



TELCO CHURN ANALYSIS

Tracking a telco company's customer churn based on various possible factors



General Insights

General insights about the dataset

7043

Total Customers

21.37M

Total Revenue

16.06M

Total Charges

1869

Total Churned Customers

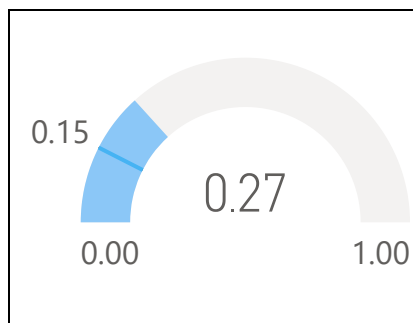
Filters

Churned

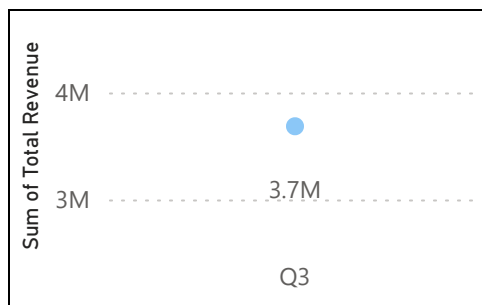
Joined

Stayed

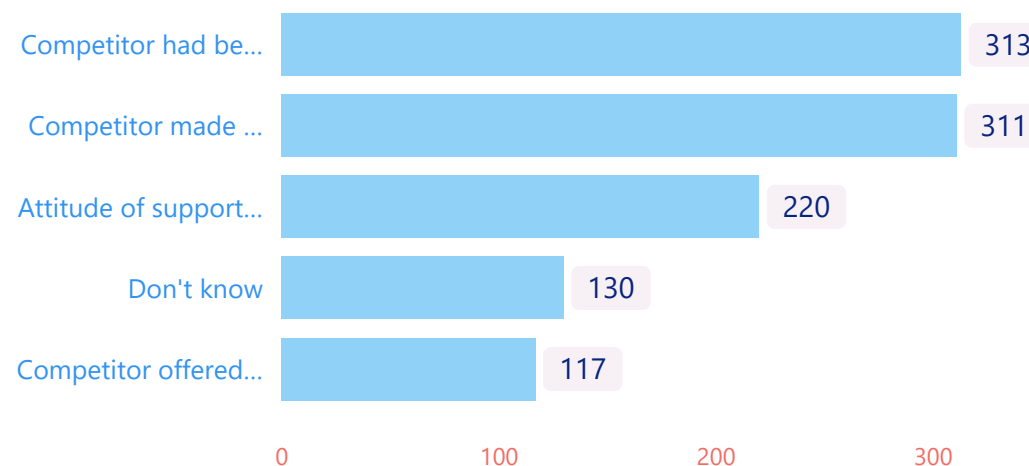
