

# CHURN ANALYSIS

Study of the factors that influence customer churn in telco business



CHURN MOTIVATION



DEMOGRAPHICS



BILLING



ACCOUNT



SERVICES

3,01

Average Satisfaction

26,54 %

Churn Rate

\$4,4 mil

Average CLTV

32,4

Avg Tenure in Months

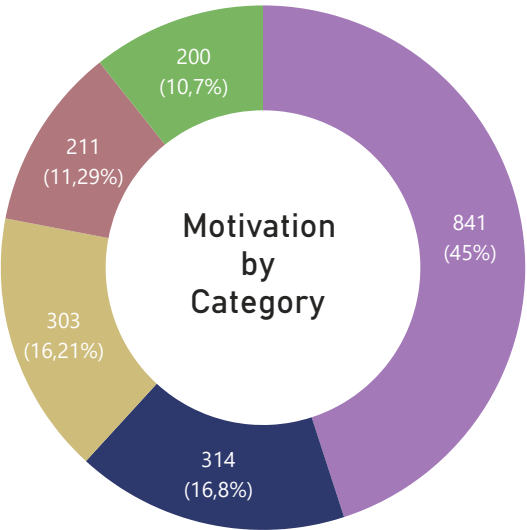
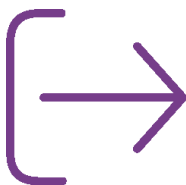
35,1 %

Premium Customer Rate



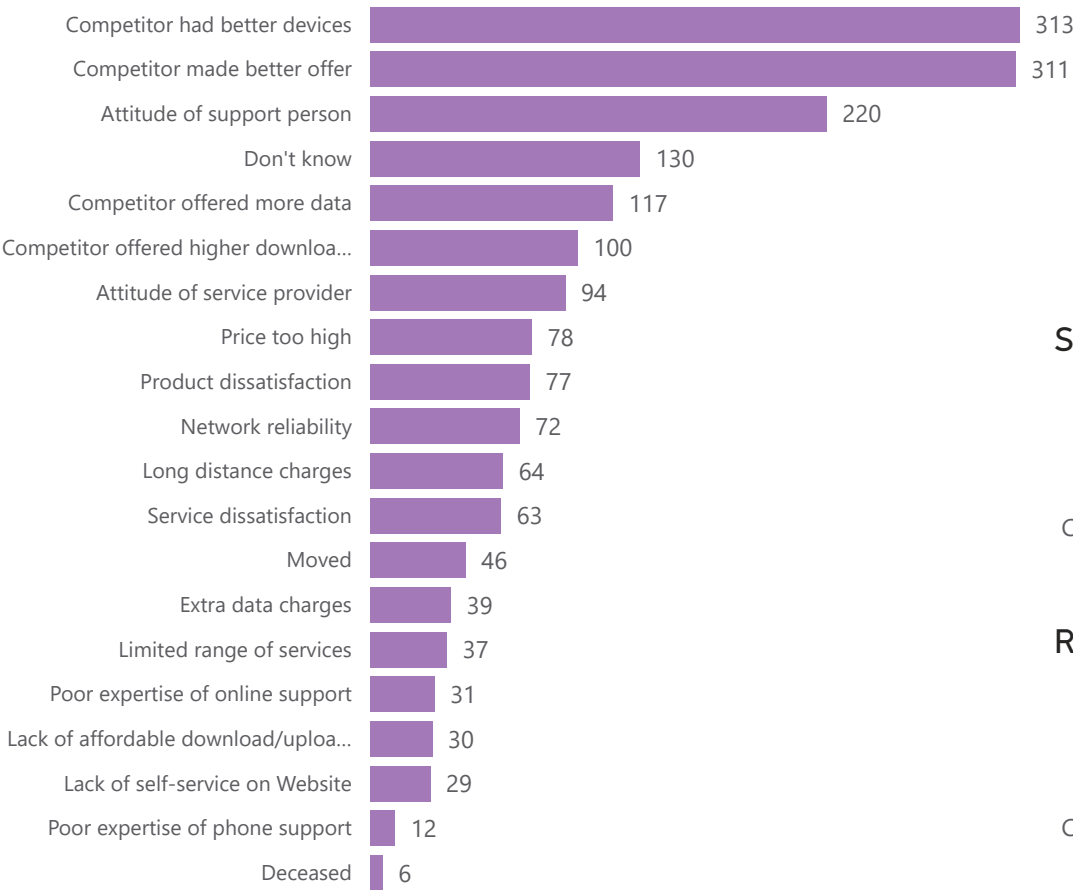
# Churn Motivation

Why customers decide to churn?

