**Customer Churn Retention Analysis Conclusion**

Respected,

This is the Mail to explain you the Key Findings from the Customer Churn Analysis.

1. The Total Customer Count is 7043, Where Churned Customer Count is 1869.
2. The Churn Rate from the Given Dataset is 27%.
3. The Total Admin Tickets were 3632 and 885 were Churned Customers.
4. Total Tech Tickets were 2955 and out of 2173 were Churned Customers.
5. The overall Average Monthly Charges was 64.8 and Charges generated by Churned Customer was 74.4
6. Total Revenue Generated was 16.1 Million and out of that Revenue generated by Churned Customer was 2.9 Million.
7. Churn Rate by Demographic Segment: a) 25% was from Senior Citizen and that affects 31% of the Revenue,  b) 64% were partners and they affect 64% of the Revenue, c)83% were dependents and they affect 21% of the revenue.
8. Churn Rate by Service Segment: a) 91 % of the Customers Churned who signed for Phone Service and they affect 96% of the Revenue, b) 69% of the Customer who took Fiber Optic for Internet Service has Churned and this affect 87% of the Revenue, d) 45% percent of the Customers exit from Multiple Lines and this affect72% of the Revenue, e) 44% of the customers exist from streaming tv service and this affects 70% of the revenue, f) 44% percent of the customers churned from streaming movies service and this affects 70% of the revenue, g) 16% of the customers churned from online security service and this affects 27% of the revenue, h) 28% of the customers churned from online backup service and this affects50% of the revenue, i) 29% of the customers churned from device protection service and this affects 51% of the revenue, j) 17% of the customers churned from tech support service and this affects 29% of the revenue.
9. Churn by Account Type Segment: a) 75% of the Customers churned was Paperless billing, b) Month to Month Contract type was said to churn more this affects maximum revenue, c) Customers with Electronic Check Payment Method was said to be Churned more, d) Customers who has churned within a month has generated loss in monthly charge of 22,115.