



Quantum Tech Customer Churn Analysis

City

All

Customer Status

All

Total Customers

7043

Churned Customers

1869

Churn Rate

26.54%

Total Revenue

\$21.37M

Revenue loss

\$3.68M

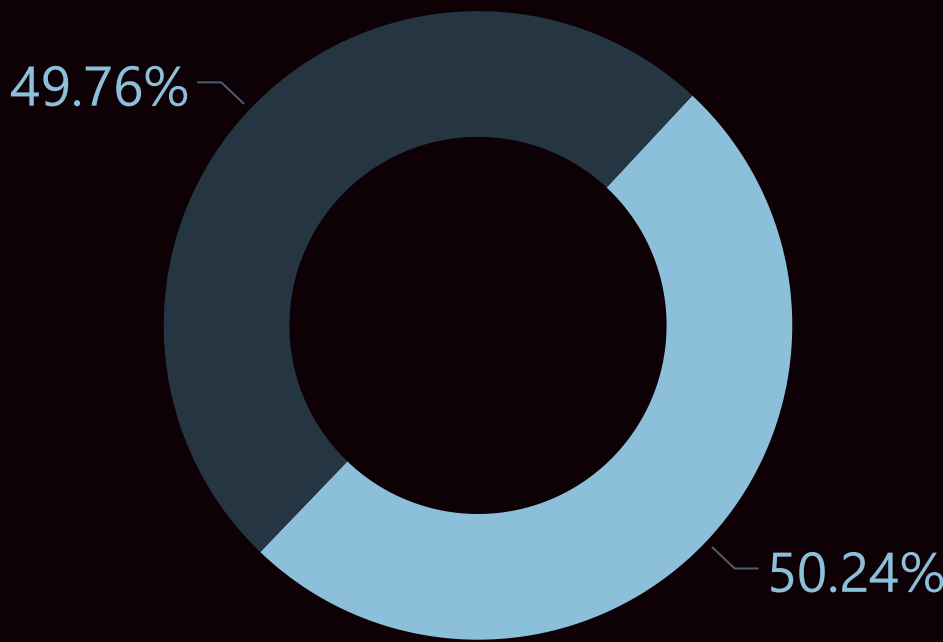
Max Tenure

72

Demographics

Churn by Gender

Gender ● Female ● Male



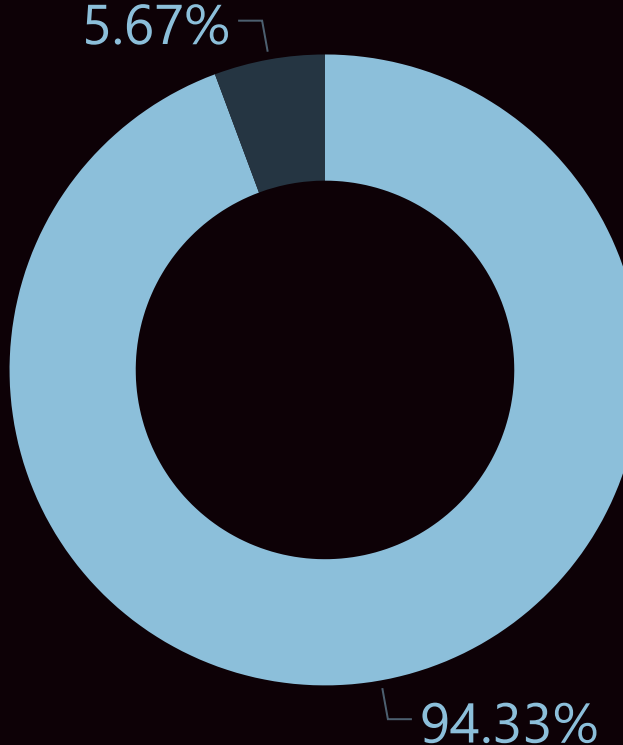
