

**10000**

Total Customers

**1.57**

Avg Customer Calls

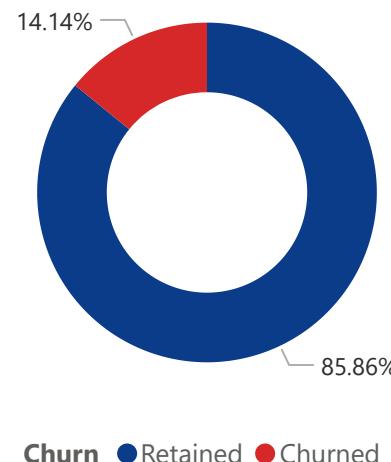
**1414**

Churned Customers

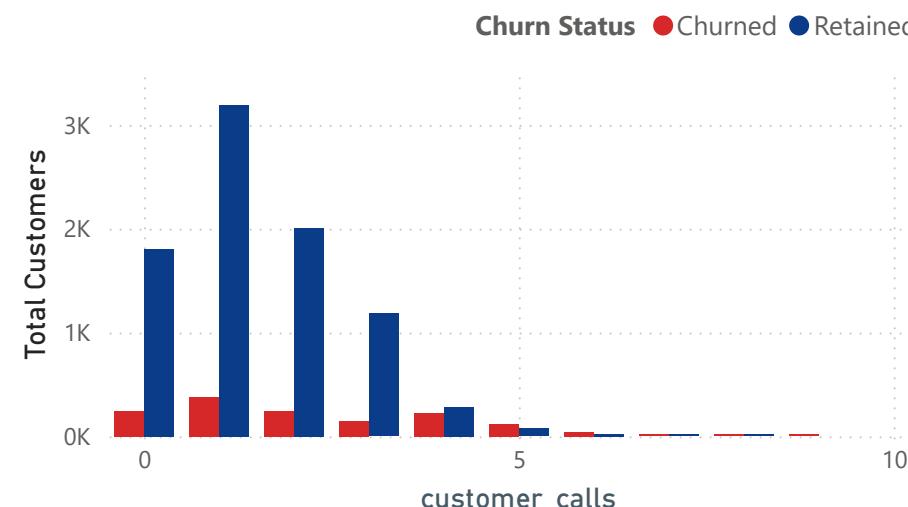
**14.14%**

Churn Rate %

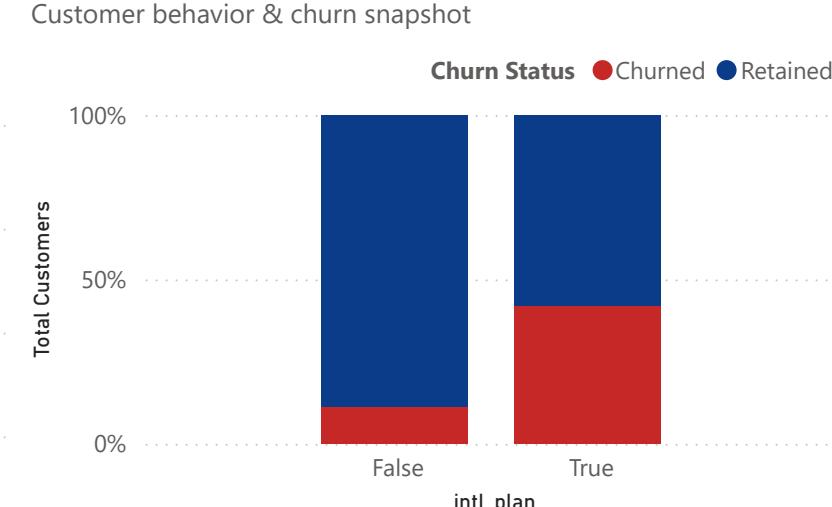
Customer Base Split: Retained vs Churned



