

10000

Total Customers

1.57

Avg Customer Calls

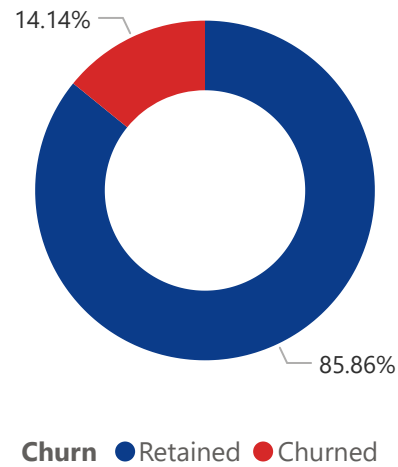
1414

Churned Customers

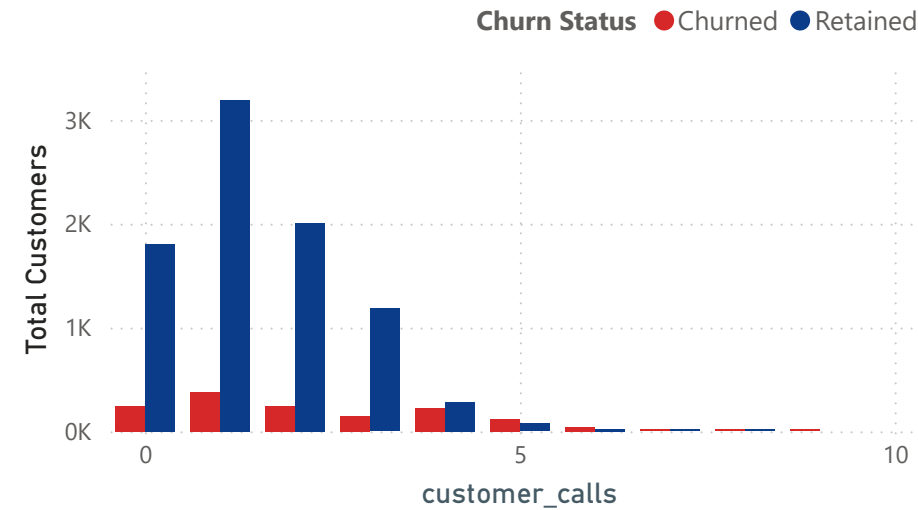
14.14%

Churn Rate %

Customer Base Split: Retained vs Churned

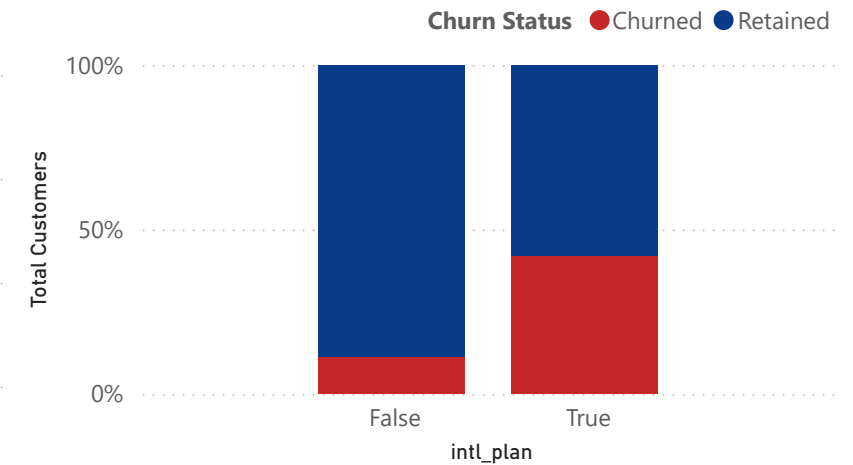


Customer Service Calls Are the Primary Driver of Churn