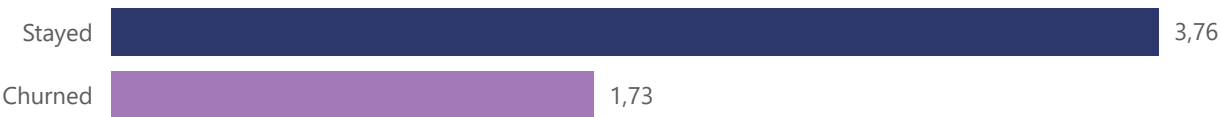


● Competitor ● Attitude ● Dissatisfaction ● Price ● Other

Churned by Reason



Satisfaction by Churn



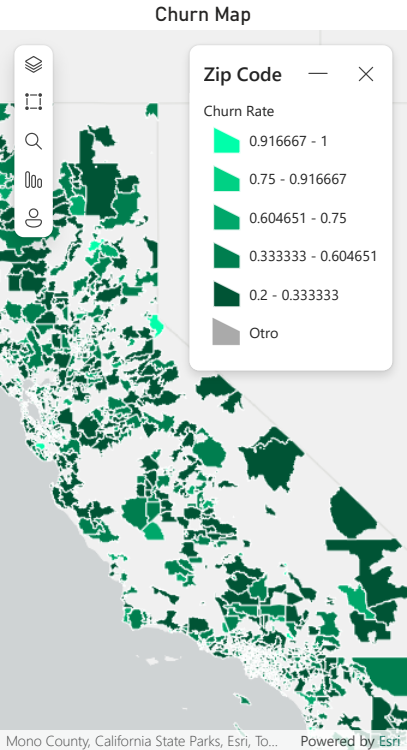
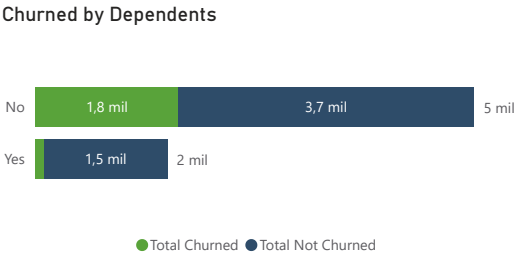
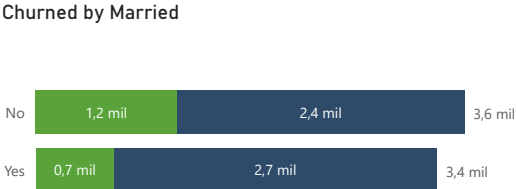
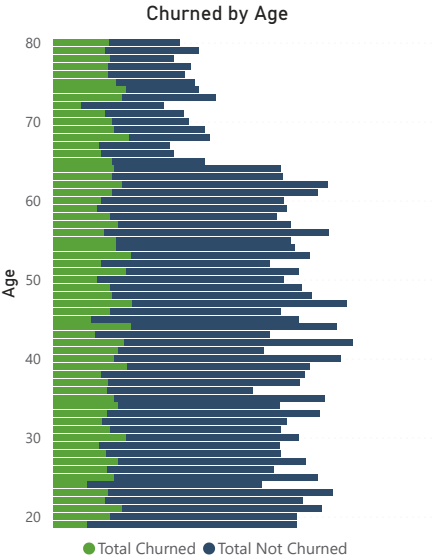
Referrals by Churn





# Customer Demographics

How do customer specifics affect churn?





# Billing Charges

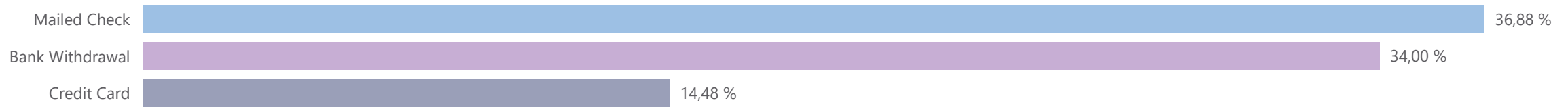
How do billing details impact churn?