Churn by Marriage status

Married ● No ● Yes



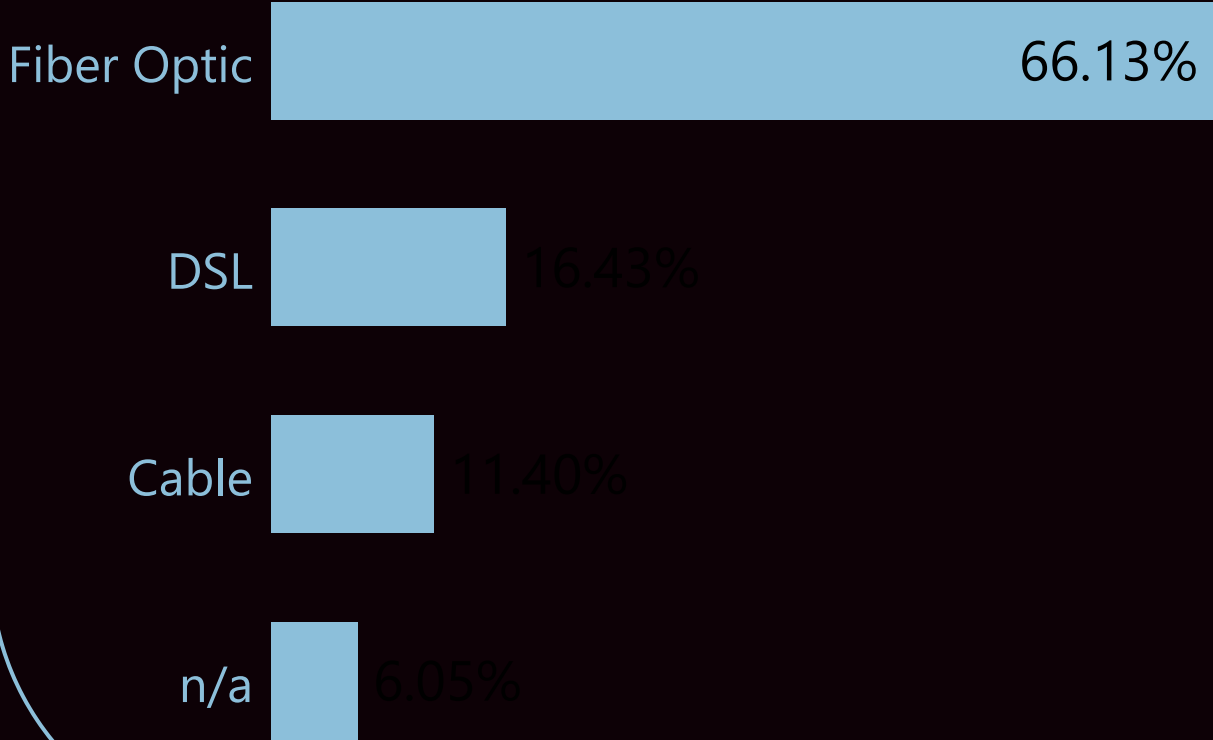
Churn by Dependents

Dependents ● No ● Yes

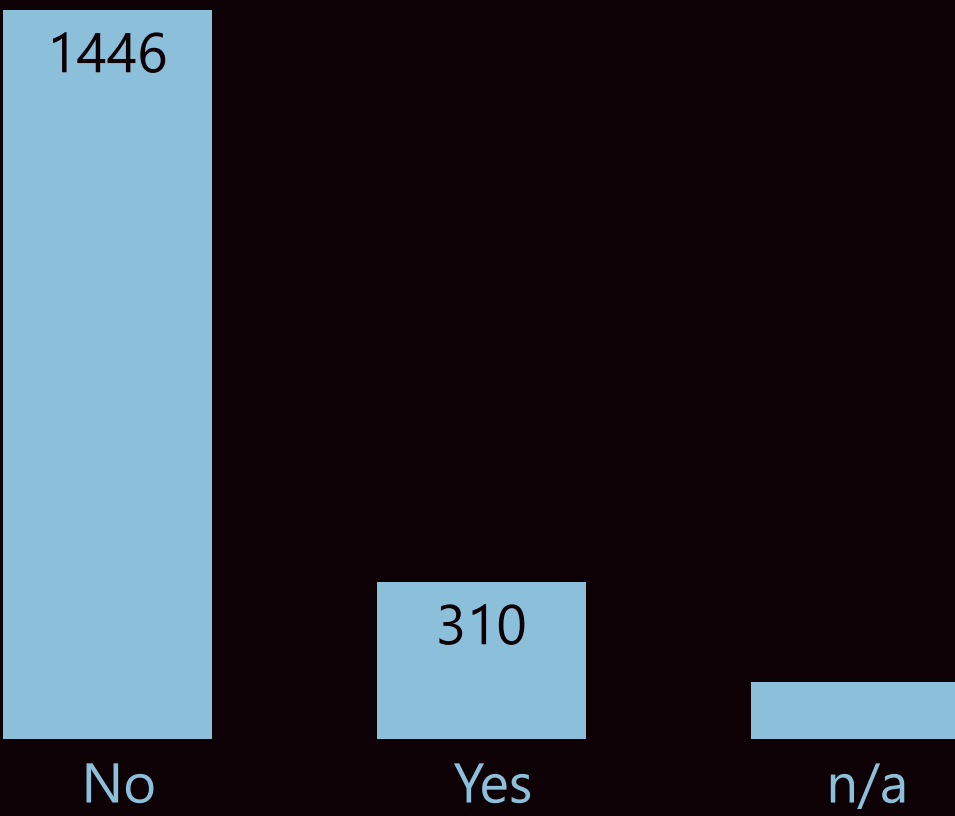


Services

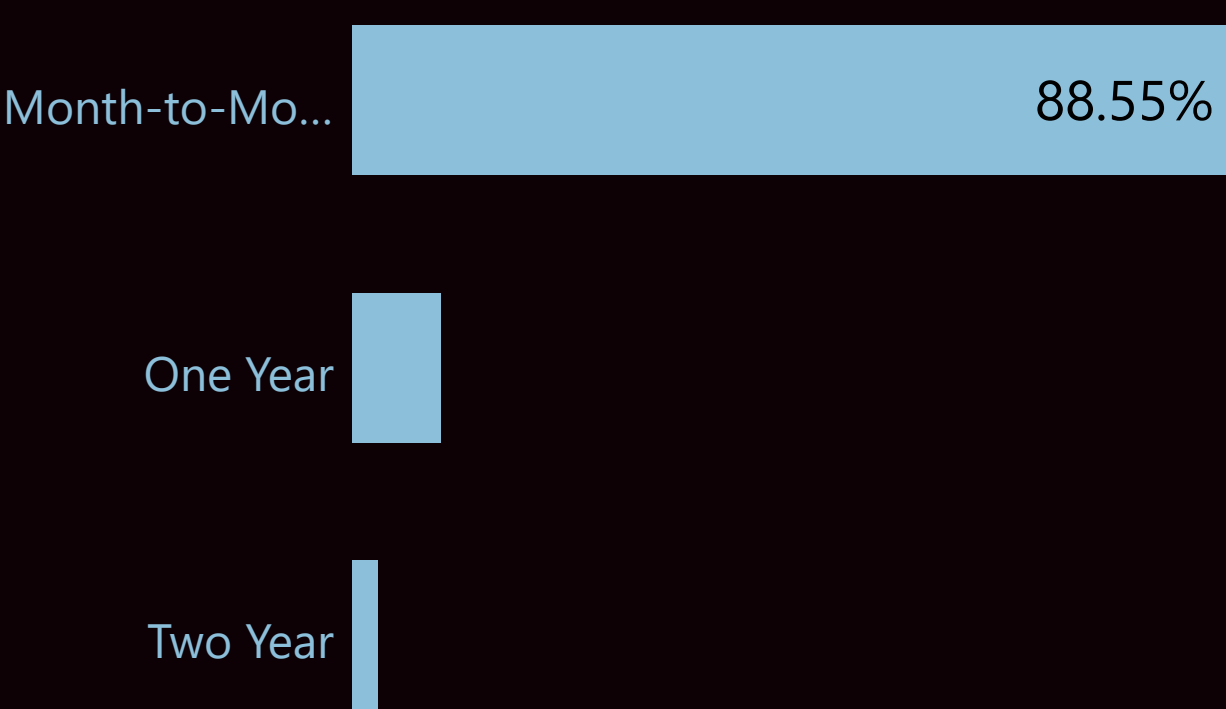
Churn by Internet Type



Churn by Premium Tech Support

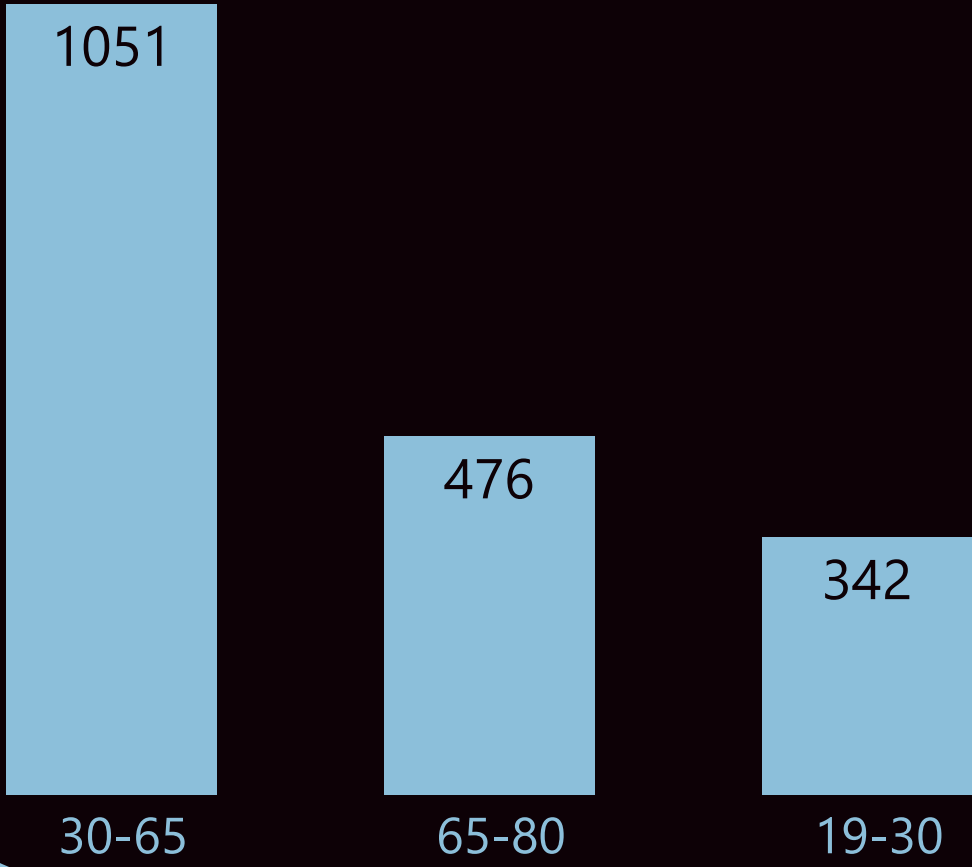