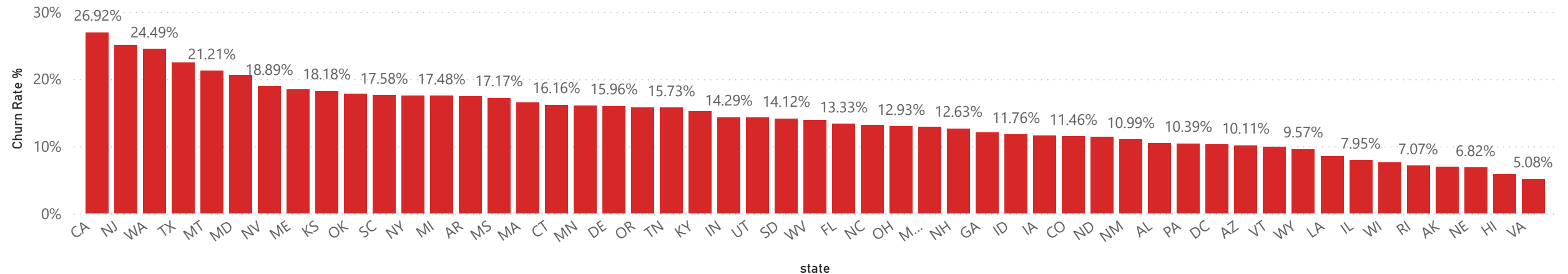


Churn Risk Snapshot – Key Behavioral Signals

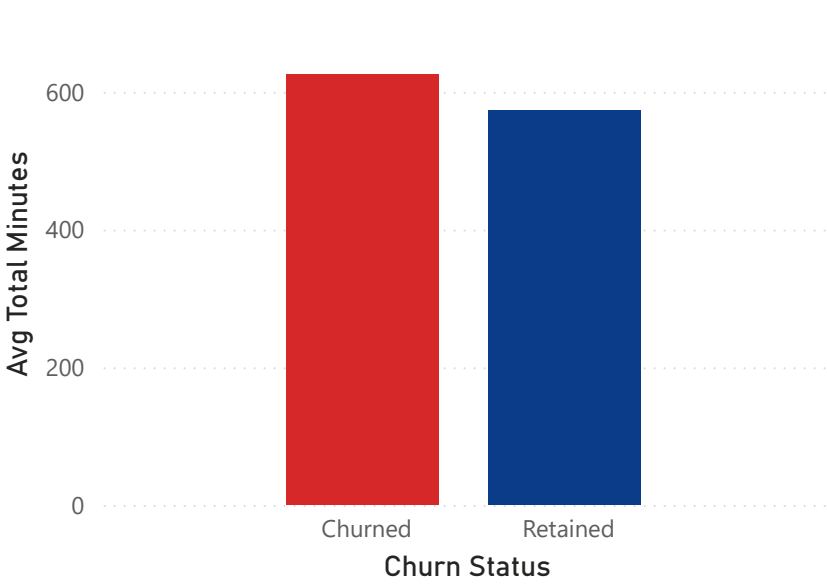
Customer behavior & churn snapshot



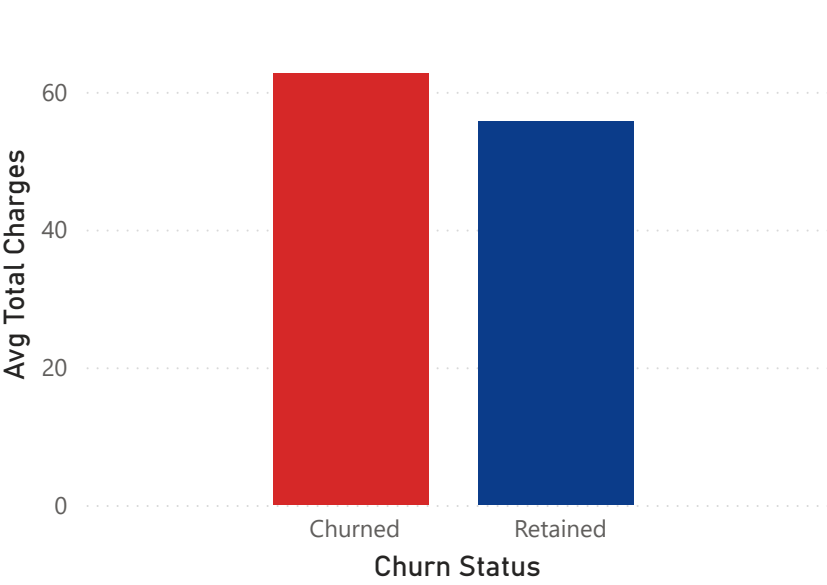
Churn Rate % by state



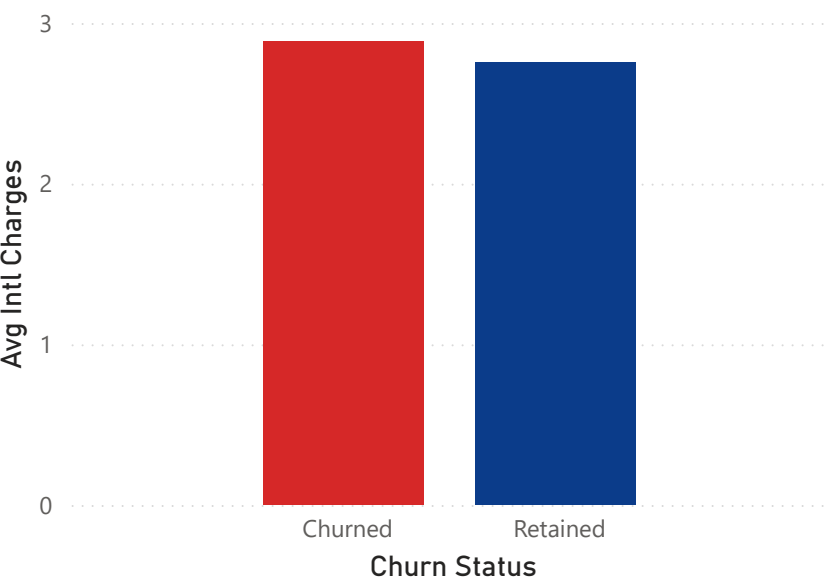
Avg Total Usage (Minutes) – Churned vs Retained



