
- A churn rate of 0.27 represents the percentage of customers who have churned or cancelled their subscriptions. This rate indicates that approximately 27% of customers have discontinued their services during the specified period.
- Month-to-Month contracts emerged as the prevailing choice among our contract plans. The cumulative charges amounted to \$16.06 million, with \$13.19 million representing total revenue. Regrettably, a loss of \$2.86 million can be attributed to the departure of customers who churned.
- The churn rate is lower for customers who have been with the company for 4-5 years or more when compared to new customers.
- It's worth highlighting that the electronic check payment method held the highest preference among both churned and active customers.
- Customers who have been with the company for 4-5+ years significantly contribute to the total revenue, in contrast to customers with shorter tenure periods.
- Streaming subscriptions had minimal influence on the customer churn rate. A significant portion of churned customers did not subscribe to online security, online backup, or device protection. Phone services attracted the highest number of subscribers who ultimately churned.

Recommendations

- Given that month-to-month contracts are prevalent, consider giving incentives for longer term contracts to increase customer loyalty and reduce churn.
- For services (Online security, online backup, and device protection) that did not get much traffic, consider promotions for these services.
- Seek feedback from both active and churned customers to understand their motivations and pain point better and use that to come refine the services provided and strategies moving forward. This will help reduce the churn rate.

Thank You.