

CUSTOMER CHURN

Telecom Churn Rate

Satisfaction Rating



Churn

All

Avg. monthly charges

\$65

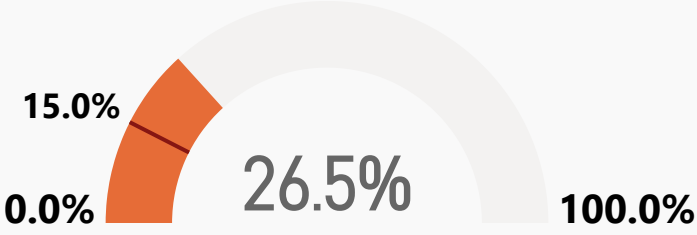
Total Revenue

\$16.06M

Total Customers

7043

Churn Rate



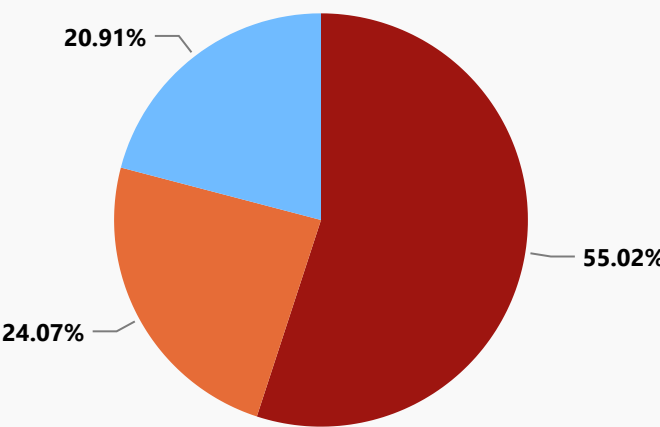
Gender

Male Female

