



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

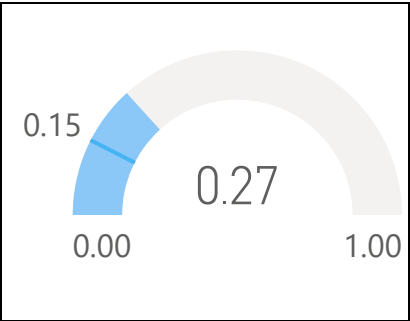
Filters

Churned

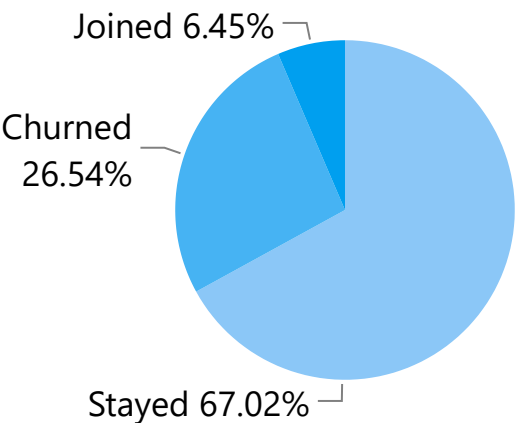
Joined

Stayed

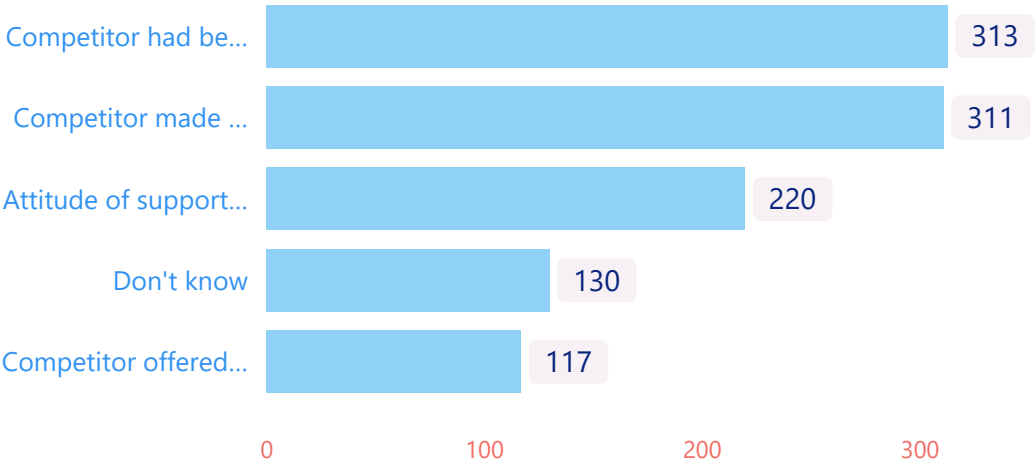
Churn Rate Over Time



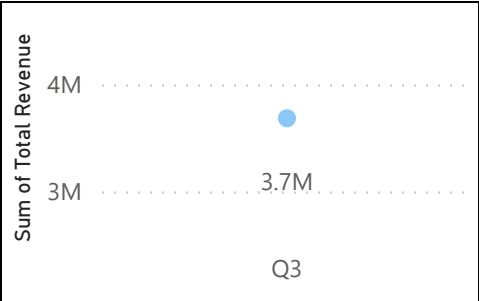
Customers Status



Top 5 Churn Reasons



Revenue Trend



