

# Customer Churn Retention Analysis

**Customer churn demographics and Insights**

**Customer Churn**

**Customer Risk**

**Services**

**Insights**

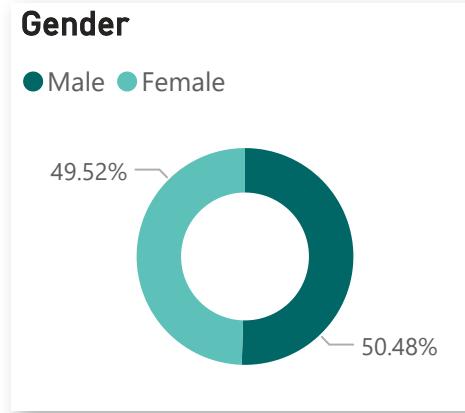
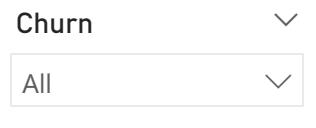
# Customer Churn Dashboard

Customer Churn

Customer Risk

Services

Insights



7043

SeniorCitizen

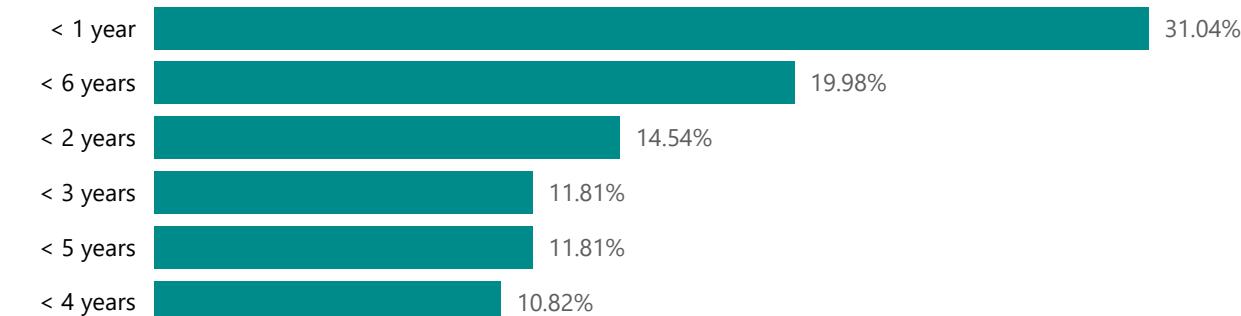
0.36

Partner in %

0.17

Dependent in %

## Churn by Yearly



1869

Customer Churn

\$16.06M

Yearly Charges

\$456.12K

Monthly Charges

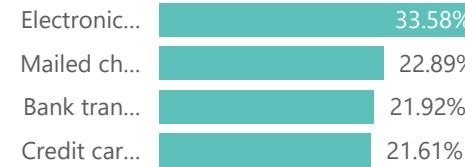
3632

Admin Tickets

2955

Tech Tickets

## Payment Method



0.91

Phone service%

0.17

Tech Support%

0.44

Streaming TV%

0.44

Streaming Movies%

0.29

Device protection%

0.28

Online backup%

0.16

Online security%

## Contract Type



\$64.7616924...

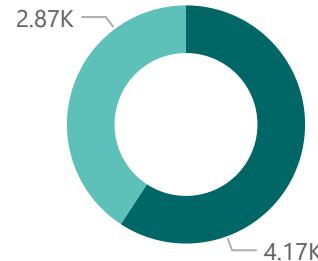
Avg. of Monthl...

\$2,283.3004408...

Avg. of TotalChar...