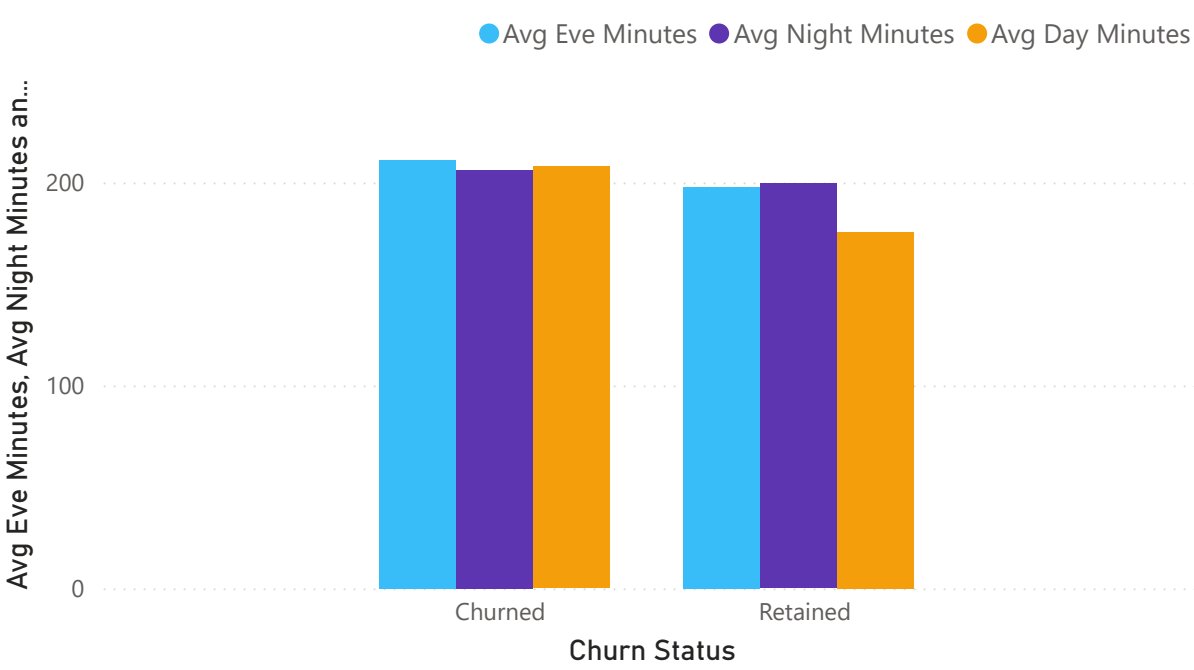
Avg Total Charges by Churn Status



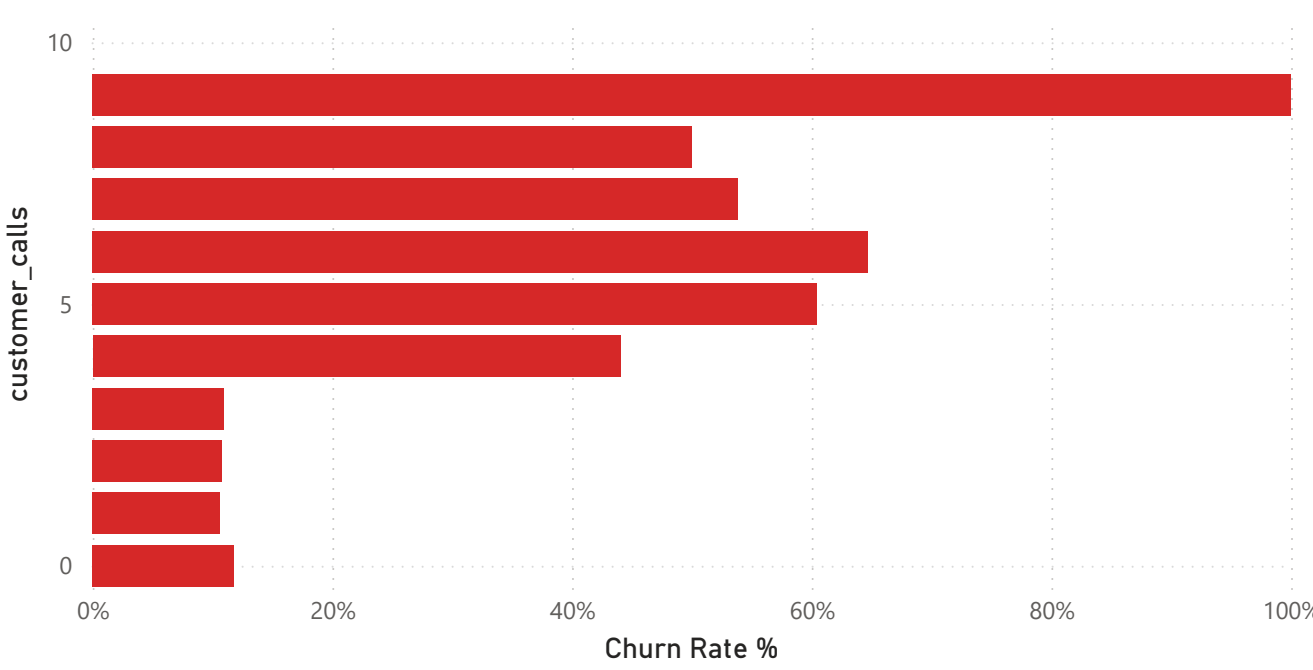
Avg Intl Charges by Churn Status



Day vs Eve vs Night Minutes by Churn



Customer Service Calls vs Churn



Telecom Churn – Business Insights & Recommendations

