



Telecom Company Churn Analysis



Customers

7043

Churn

1869

Churn Rate

26.5%

Avg. Monthly Charge

64.8

Avg. Tenure (in months)

32

Partner

No

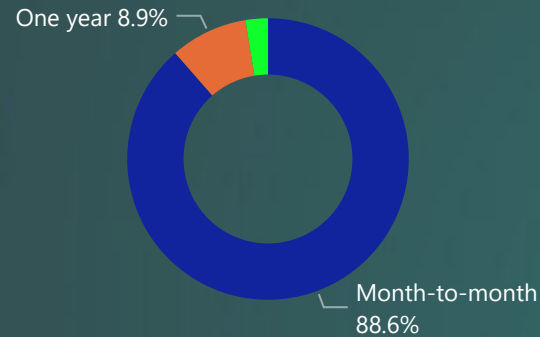
Yes

Churn by Paperless Billing

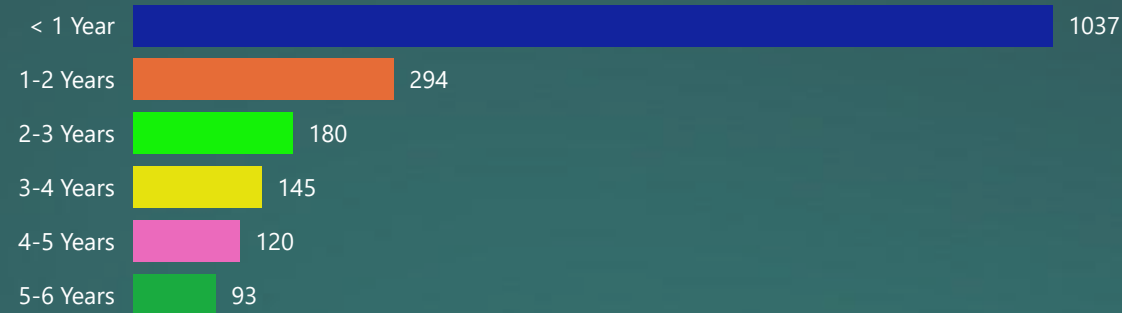
Yes

No

Churn by Contract Type



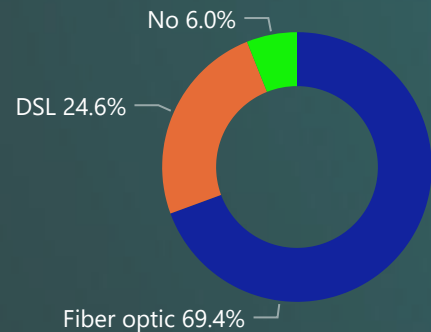
Churn by Tenure Duration



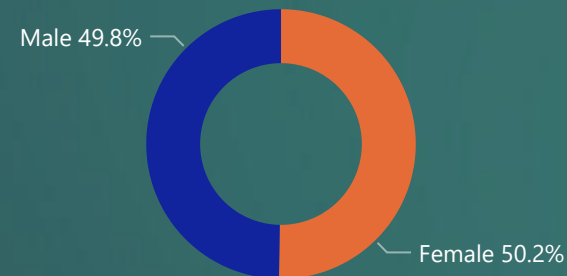
Average Monthly Charge by Churn



Churn by Internet Service Type



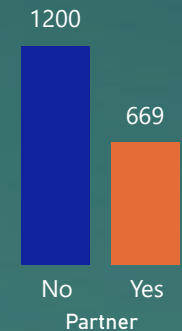
Churn by Gender



Contract	Average of MonthlyCharges
Month-to-month	66.40
One year	65.05
Two year	60.77

Partner	Average of MonthlyCharges
No	61.95
Yes	67.78

Churn by Partnership



Insights:

- Month-to-month users more likely to churn due to lesser commitment.
- Churn is the highest in the first year of tenure showing that longer the customers, stay the less likely they are to churn.
- The average monthly charge for customers who churn are higher by \$13, so maybe they find it a bit overpriced.
- The average monthly charge for the one-year contract is just \$1 above that of the month-to-month contract, implying that there is not much incentive for the customers to upgrade.
- Almost 70% of the churn customers had had Fibre Optic Internet Service, there may be some issue with it.
- The difference in churning is negligible between men and women. (The marketing is most likely targeted at both)
- 75% of the customers who churn used paperless billing, showing maybe the older generation who are less acquainted with internet and technology tend to stick with the company, without looking at the competitors.
- The average monthly charge for partners is \$5 lesser than that of non-partners.
- As expected partners tend to stay with the company.

Conclusion:

- Target **month-to-month customers** and **new customers (within 1 year tenure)** by **incentivizing upgrade to longer contracts** and also by **encouraging them to become partners** explaining \$5 decrease in average monthly charge.
- Also **look into the Fibre Optic Internet service** as there may be some problems with it.
- Some customers **may also find the pricing a bit high.**