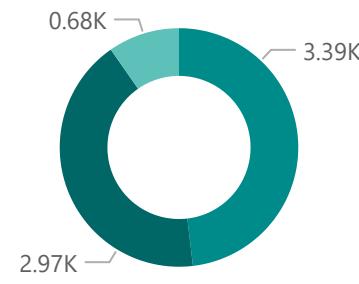
## PaperlessBilling

Yes No



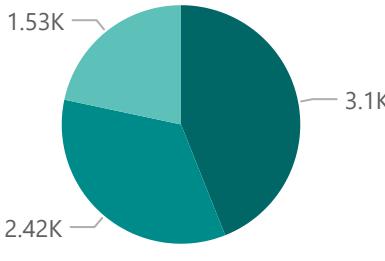
## Multiple Lines

No Yes No phone service



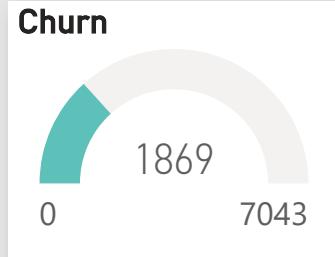
## Internet Service

Fiber optic DSL No





# Customer Risk Dashboard

[Customer Churn](#)[Customer Risk](#)[Services](#)[Insights](#)

7043

Total Customer Churn

0.27

Churn Rate %

\$456.12K

Monthly Charges

\$16.06M

Yearly Total Charges

Churn Risk

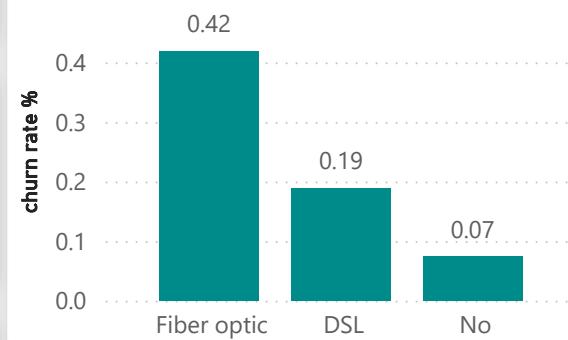
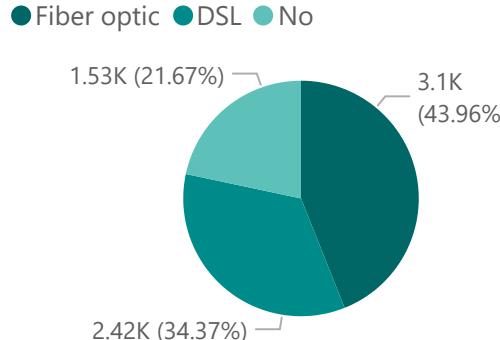
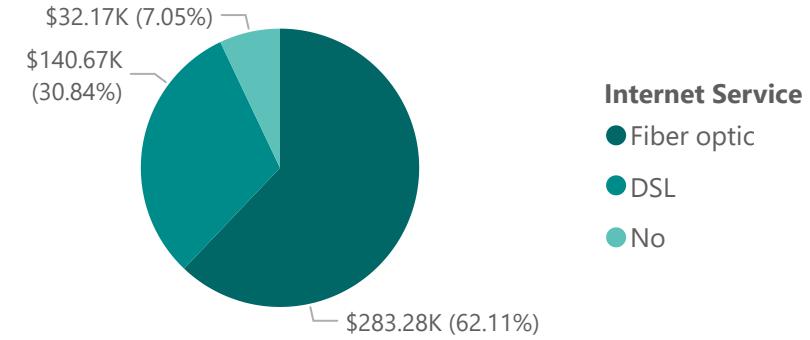
All

InternetService

All

Contract

All

**Churn by Internet Service****Customer by Internet Service****Monthly Charges by Internet Service****Admin Tickets and Tech Tickets by Churn**

