

Real-time Customer retention and Churn analysis

Churn Rate%

0.27

Retention Rate %

0.73

Total Customers

7043

Total Revenue

33.79M

Contract

All

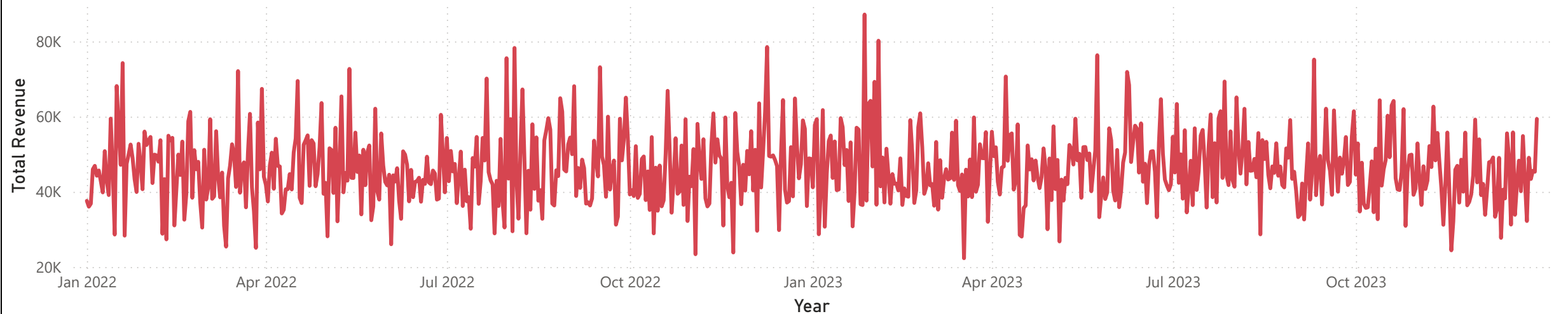
PaymentMethod

All

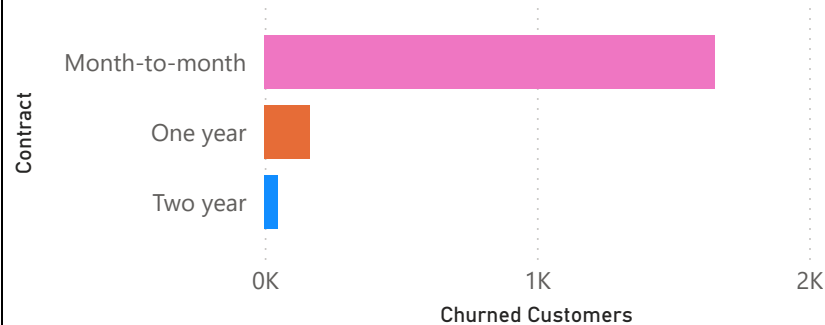
InternetService

All

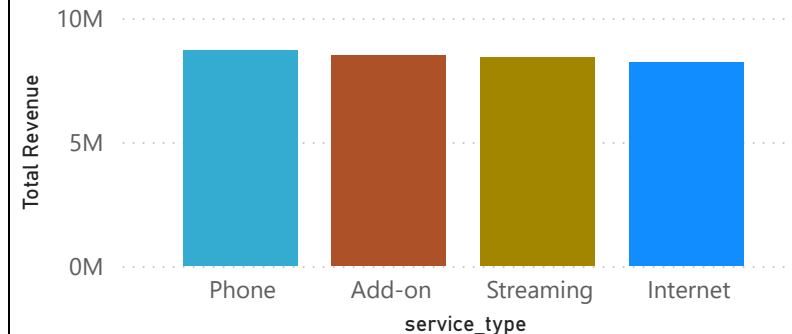
Monthly Revenue Trends



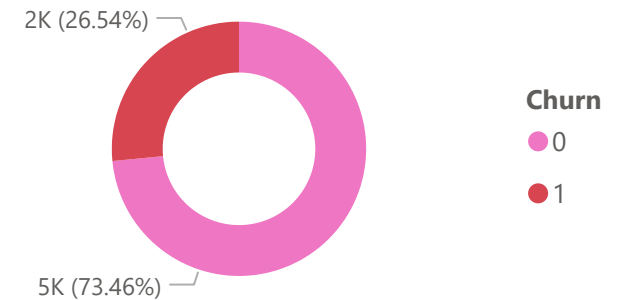
Churn by Contract Type



Revenue by Service Type



Customer Distribution



Sales Trends Analysis

Total Revenue

33.79M

Count of Transaction_id

21.13K

Average of amount

1.60K

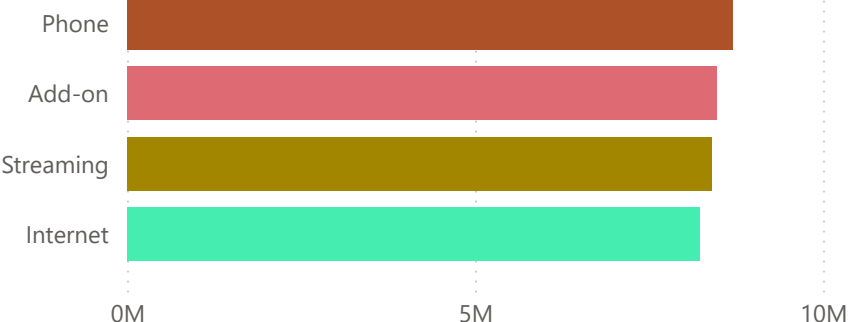
Year, Month

All

service_type

All

Total Revenue by service_type



Month	Add-on	Internet	Phone	Streaming	Total
January	7,96,914.82	6,92,557.76	7,54,071.10	7,19,023.27	29,62,566.95
February	6,50,722.02	6,34,809.55	6,29,016.57	6,66,823.50	25,81,371.64
March	6,82,689.21	6,96,309.42	6,86,074.45	7,21,433.89	27,86,506.97
April	6,60,960.73	6,19,078.50	8,08,913.49	6,87,956.52	27,76,909.24