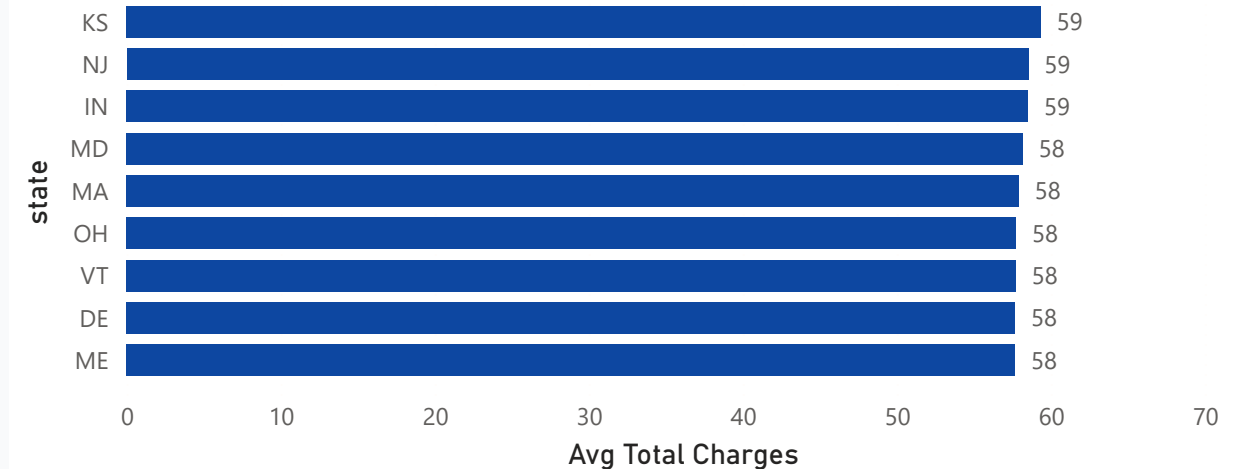
KEY CHURN DRIVERS

- 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

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

Avg Total Charges by state



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.