

Customer Churn • Last saved: Today at 10:05 PM

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Name loyalty Data type Text Text % Auto Don't summarize

Uncategorized

Visualizations

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Data

DeviceProtect...
gender
InternetService
loyalty
 Σ MonthlyCharg...
MultipleLines
 Σ numAdminTic...
 Σ numTechTickets
Online backup...
Online securit...
OnlineBackup
OnlineSecurity
PaperlessBilling
Partner
Partner in %
PaymentMeth...
Phone service ...
PhoneService
SenioCitizen i...
SeniorCitizen
ServiceCount
Streaming Mo...
Streaming TV ...
StreamingMo...
StreamingTV
Tech Support i...
TechSupport
 Σ tenure
 Σ TotalCharges

Customer Churn Retention Analysis

Customer churn demographics and Insights

Customer Churn Customer Risk Services Insights

Project- Customer Churn Retention Customer churn dashboard Customer Risk Dashboard Services Insights and Recommendation portal questi +

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Refresh Sensitivity Publish Prep data for AI Copilot ...

Customer Churn Dashboard

Customer Churn Customer Risk Services Insights

Churn: Yes

Gender

1869 Customer Churn

Churn by Yearly

Year	Percentage
< 1 year	55.48%
< 2 years	15.73%
< 3 years	9.63%
< 4 years	7.76%
< 5 years	6.42%
< 6 years	4.98%

\$2.86M Yearly Charges

\$139.13K Monthly Charges

885 Admin Tickets

2173 Tech Tickets

Payment Method

Method	Percentage
Electronic...	57.30%
Mailed ch...	16.48%
Bank tran...	13.80%
Credit car...	12.41%

0.91 Phone service% 0.44 Streaming TV% 0.44 Streaming Movies% 0.29 Device protection% 0.28 Online backup% 0.16 Online security%

0.17 Tech Support%

Contract Type

Type	Percentage
Month-to...	88.55%
One year	8.88%
Two year	2.57%

\$74,441,332... \$1,531,796 Avg. of Monthl... Avg. of TotalChar...

PaperlessBilling

Multiple Lines

Internet Service

Visualizations Data

Filters

Build visual

Search

DeviceProtecti... gender InternetService loyalty MonthlyCharg... MultipleLines numAdminTic... numTechTickets Online backu... Online securit... OnlineBackup OnlineSecurity PaperlessBilling Partner Partner in % PaymentMeth... Phone service ... PhoneService SeniorCitizen i... SeniorCitizen ServiceCount Streaming Mo... Streaming TV ... StreamingMo... StreamingTV Tech Support i... TechSupport tenure TotalCharges

Add data fields here

Drill through

Cross-report Off

Keep all filters On

Add drill-through fields here

Project- Customer Churn Retention Customer churn dashboard Customer Risk Dashboard Services Insights and Recomendation portal question +

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Refresh Sensitivity Publish Prep data for AI Copilot ...

Customer Risk Dashboard

Customer Churn Customer Risk Services Insights

Churn

Churn Risk: Yes InternetService: All Contract: All

Churn by Internet Service: Churn rate % vs Internet Service (Fiber optic, DSL, No)

Customer by Internet Service: Churn rate % vs Internet Service (Fiber optic, DSL, No)

Monthly Charges by Internet Service: Monthly Charges vs Internet Service (Fiber optic, DSL, No)

Total Customer Churn: 1869

Churn Rate %: 1.00

Monthly Charges: \$139.13K

Yearly Total Charges: \$2.86M

Admin Tickets and Tech Tickets by Churn: Admin Tickets (Yes) vs Tech Tickets (Yes)

churn rate % and Monthly Charges by Year and Contract: chunr rate % vs Month-to-month, One year, Two year

Visualizations Data

Build visual

Filters

Search

DeviceProtect... gender InternetService loyalty MonthlyCharg... MultipleLines numAdminTic... numTechTickets Online backu... Online securit... OnlineBackup OnlineSecurity PaperlessBilling Partner Partner in % PaymentMeth... Phone service ... PhoneService SeniorCitizen i... SeniorCitizen ServiceCount Streaming Mo... Streaming TV ... StreamingMo... StreamingTV Tech Support i... TechSupport tenure TotalCharges

