All **\ Telecom Churn Rate Total Revenue** Avg. monthly charges **Churn Rate Total Customers** \$65 \$16.06M 15.0% 7043 26.5% 100.0% Top 10 Agents by Customers **Customers by Contract** Gender ■ Male ■ Female ■ Month-to-month ■ Two year ■ One year 20.91% Jim 666 49.52% 50.48% Martha 638 55.02% 24.07% Dan 633 **Customers by Internet Service Customers by Payment Method** 3,500 Diane 633 3096 3,000 Electronic check 2.4K **Becky** 631 2421 2,500 1.6K Mailed check 2,000 Greg 624 1526 1,500 Bank transfer (a... 1.5K Joe 593 1,000 500 Credit card (aut... 1.5K Stewart 582

Satisfaction Rating

Churn

Key Insights

Fiber optic

- The organization has a total of 7043 customers, which they ended up loosing 1869 customers (26.5%).
- The Minimum churn rate = 0%, Maximum churn rate = 100%, Target churn rate = .15%.
- ·843 customers gave a 5 star satisfaction rating.

CUSTOMER CHURN

What we can do to prevent customers from churning

DSL

From the analysis, it showed that the organization is losing customers within their service area. So to avoid further customer lose, to gain more customers and retain their existing customers, I advise that the organization improve their customer services and add more benefits to their service.