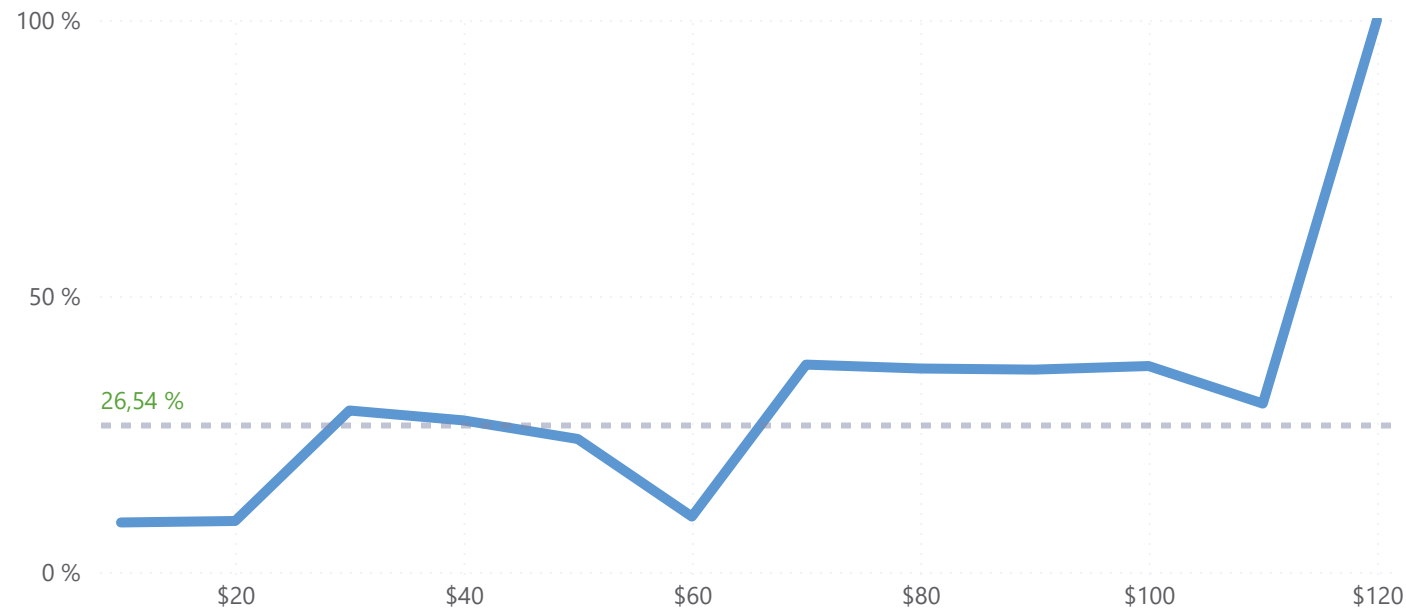
**\$65,5**

Average Monthly Charge

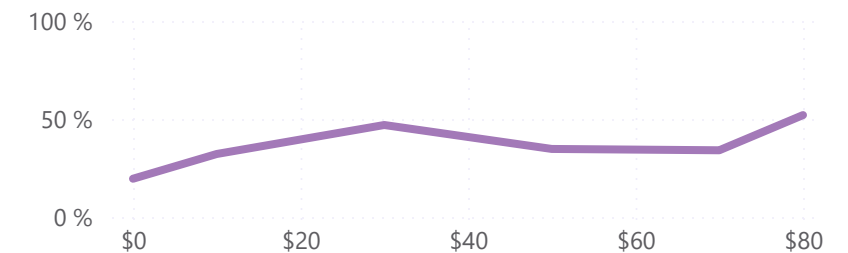
## Churn Rate by Payment Method



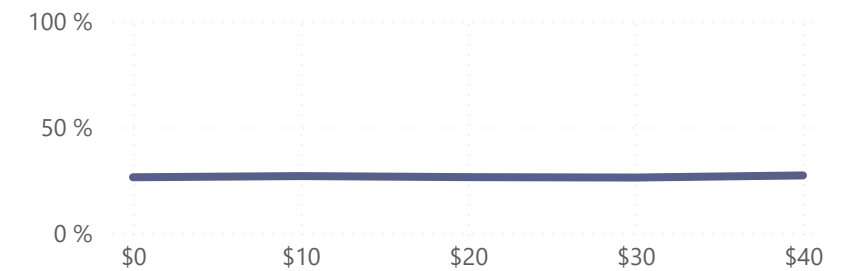