X-axis: Year

Column y-axis: churn rate %

Line y-axis: Monthly Charges

Column legend: Add data fields here

Small multiples: Contract

Tooltips: Add data fields here

Project- Customer Churn Retention Customer churn dashboard Customer Risk Dashboard Services Insights and Recomendation portal questio

Services

Customer Churn Customer Risk Services Insights

Churn
Yes

Internet Service Streaming TV Streaming Movies Multiple Lines Phone Service

● Fiber optic ● Yes ● Yes ● Yes ● Yes

Fiber optic DSL No

1,000 942 814 113

No Yes No internet service

1,000 938 818 113

No Yes No internet service

1,000 850 849 170

Yes No No phone service

1,500 1,699 170

Yes No

Online Backup Online Security Tech Support Device Protection

● Yes ● Yes ● Yes ● Yes

No Yes No internet service

1,233 523 113

No Yes No internet service

1,461 295 113

No Yes No internet service

1,446 310 113

No Yes No internet service

1,211 545 113

No Yes No internet service

Visualizations Build visual

Filters

InternetService Loyalty MonthlyCharges MultipleLines numAdminTiers numTechTickets OnlineBackup OnlineSecurity PaperlessBilling Partner PaymentMethod PhoneService SeniorCitizen SeniorCount StreamingMovies StreamingTV TechSupport tenure TotalCharges

Values Add data fields here

Drill through

Cross-report (On) Keep all filters (On)

Add drill-through fields here



Insights and Recommendation

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

Insights:

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

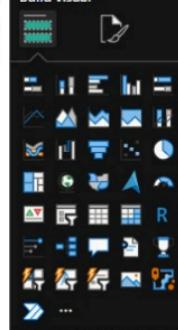
- Customers on the Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract joined the company.
- The company is at risk of losing recently joined customers, based on the results from analysis.. if they decided to month-to-month contract.
- 7043** 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 way retaining them, specially those month-to-month contract.
- From analysis majority customers who churned did not sign 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%**.

Filters

Visualizations

[Build visual](#)

Values

[Add data fields here](#)

Drill through

[Cross-report](#)[Keep all filters](#)[Add drill-through fields here](#)

Data

[Search](#)

- DeviceProtect...
- gender
- InternetService
- loyalty
- \sum MonthlyCharg...
- MultipleLines
- \sum numAdminTic...
- \sum numTechTickets
- Online backu...
- Online securit...
- OnlineBackup
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- Streaming TV ...
- StreamingMo...
- StreamingTV
- Tech Support i...
- TechSupport
- \sum tenure
- \sum TotalCharges



Name 01 Churn-Dat... Manage relationships New measure Quick measure New column New table Mark as date table

OnlineSecurity	OnlineBackup	DeviceProtection	TechSupport	StreamingTV	StreamingMovies	Contract	PaperlessBilling	PaymentMethod	MonthlyCharges	TotalCharges
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$71.55	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$45.95	
No	No	No	No	No	No	Month-to-month	Yes	Bank transfer (automati	\$69.5	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$44.6	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$45.4	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$45.8	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$69.1	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$46.3	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$44.15	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$70.6	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$44.95	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$70.8	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$70.85	
No	No	No	No	No	No	Month-to-month	Yes	Credit card (automatic	\$69.95	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$45.35	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$69.95	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$44.75	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$69.4	
No	No	No	No	No	No	Month-to-month	No	Bank transfer (automati	\$44.15	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$70.7	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$44.45	
No	No	No	No	No	No	Month-to-month	Yes	Credit card (automatic	\$44.55	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$69.4	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$45.15	
No	No	No	No	No	No	Month-to-month	Yes	Bank transfer (automati	\$44.35	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$45.4	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$70.15	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$44	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$44.3	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$70.75	
No	No	No	No	No	No	Month-to-month	Yes	Bank transfer (automati	\$44.9	
No	No	No	No	No	No	Month-to-month	Yes	Mailed check	\$69.9	
No	No	No	No	No	No	Month-to-month	No	Bank transfer (automati	\$69.7	
No	No	No	No	No	No	Month-to-month	No	Mailed check	\$43.95	

Data

Search
01 Churn-Dataset