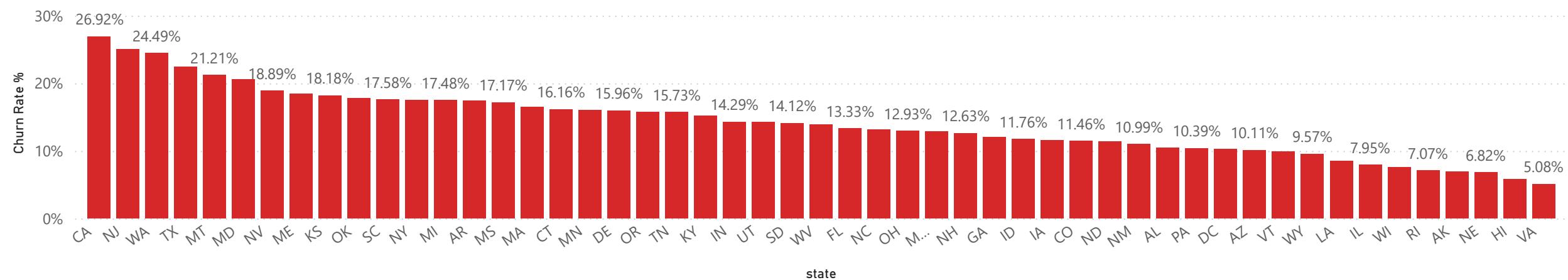
Customer Service Calls Are the Primary Driver of Churn



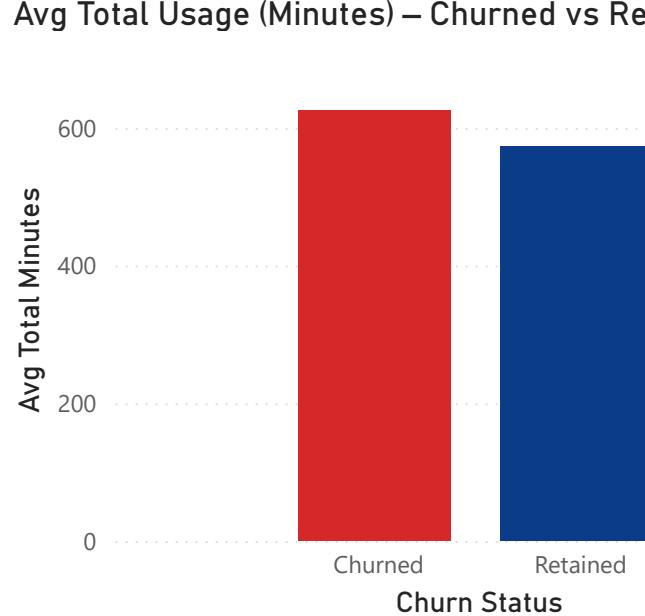
Churn Risk Snapshot – Key Behavioral Signals



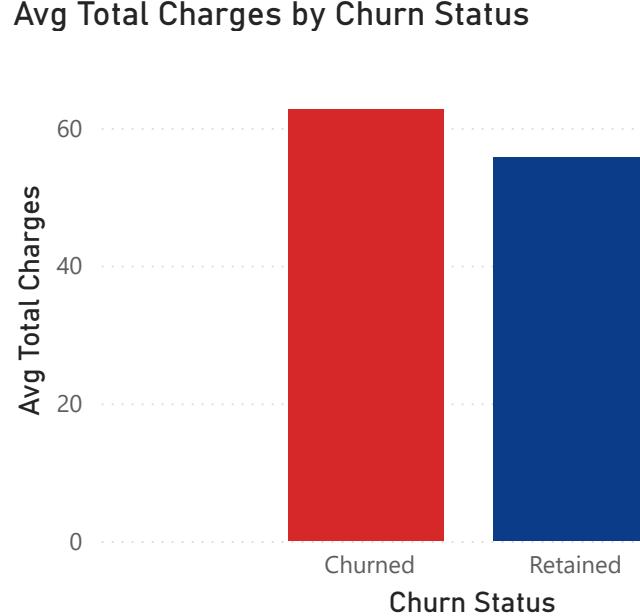
Churn Rate % by state



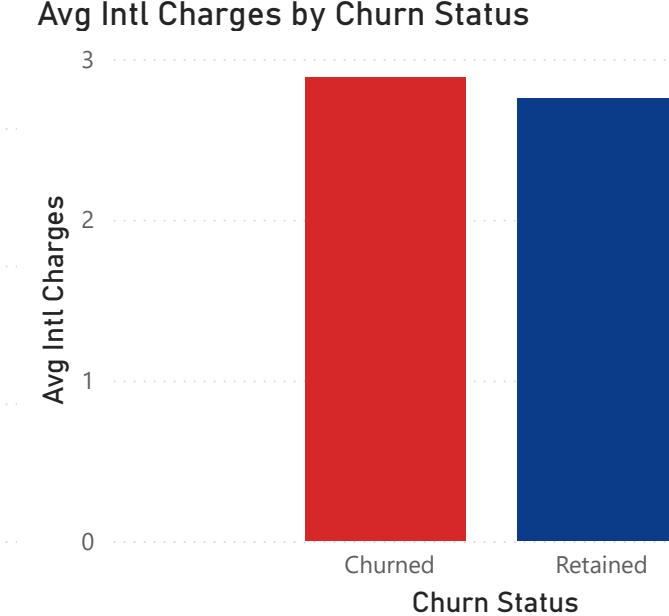
### Avg Total Usage (Minutes) – Churned vs Retained