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 |



Customers Demographics

Data about the customers

Filters

Numbers of Dependents

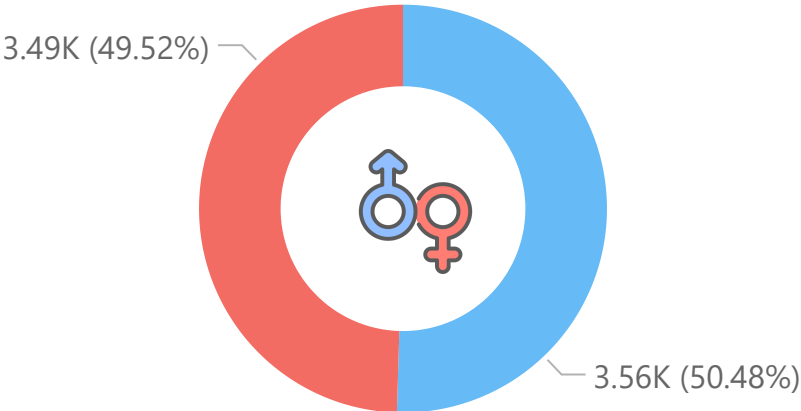
Churned

Joined

Stayed

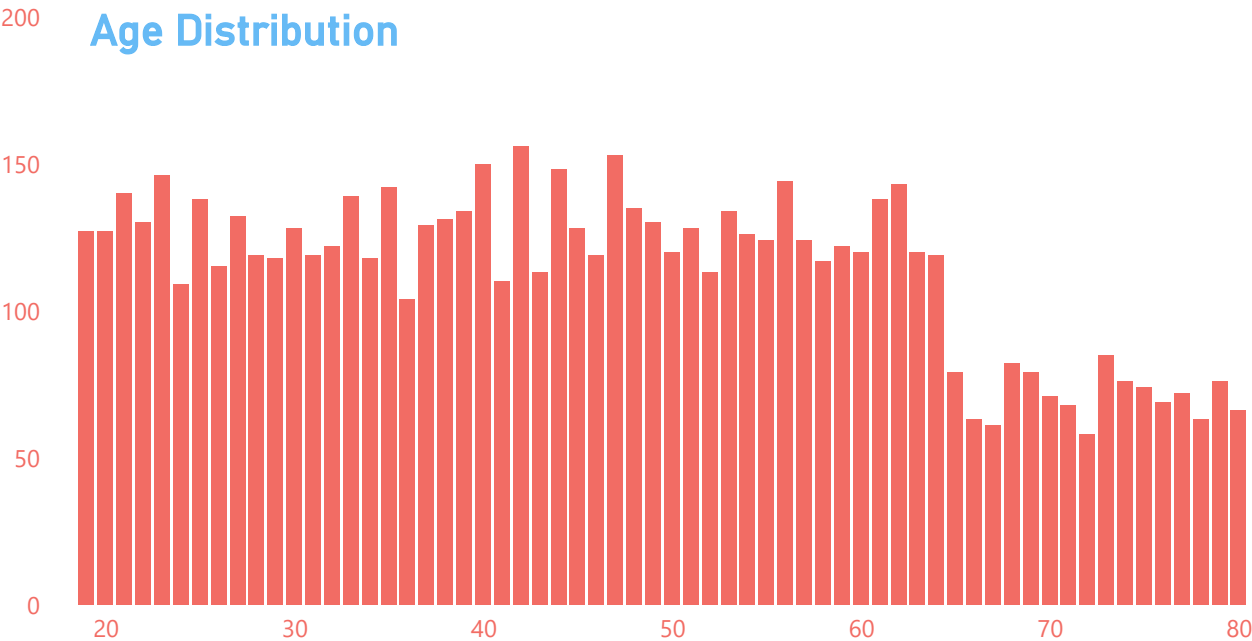


Gender Distribution



Gender ● Male ● Female

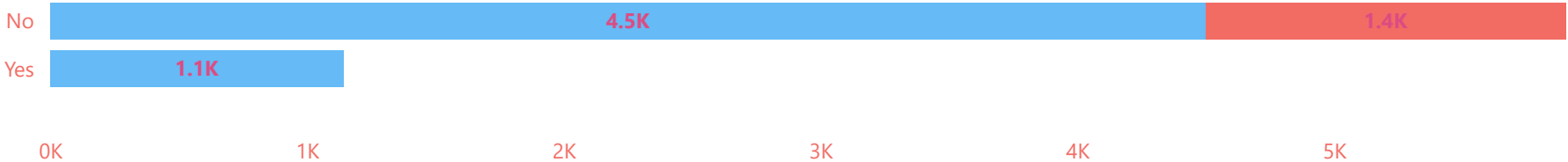
Age Distribution



Under 30?