Churn Rate Over Time



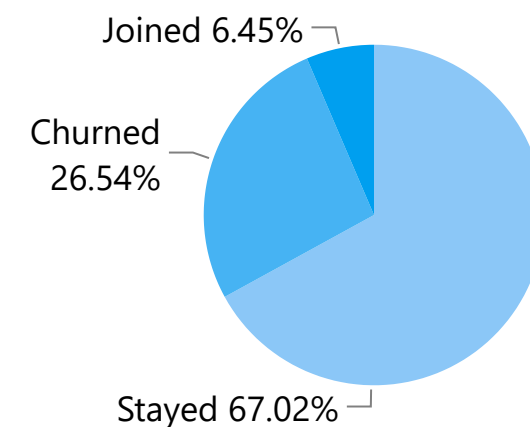
Revenue Trend



Top 5 Churn Reasons



Customers Status



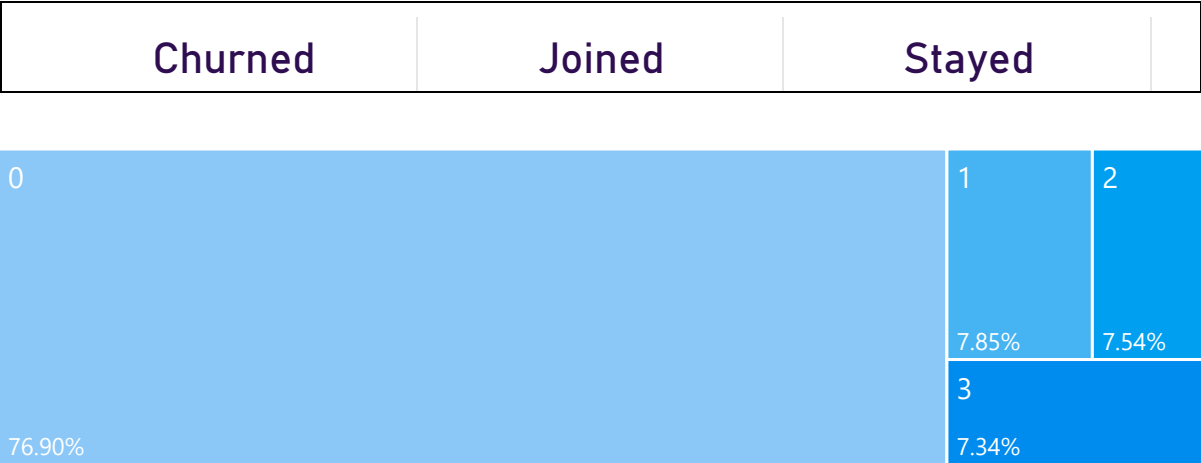


Customers Demographics

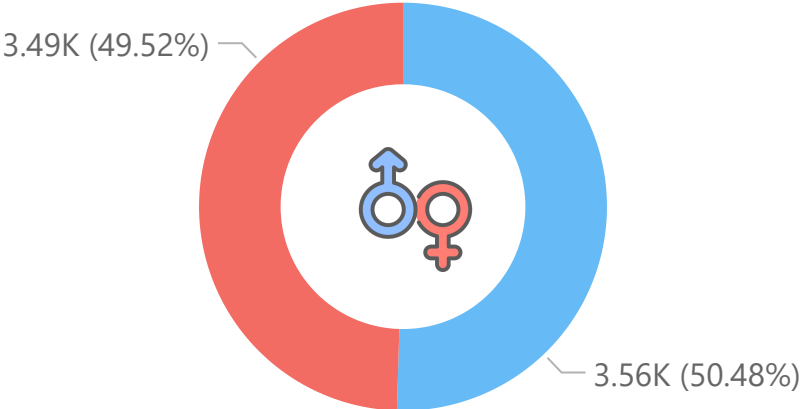
Data about the customers

Filters

Numbers of Dependents

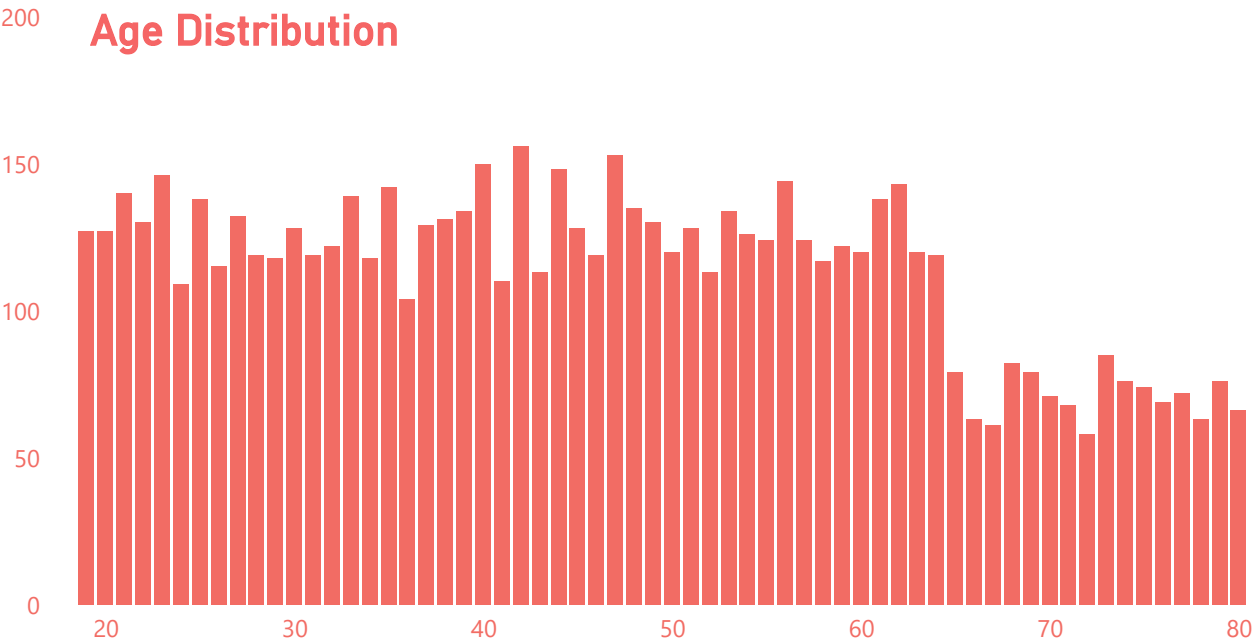


Gender Distribution



Gender ● Male ● Female

Age Distribution



Under 30?