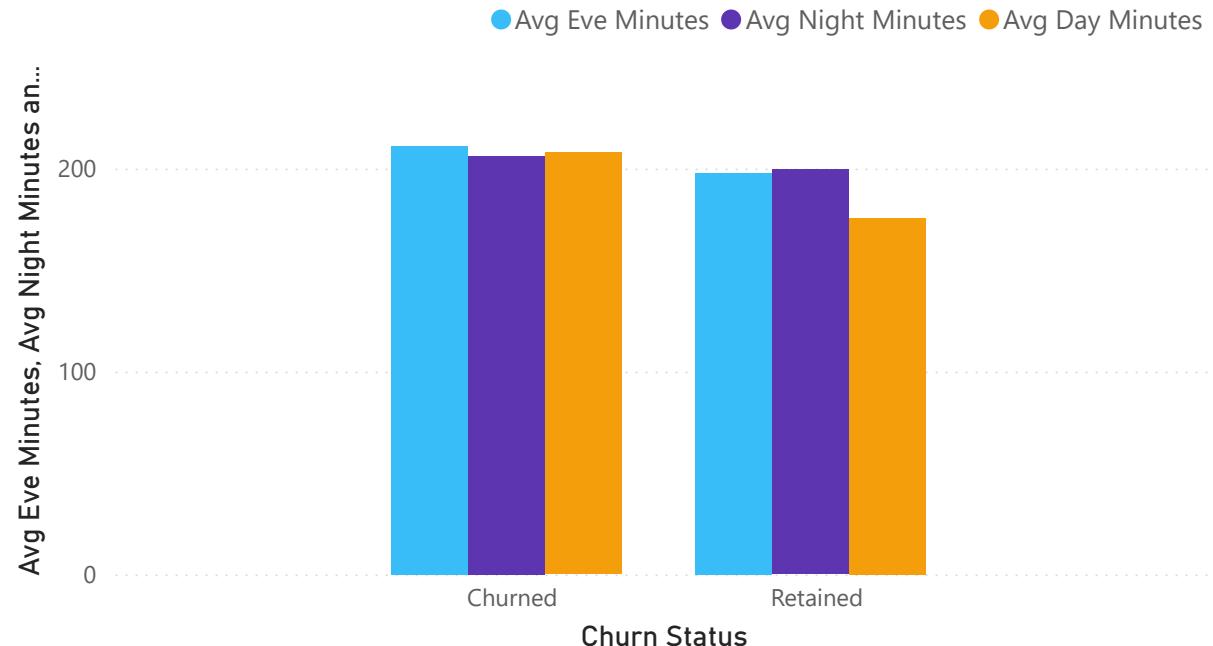
### Avg Total Charges by Churn Status



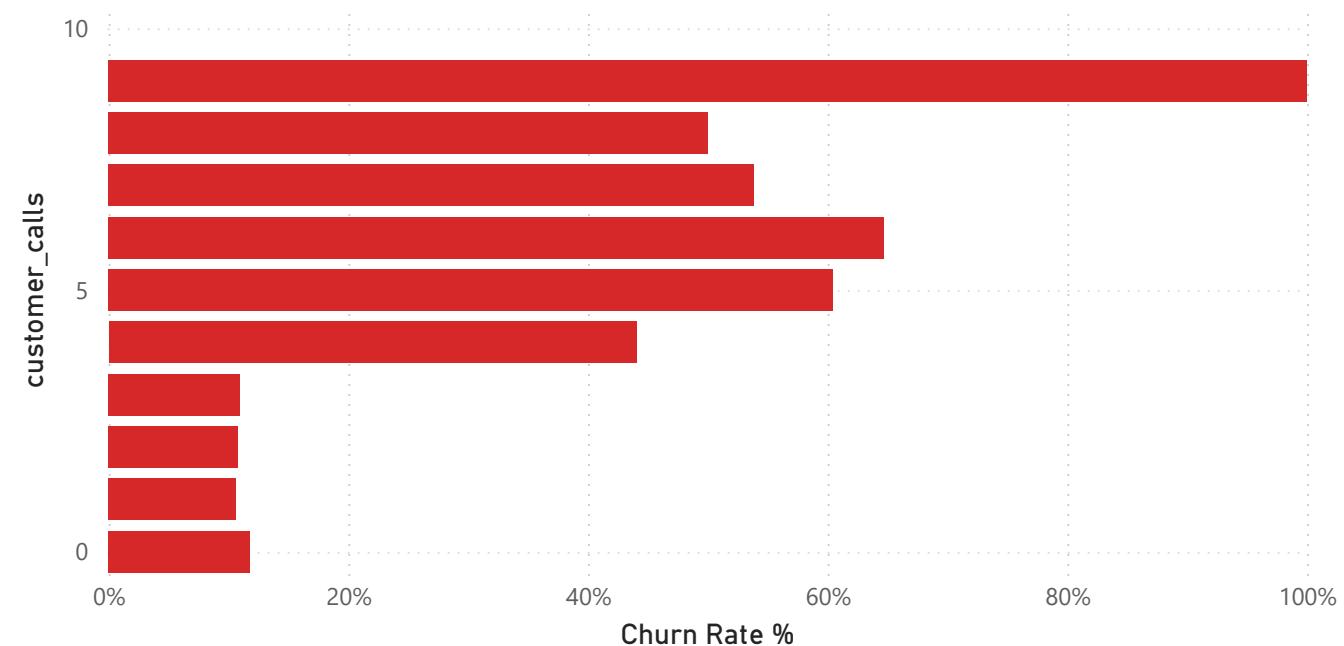
### Avg Intl Charges by Churn Status



### Day vs Eve vs Night Minutes by Churn



### Customer Service Calls vs Churn

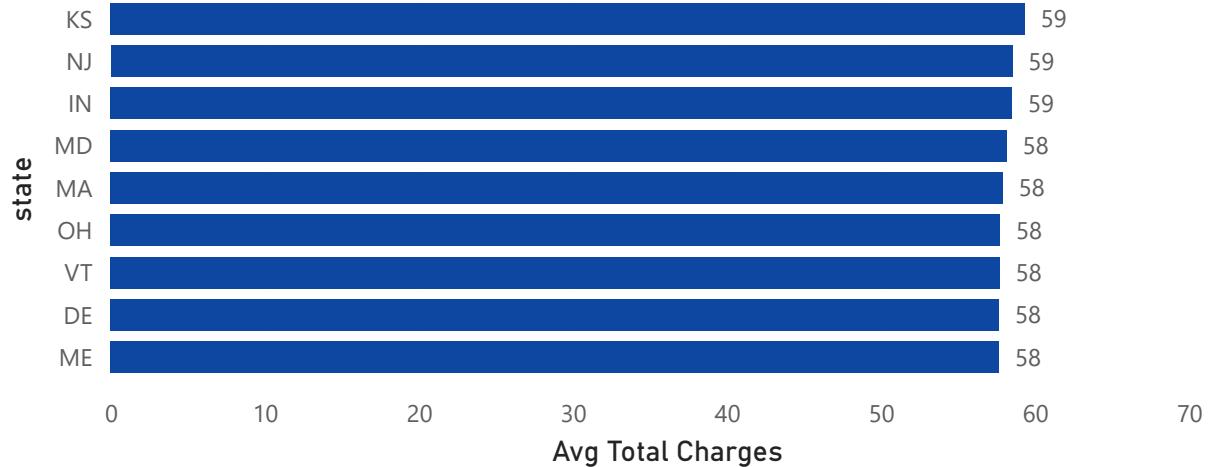


# Telecom Churn – Business Insights & Recommendations

## KEY CHURN DRIVERS

- High number of customer service calls  
→ Churn rate increases sharply after 4+ calls
- High usage customers  
→ Churned users have higher total minutes and charges
- International calling plan users  
→ Higher churn compared to non-international users

## Avg Total Charges by state



## Recommended Business Actions

1. Improve Customer Support
  - Trigger retention workflow after 3 service calls
  - Prioritize high-usage customers
2. Targeted Retention Offers
  - Discounts for international plan users
  - Proactive outreach before churn occurs
3. Early Warning System
  - Monitor service calls, usage, and intl plans
  - Flag high-risk customers in CRM

## HIGH-RISK CUSTOMER PROFILE

Customers most likely to churn:

- 4+ service calls
- High total minutes
- Higher average charges
- Active intl calling plan

### INSIGHT:

Churn is driven by service experience,  
not low usage.