Admin Tickets

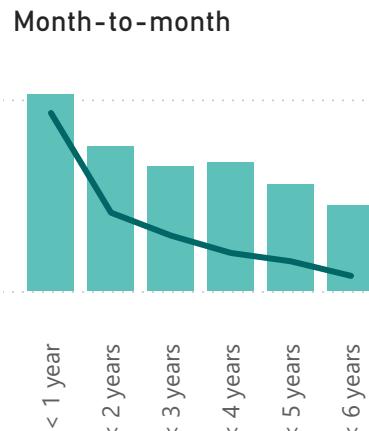
Tech Tickets

**churn rate % and Monthly Charges by Year and Contract**

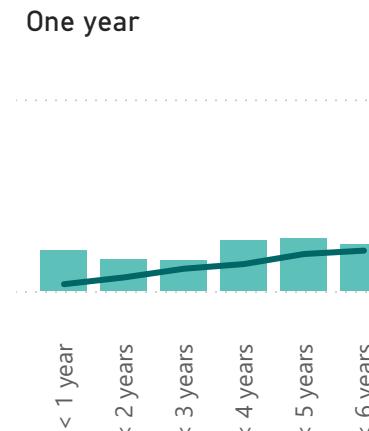
churn rate %

Monthly Charges

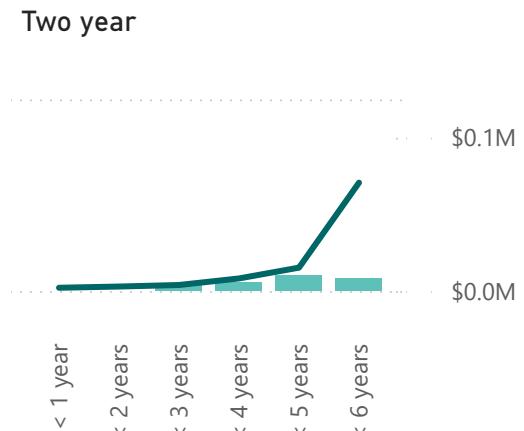
Month-to-month



One year



Two year





# Services

[Customer Churn](#)[Customer Risk](#)[Services](#)[Insights](#)**Churn**

All

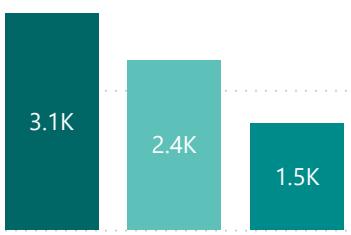
## Internet Service

● Fiber optic ● DSL ● No

4K

2K

0K



## Streaming TV

● No ● Yes

2K

0K

No  
Yes  
No internet service

## Streaming Movies

● No ● Yes

2K

1K

0K

No  
Yes  
No internet service

## Multiple Lines

● No ● Yes

2K

0K

No  
Yes  
No phone service

## Phone Service

● No ● Yes

4K

2K

0K

Yes  
No

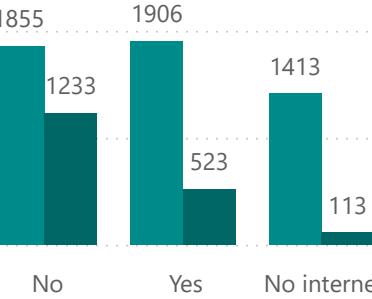
## Online Backup

● No ● Yes

2K

1K

0K



## Online Security

● No ● Yes

2K

1K

0K

No  
Yes  
No internet service

## Tech Support

● No ● Yes

2K

1K

0K

No  
Yes  
No internet service

## Device Protection

● No ● Yes

2K

1K

0K

No  
Yes  
No internet service

# ← Insights and Recommendation

Customer Churn

Customer Risk

Services

Insights

## Insights:

As shown the data Visualization, It can be deduced that:

- Customers on the Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract joined the company.
- The company is at risk of losing recently joined customers. based on the results from analysis.. if they decided to month-to-month contract.
- **7043** customers are at the risk of churn. and The churn rate is **27%** and yearly charges is **\$16.06M** charges. and Monthly Charges is **\$456.12K** monthly charges.
- **2955** tech tickets were opened and **3632** admin tickets were opened.
- Most of the churned customers did not sign up for Online Security and tech support and also did not sign up for Phone Services.
- It a lot of customers had an issue with Fiber Optic . Up to **42%** of the customers churned were using Fiber Optic as their Internet Services.

## Recommendation:

- The Company could try convincing customers to subscribe to One-Year and Two-Year contract. The contract are not favorable to customers as they tend to pay more monthly.
- Giving the discount to customers based on the some specific tasks is also good wat retaining them, specially those month-to-month contract.
- From analysis majority customers who churned did not sigh up for Online Security and Tech Support. These are the important services that customers should customers signup for. The company should educate customers on the benefits of signing up for these services.
- Increase sale of 1 and 2 year contract by **5%** each and Yearly increase of automatic payments by **5%**.