Under 30 ? ● No ● Yes



0K 1K 2K 3K 4K



Services

Data about the provided services

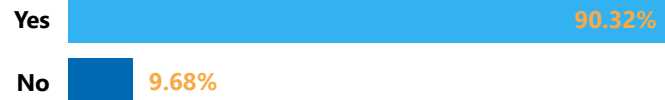
Filters

Churned

Joined

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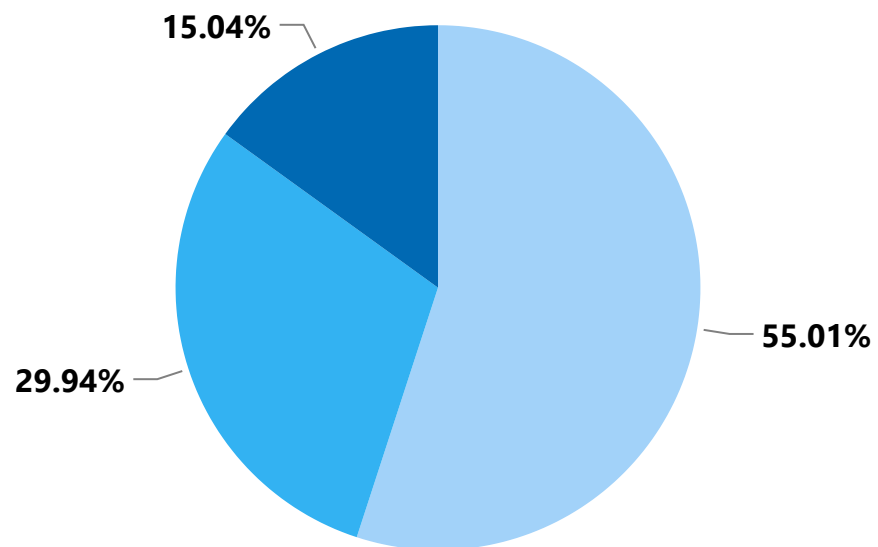
Phone Service