Under 30 ? ● No ● Yes



Services

Data about the provided services

Filters

Churned

Joined

Stayed



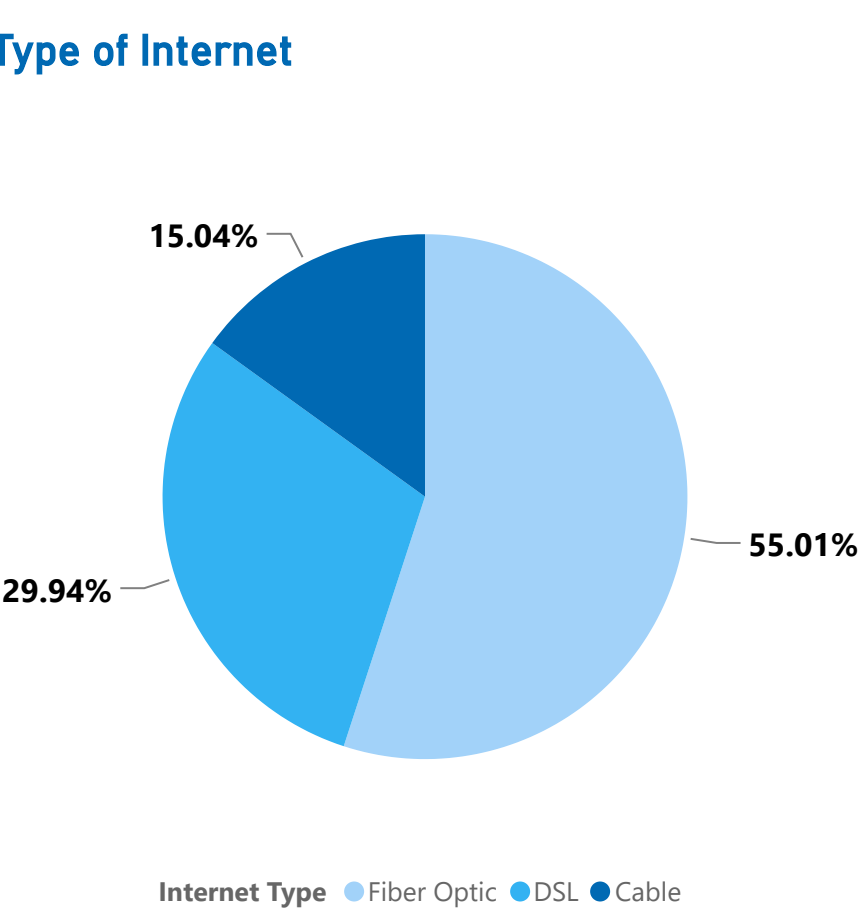
Phone Service



Multiples Lines



Type of Internet



Data Protection



Online Backup



Streaming TV



Streaming Movie



Tech Support



Online Security



Account Information

Data about the contract and customers payment

Filters

Paperless Billing