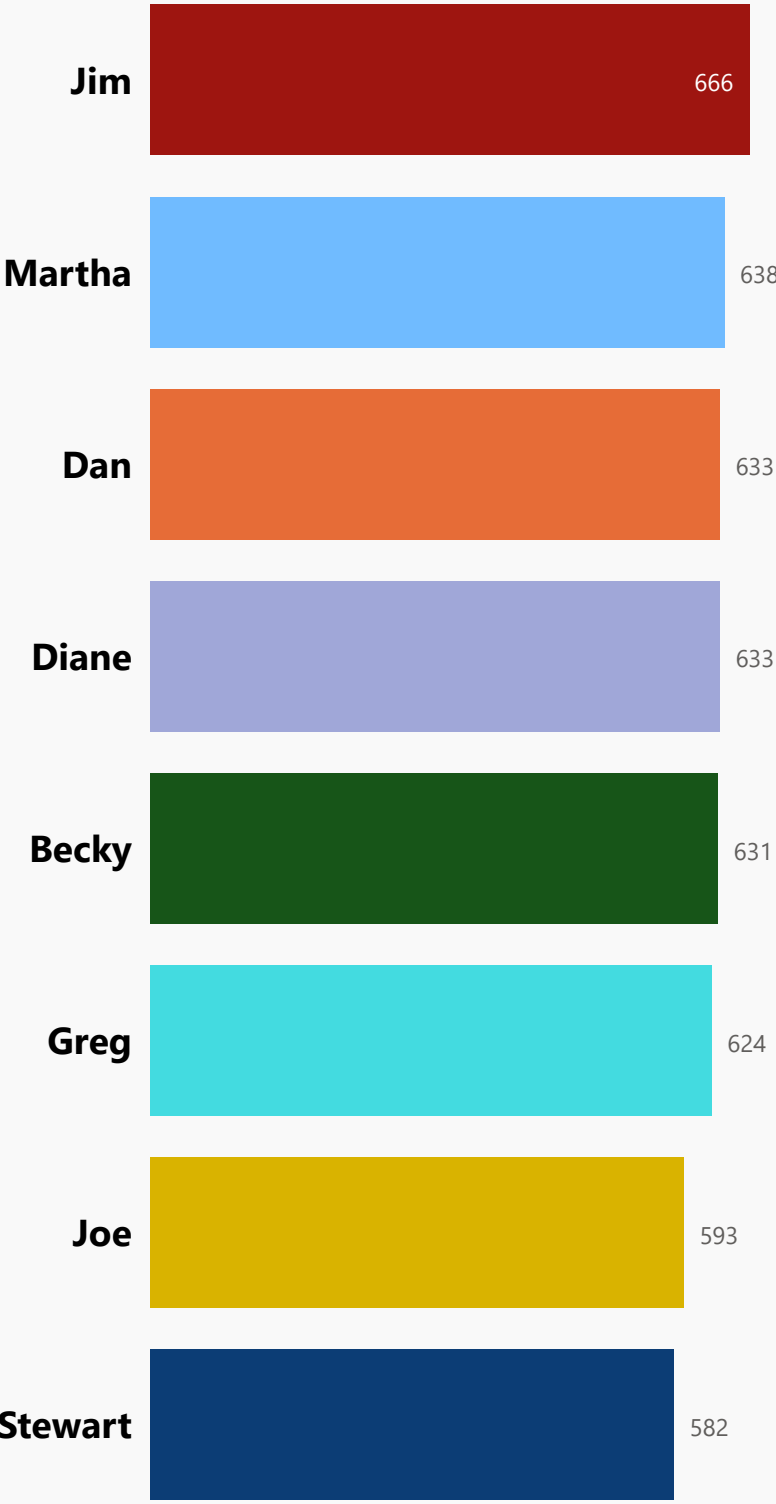


Customers by Contract

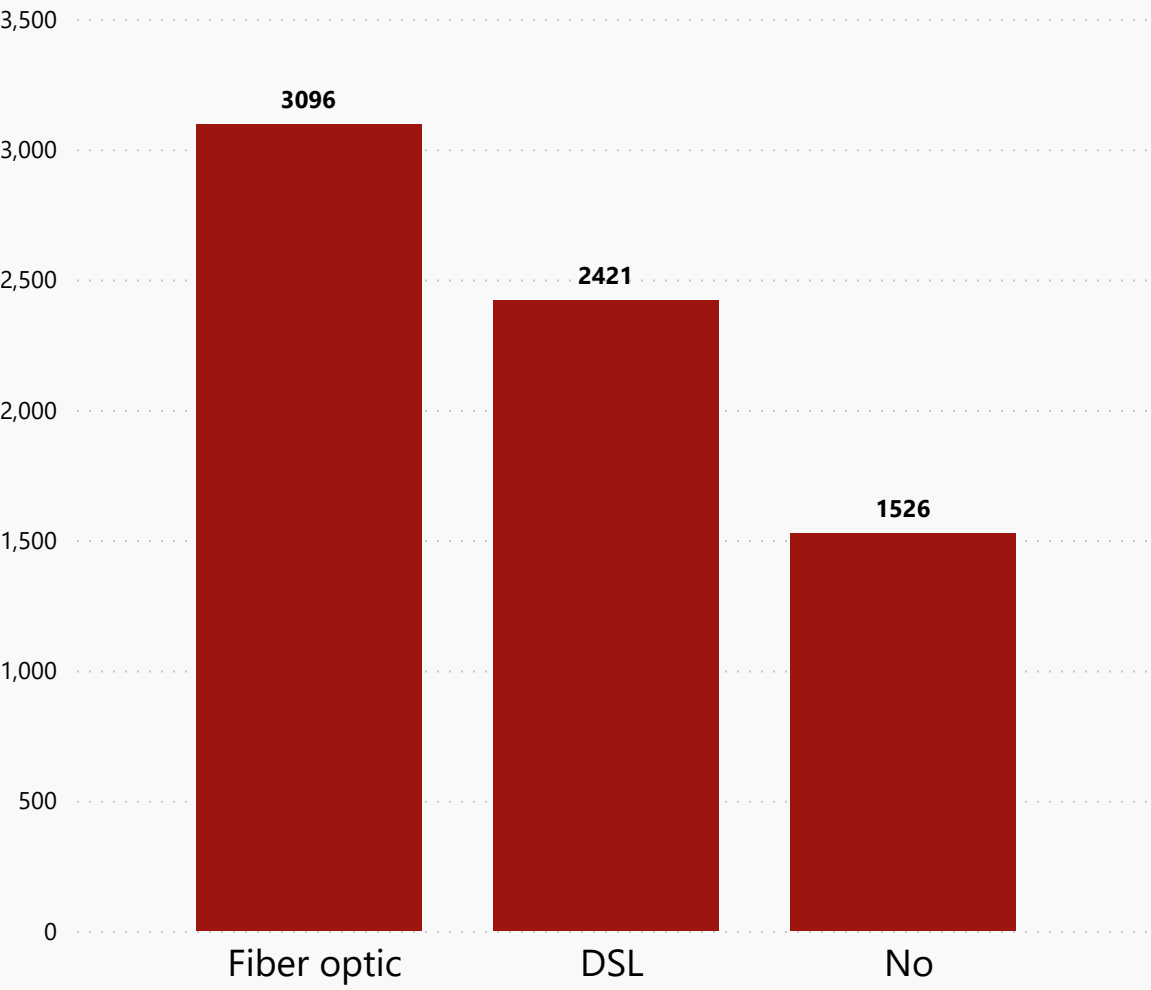
Month-to-month Two year One year



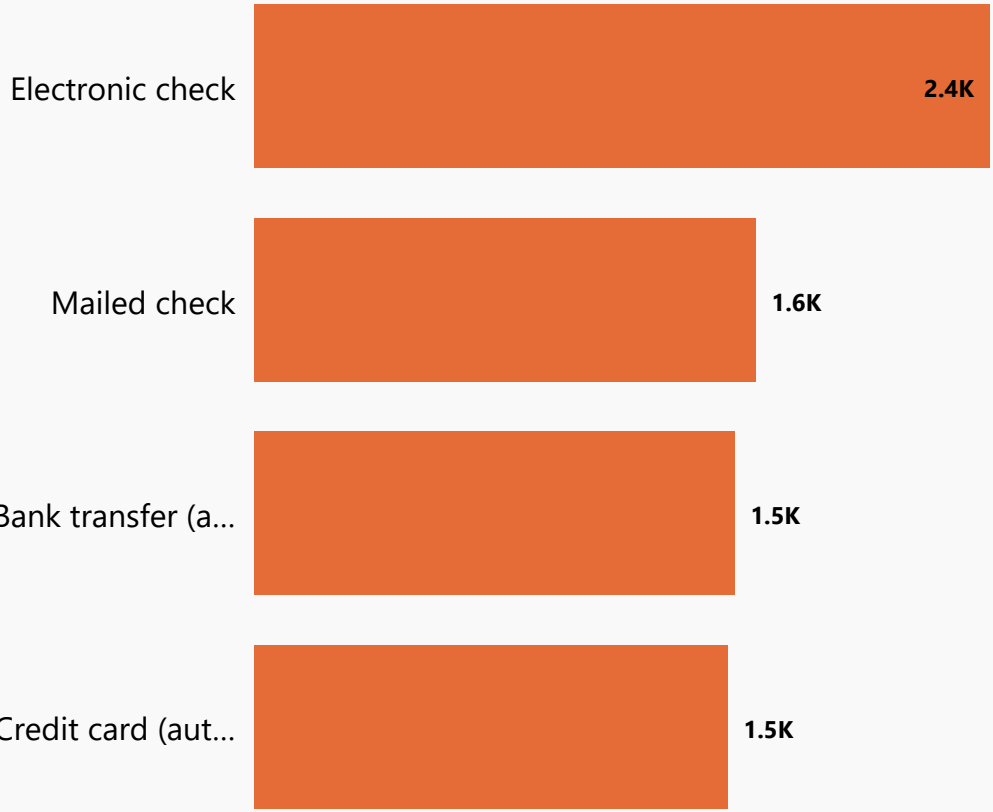
Top 10 Agents by Customers



Customers by Internet Service



Customers by Payment Method



Key Insights

- . The organization has a total of 7043 customers, which they ended up losing 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.

What we can do to prevent customers from churning

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.