## Churn Rate by Total Charge



## Churn Rate by Extra Data Charge



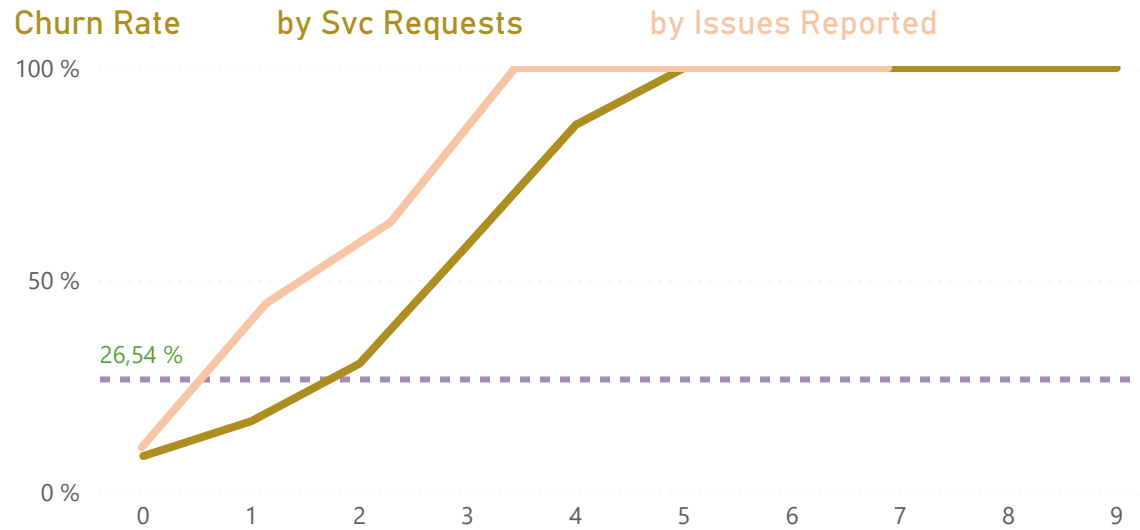
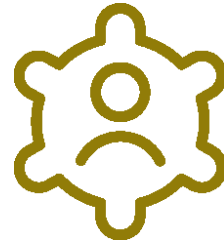
## Churn Rate by Long Distance Charge