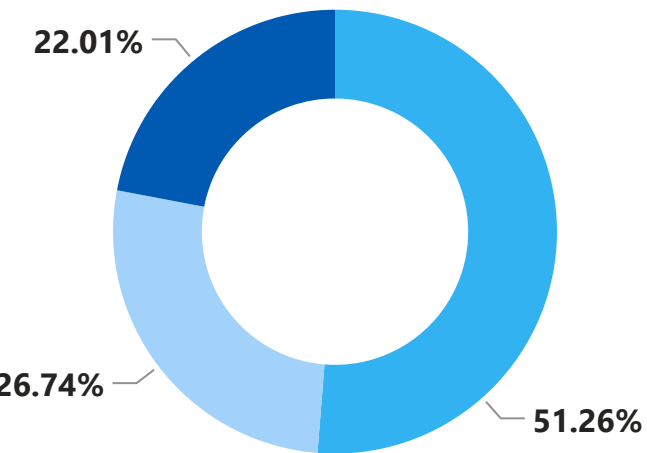
Churned

Joined

Stayed



Contract Type

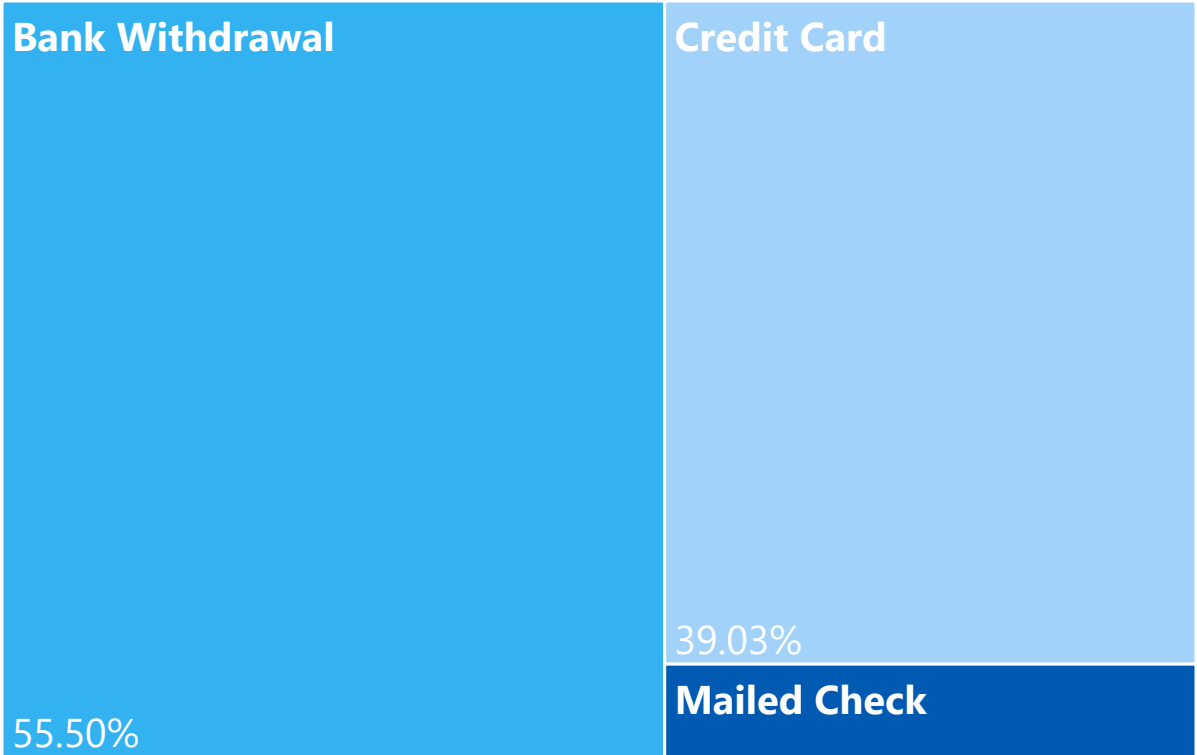


Contract ● Month-to-Month ● Two Year ● One Year

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

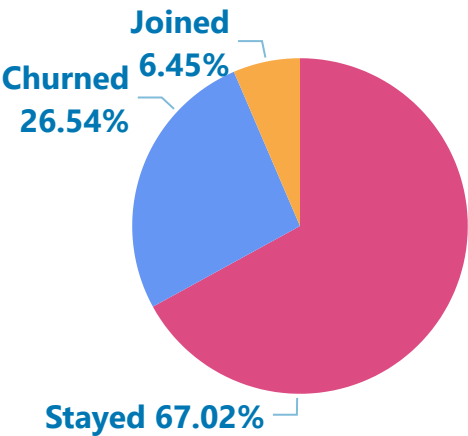


Churned

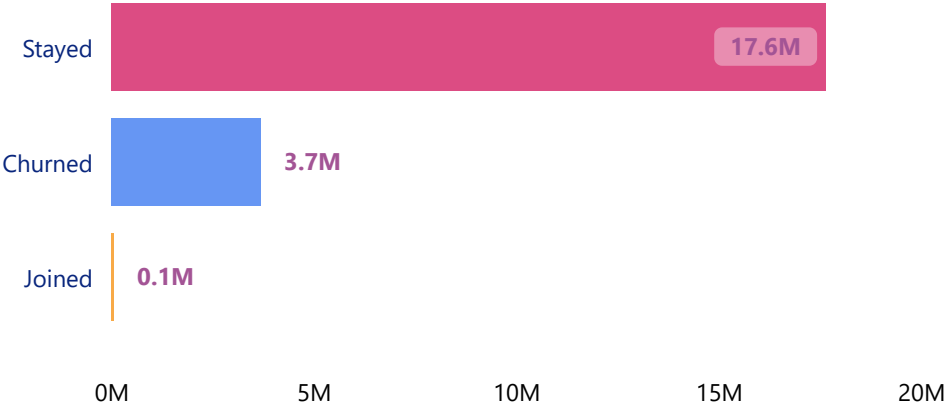
Joined

Stayed

Customers Status



Total Revenue



Number of Churner in each Churn Category

