

## Telecom Customer Churn Crisis

Business Story: Telecom provider experiences 26.5% overall customer churn, costing millions in lost revenue amid competitive pressures, with month-to-month contracts driving 55% churn rate while fiber optic users churn at 42%. Short-tenure customers (avg 19 months for churners vs 51 for retainers) and lack of support services like OnlineSecurity (35% churn) and TechSupport (32%) exacerbate losses, particularly among high-charge users (70-110 bucket at 45% churn)

### Churn Rate Breakdown

Factor	Churn Rate %	Key Insight
Month-to-Month Contract	55%	Highest risk group; prioritize upselling to annual plans.
Fiber Optic Internet	42%	Premium service paradox; improve speeds or bundles.
No OnlineSecurity	35%	Security gaps drive dissatisfaction in DSL/Fiber users.
No TechSupport	32%	Support deficiency fuels exits; invest in 24/7 helpdesk.
StreamingTV/Movies	28-30%	Add-on services correlate with retention when bundled properly.

### Revenue Impact & Retention Opportunities

**High monthly charges (90-110) see 45% churn despite 20% of customers, signaling price sensitivity; avg tenure gap (19 vs 51 months) highlights early intervention needs for new subscribers. Targeting at-risk segments could reduce churn by 15-20%, boosting lifetime value through proactive service enhancements.**

## **The SQL things which i used here.**

**These SQL patterns showcase aggregation (SUM/COUNT/AVG), conditional logic (CASE), segmentation (GROUP BY), complex filtering (WHERE/IN), and multi-table insights (UNION)—critical for executive dashboards tracking \$millions in churn risk.**