May	7,53,077.19	6,92,400.02	7,38,630.87	6,96,936.50	28,81,044.58
June	6,34,208.93	6,65,428.59	7,37,098.76	7,03,201.66	27,39,937.94
July	7,21,005.70	6,80,489.03	7,81,119.43	7,25,056.24	29,07,670.40
August	7,27,039.72	7,25,475.21	8,06,641.73	7,15,112.03	29,74,268.69
September	6,98,721.23	7,46,137.07	7,06,057.32	6,86,887.31	28,37,802.93
October	7,41,481.04	6,60,685.57	6,57,941.45	7,15,778.74	27,75,886.80
November	6,75,952.00	6,77,160.64	7,14,175.78	6,26,667.68	26,93,956.10
December	7,31,538.03	7,28,944.04	6,81,544.75	7,32,840.34	28,74,867.16
Total	84,74,310.62	82,19,475.40	87,01,285.70	83,97,717.68	3,37,92,789.40

Total Revenue by Year and Month



Customer Segmentation

Total Customers

7043

Avg Tenure

32.37

Churn Rate

0.27

Contract

All

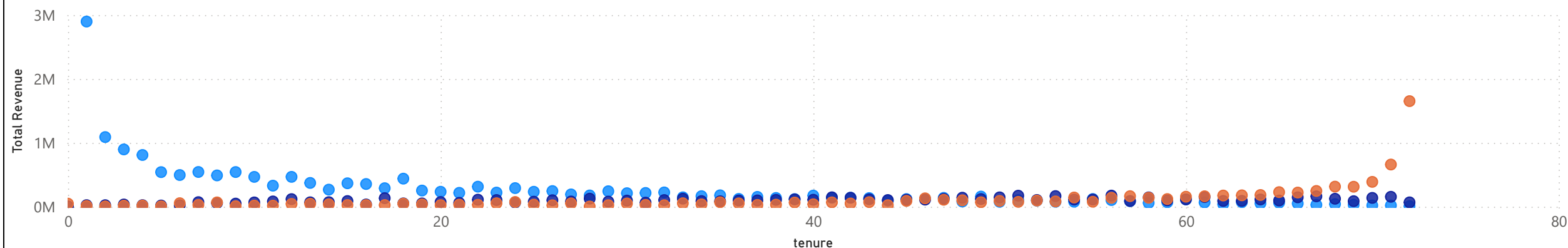
tenure

All

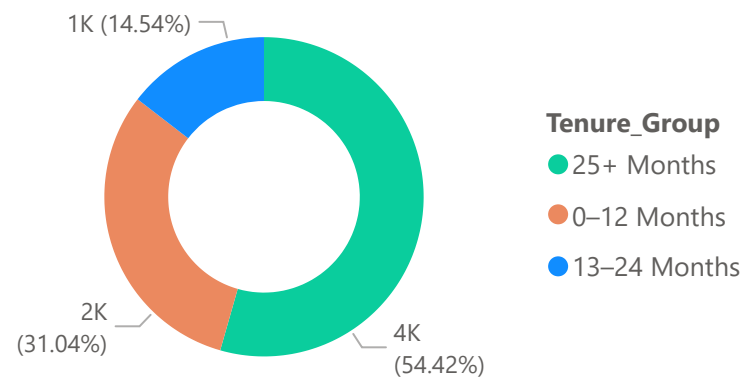
Churn

All

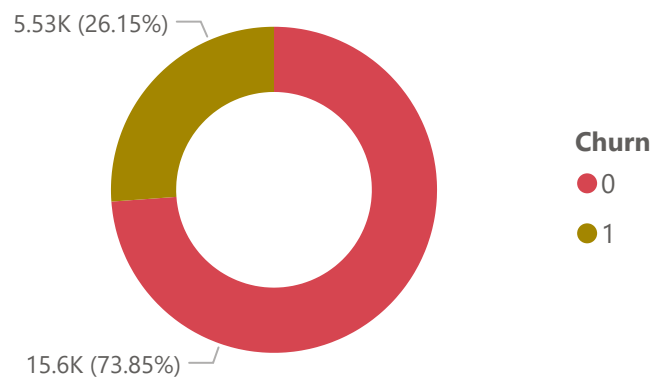
Revenue vs Tenure



Customers Distribution



Churn Distribution



Churn Rate by Contract