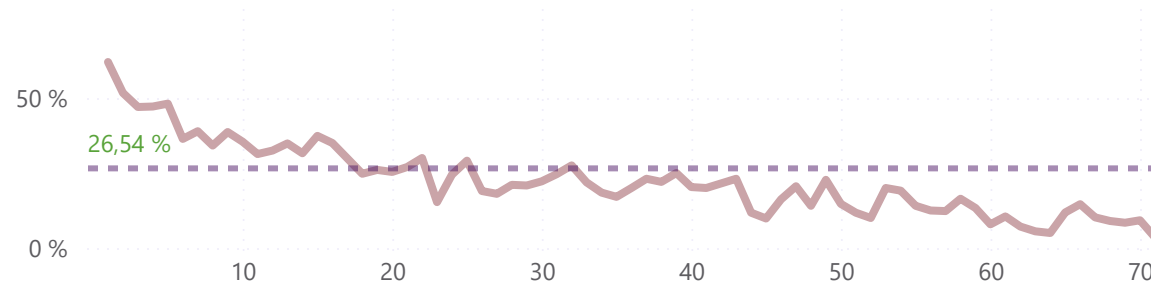


# Account specifics

## What type of accounts churn more?

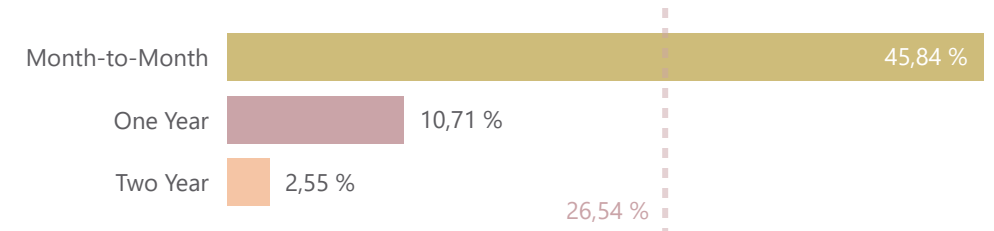


Churn Rate by Tenure in Months

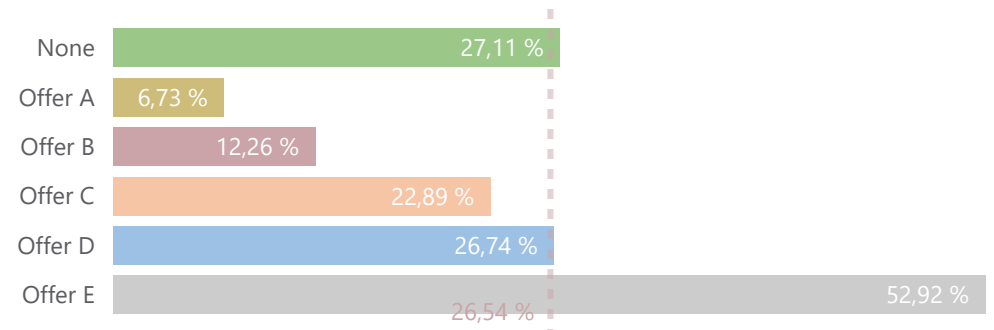


Churned	0,3 Avg Issues Reported	\$4,4 mil Avg CLTV
Stayed	1,3 Avg Svc Requests	32,4 Avg Tenure in Months

Churn Rate by Contract Type



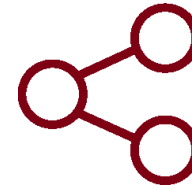
Churn Rate by Offer





# Services

What type of services retain customers the most?  
Does number of contracted services affect churn?



