**Customers Churn Analysis**

**Analysis Stages:**

* **Transformation:**
* Remove Nulls
* Change data types
* Replace values in columns Churn, SeniorCitizen, InternetService and Has Dependences
* Consider services columns as three categories Yes, No, and No Internet Service
* Add calculated columns NumOfServices
* **Modelling**
* Split data to customers table and Payment methods table as dimension
* Create date table in power query
* **Analysis**
* Used Dax Function and Parameters
* **Key Results**
* **Churn Rate**: ‎26.5% more than a quarter of customers are leaving.
* **Retention Rate**: ‎73.5% about 3 out of 4 customers remain.
* **Early Churn Rate**: ‎8.47% a noticeable share of customers leave after three months or less.
* **Churned Customers**: ‎1869.
* **Active Customers**: ‎5183
* **By contract type**: Month-to-Month highest churn, ‎42.6% → most at risk
* **By Tenure**: Longer tenure = higher loyalty

**Churn Services**

* Customers with **only 1 service** have the highest churn (832 customers).
* Churn decreases as the number of services increases (only **24 churned customers with 5 services**).
* This indicates that **multi-service bundles improve retention**.
* Customers without **Internet Service Fiber Optics** show significantly higher churn (1297 churned vs 1801 active)
* Single customers are more likely to churn
* Customers with dependents are more likely to churn

The number of churned customers (1,869) is lower than active ones, they are causing significant financial loss.

* Their **average CLV is $1,530**, which adds up to **$2.86 million in lost revenue**.
* That’s **17.81% of total revenue** —a major loss.
* These customers left before reaching their full lifetime value.
* The company also **incurred acquisition and service costs**, making the loss even worse.
* **Key Predictors of Churn**
* **Contract type** is the strongest predictor (month-to-month = high risk).
* **Tenure**: short-term customers are far more likely to churn.
* **Early churn**: the 8.47% figure highlights problems during the onboarding/early experience
* customers they don’t subscribe services such Online security, Online Backup, Device Protection, and Teck Support churn more frequently
* **Short Tenure**: Strongly associated with churn.
* **No Dependents**: Higher likelihood of churn.
* **No Partner (Single)**: More likely to churn.
* **Electronic Check Payment**: Highest churn rate among payment methods.
* **Younger Customers (Implied by Non-Senior)**: Higher volume of churn, though this may be due to larger non-senior customer base.
* **Recommendations**
* Offer early renewal benefits or free add-on services to customers approaching renewal
* Create family packages to increase multi-service adoption
* Educate customers on the importance of digital safety & support through campaigns
* Implement a strong onboarding program in the first 90 days
* Monitor for customers with high monthly charges but short tenure — they’re at risk, provide proactive support, personalized offers, or loyalty incentives to retain them
* Customers without dependents or partners are more likely to churn, Use personalized marketing that highlights individual value, flexibility