Churn by Contract

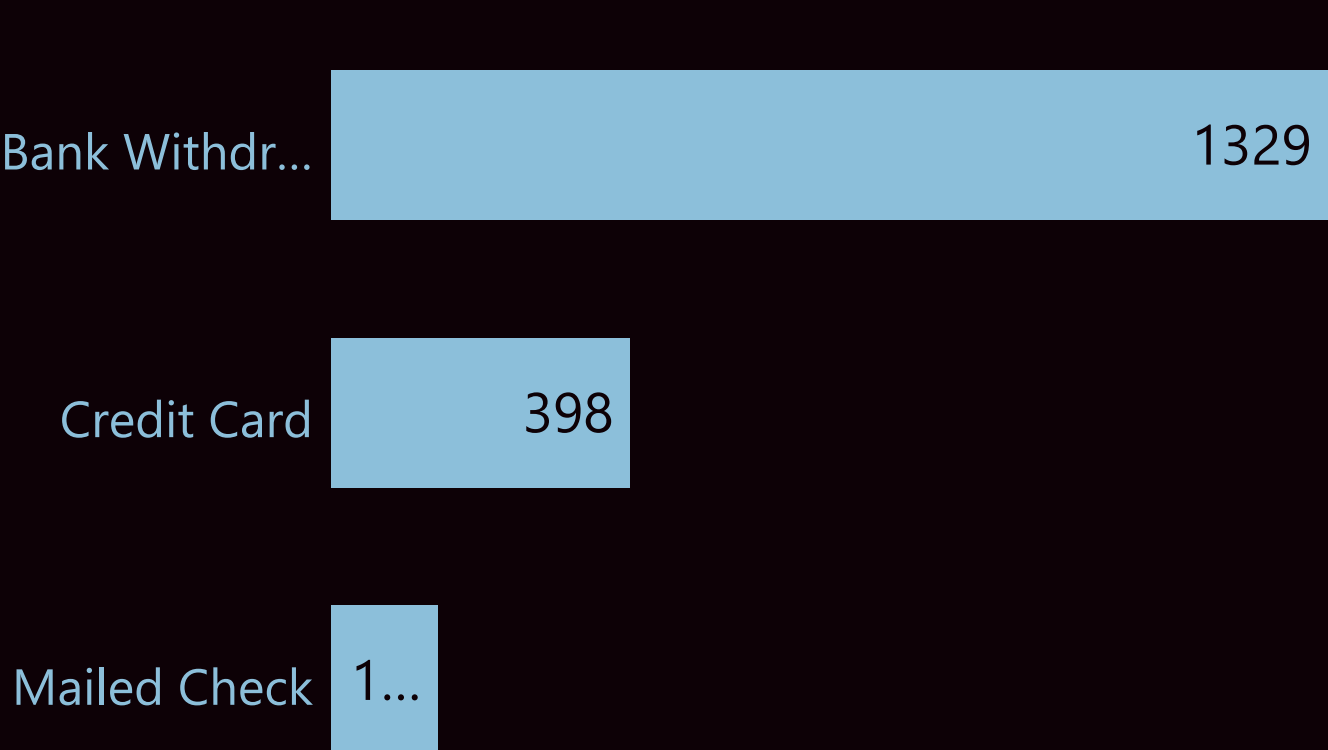


Services

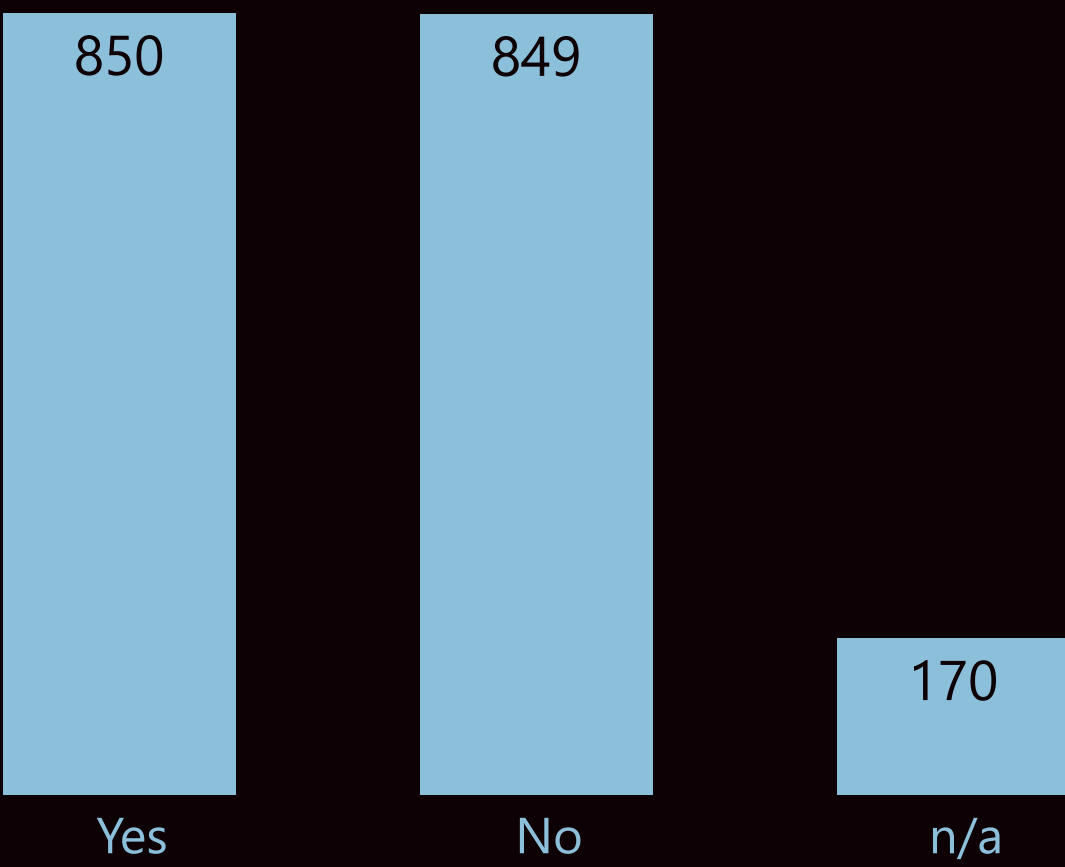
Churn by Age Group



Churn by Payment Method



Churn by Multiple Lines



Total Charges

\$16.06M

Total Refunds

13.82K

Stayed

71.63%

Retention Rate

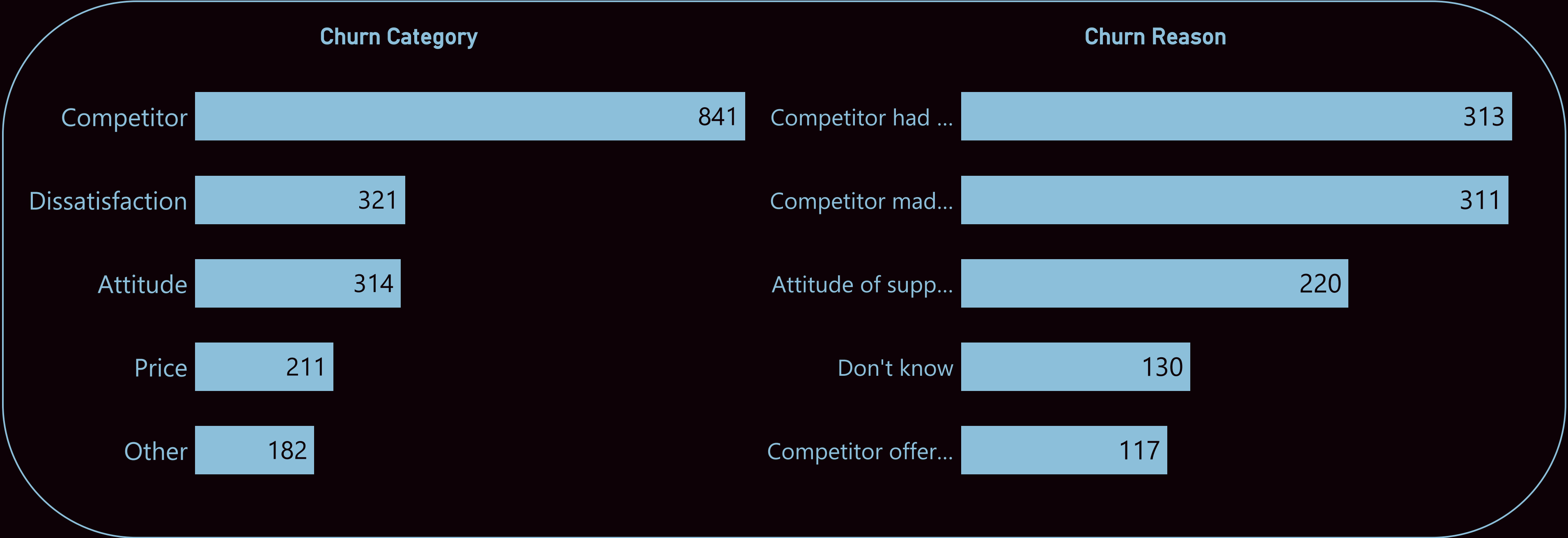
City

All

Services



Churn Reason



Conclusion

Insights

-88.55% of churned customers used the **Month-to-Month** contract.

-The most used mode of payment of churned customers was Bank Withdrawal, with count of **1329**.

-66.13% of churned customers used the **Fiber Optic** internet type.

-A count of **1146** of churned customers were not receiving **premium technical support**.

-56.23% of churned customers used not on any offers.

-50.24% of churners were females.

-The age group of **30-65** churned most with count of 1051.

-Top reason for churn was that the Competitor had better devices.

-Top Churned category was due to competitor.

Recommendations

-Provide Contract Incentives to customers.

-Improve Customer Service Quality.

-Improve the Fiber Optic Product

-Create Alternative Support Channels like forums or bots.

-Enable seamless payment experience.

-Introduce flexible pricing options for the service offers.

-Ask for feedback frequently with customer surveys.

-Develop awareness campaigns or programs for different services.