Multiples Lines



Type of Internet



Internet Type ● Fiber Optic ● DSL ● Cable



Data Protection



Online Backup



Streaming TV



Streaming Movie



Tech Support



Online Security





Account Information

Data about the contract and customers payment

Filters

Churned

Joined

Stayed

Paperless Billing

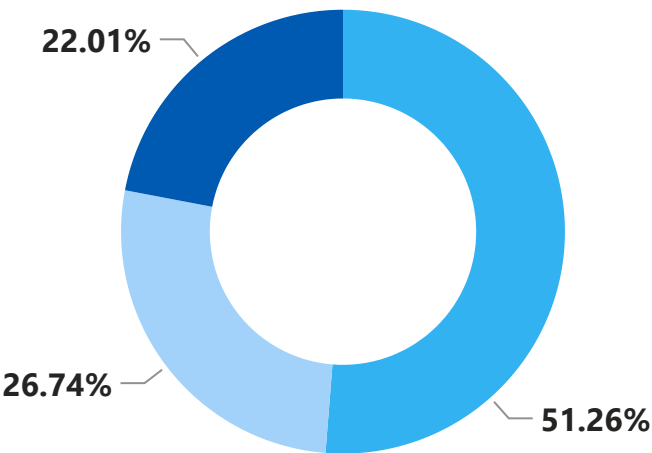
Yes

59.22%

No

40.78%

Contract Type



Contract Month-to-Month Two Year One Year

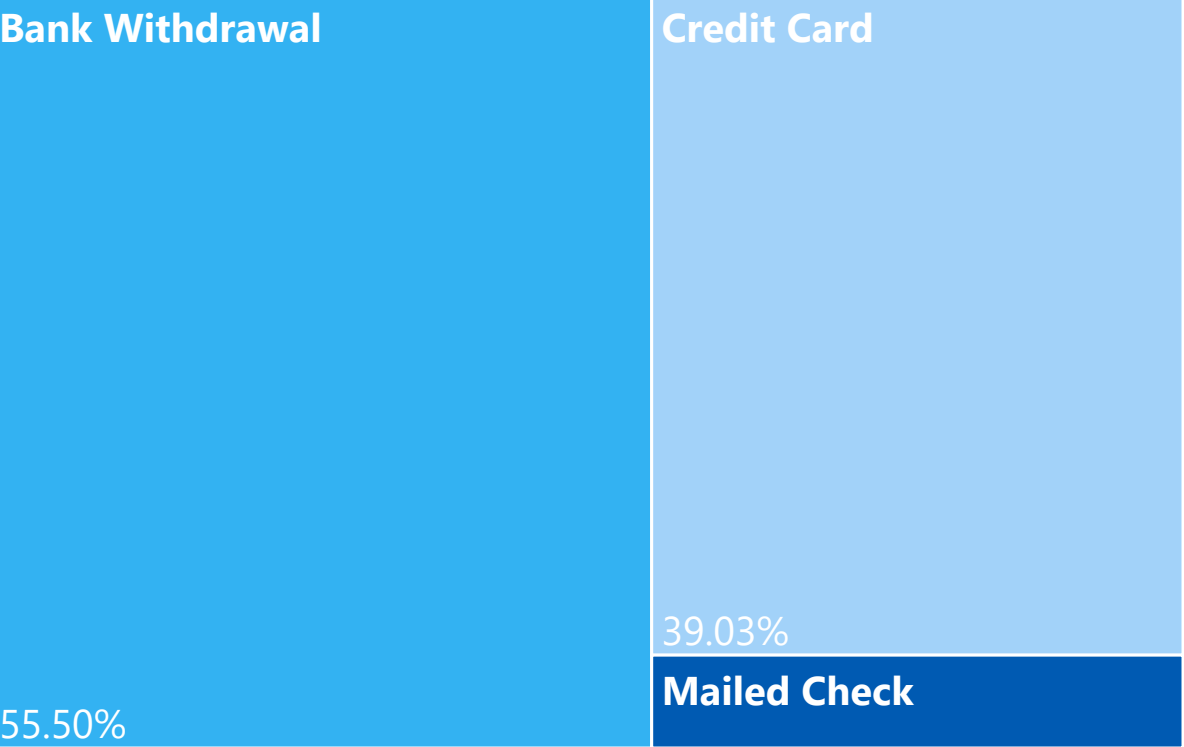
16.06M

Sum of Total Charges

456.12K

Sum of Monthly Charge

Payment Method





Churn and Revenue

Data about the churn causes

Overview

Filters

7043

Total Customers

21.37M

Total Revenue

16.06M

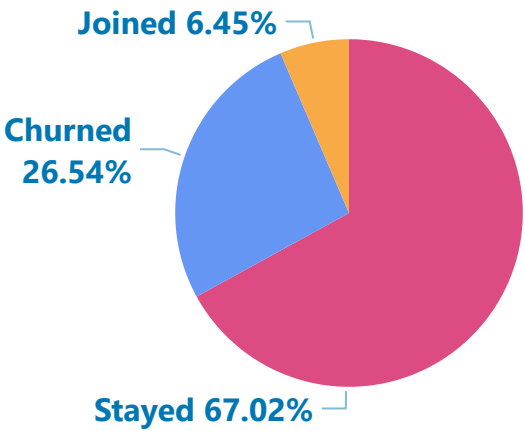
Total Charges

Churned

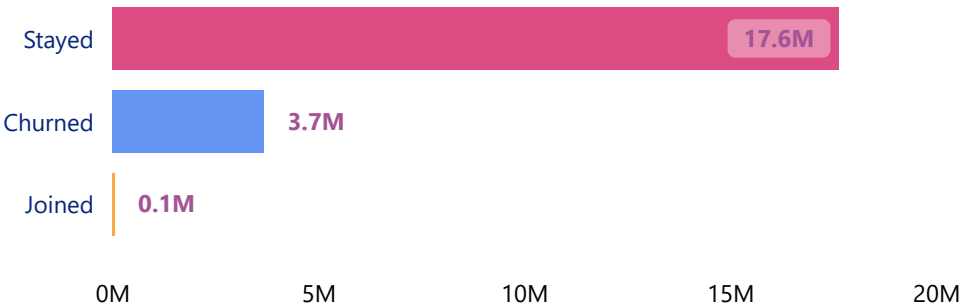
Joined

Stayed

Customers Status



Total Revenue



Detail Churn Reasons

Churn Category	Total Cutsomers
Price	211
Other	200
Dissatisfaction	303
Competitor	841
Competitor offered more data	117
Competitor offered higher download speeds	100
Competitor made better offer	311
Competitor had better devices	313
Attitude	314
Attitude of support person	220
Attitude of service provider	94
Total	1869

Number of Churner in each Churn Category