6,7

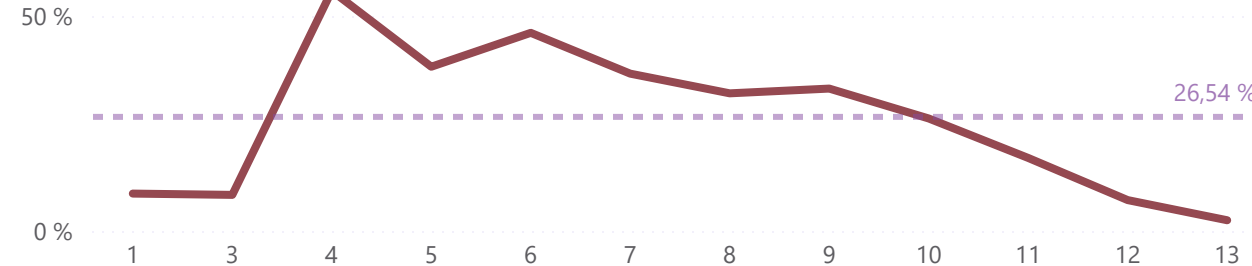
Churned Services Score

7,0

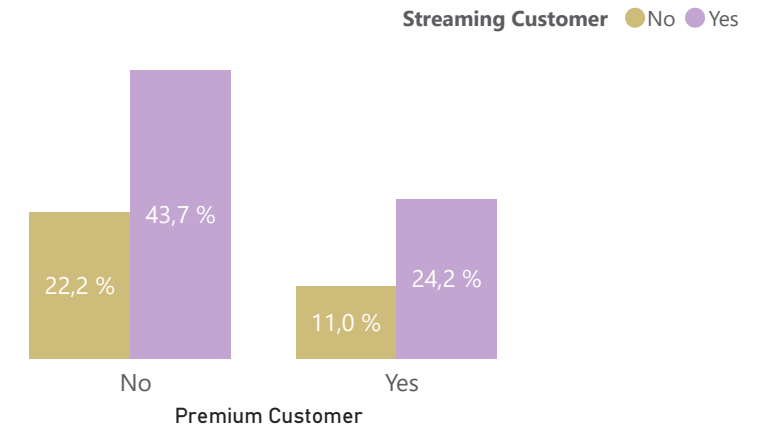
Stayed Services Score



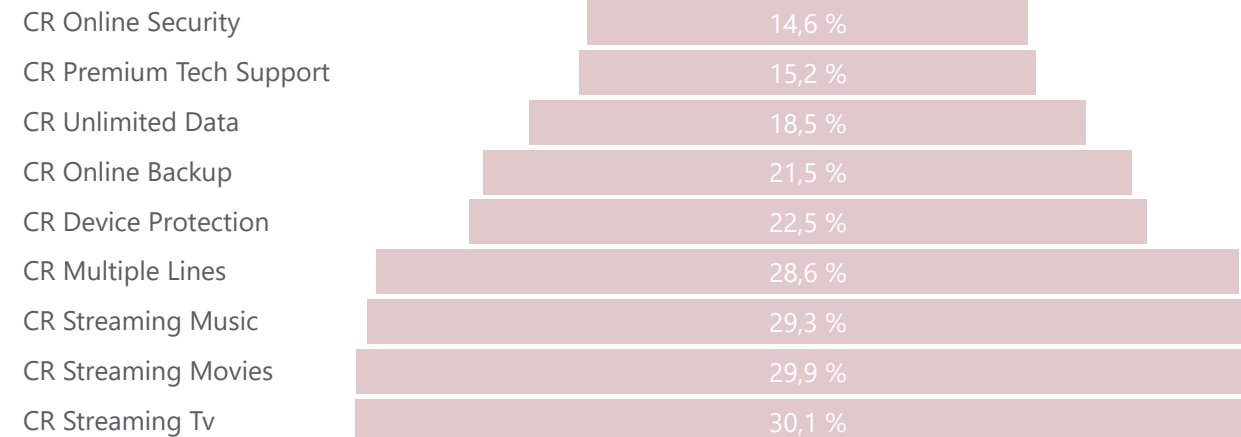
Churn Rate by Services Score



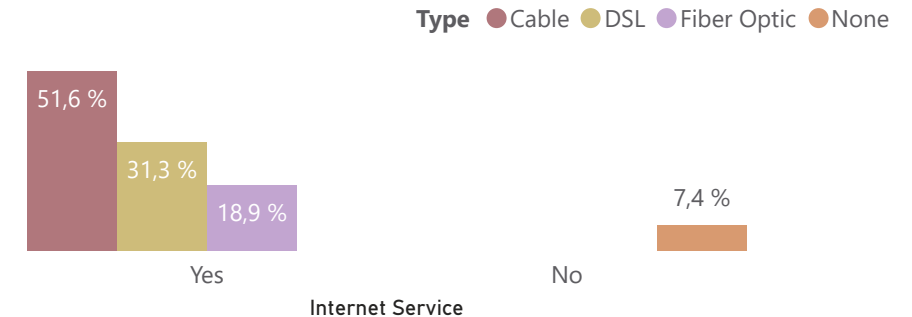
Churn Rate by Premium & Streaming



Churn Rate by Active Services



Churn Rate by Internet Service & Type





# Conclusion



## Why customers decide to churn?

- Competitor devices, competitor offers, and support personnel's attitude are the top 3 churn motivators.

## How do customer specifics affect churn?

- Married customers (19.7% churn rate) churn 40.3% less than non-married (32.9% churn rate).
- Customers with dependents have only a 6.5% churn rate, 75.5% less than average.
- From 65 years old onwards customers tend to churn a 36.3% more than average.

## How do billing details impact churn?

- With a 6.8% increase in the average billing, customers increase their churn rate by 41.5%.
- With bills exceeding 120€ a month, all customers churn.
- Extra data charges increase the churn rate, while long-distance charges don't.
- Customers that pay by credit card churn 43.5% less.

## What type of accounts churn more?

- Month-to-Month contracts churn 72.5% more.
- Customers with 1 reported issue churn 85.7% more.
- Those with 3 SVC calls churn 119.5% more.

## What type of services retain customers the most?

- Online Security and Premium Tech Support customers churn 45% and 42.7% less.
- Customers with Streaming Services (+12.2%) and Cable connection (+94%), churn more, particularly those with both services and no premium Service Score that churn 142% more.
- Optical fiber customers churn 28.8% less.
- Those with no internet connection churn 72.1% less.

## Does number of contracted services affect churn?

- Yes, customers with very low service score and high score (premium), churn less than customers between 4 and 9 points.