

TELECO CHURN ANALYSIS



General



Customer
Demographic



Service



Contract

Overview

7043

Total Customers

1869

Total Churn Customers

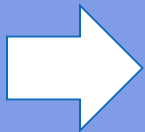
26.54%

Churn Rate

16.06M

Total Revenue

General



7043

Total Customers

1869

Total Churn Customers

26.54%

Churn Rate

16.06M

Total Revenue

Detail Churners Reason

Churn Category	Number of Customer	% Total Customer churn
Competitor	621	33.23%
Competitor offered higher download speeds	189	10.11%
Competitor offered more data	162	8.67%
Competitor made better offer	140	7.49%
Competitor had better devices	130	6.96%
Dissastisfaction	509	27.23%
Network reliability	103	5.51%
Product dissatisfaction	102	5.46%
Service dissatisfaction	89	4.76%
Lack of self-service on Website	88	4.71%
Lack of affordable download/upload speed	44	2.35%
Limited range of services	44	2.35%
Poor expertise of phone support	20	1.07%
Poor expertise of online support	19	1.02%
Attitude	327	17.50%
Attitude of support person	192	10.27%
Attitude of service provider	135	7.22%
Other	213	11.40%
Don't know	154	8.24%
Total	1869	100.00%

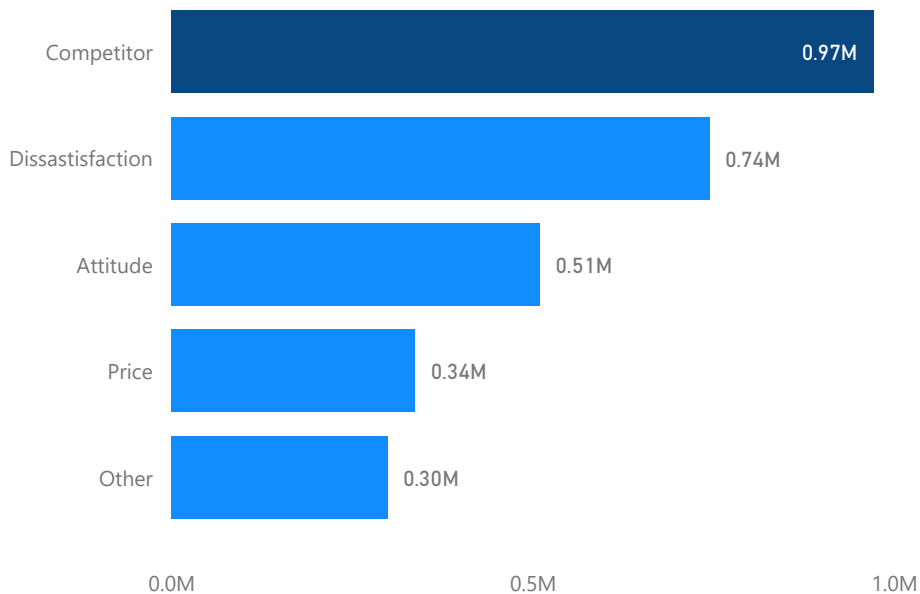
Churn Rate

Target

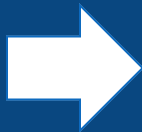
15%

26.54%

Revenue Churn



Customer Demographics



Retaining Customers

5174

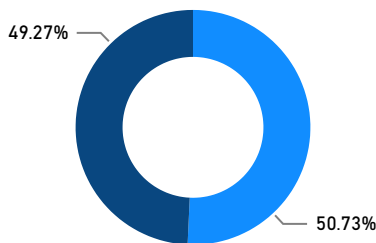


Churned Customers

1869



Gender Distribution



Gen... Male Female

12.87%

Senior Citizen

21.20%

Under 30

52.82%

Married

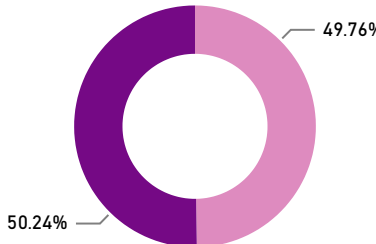
29.40%

Dependents

Number of Dependents



Gender Distribution



Gen... Male Female

25.47%

Senior Citizen

16.27%

Under 30

35.79%

Married

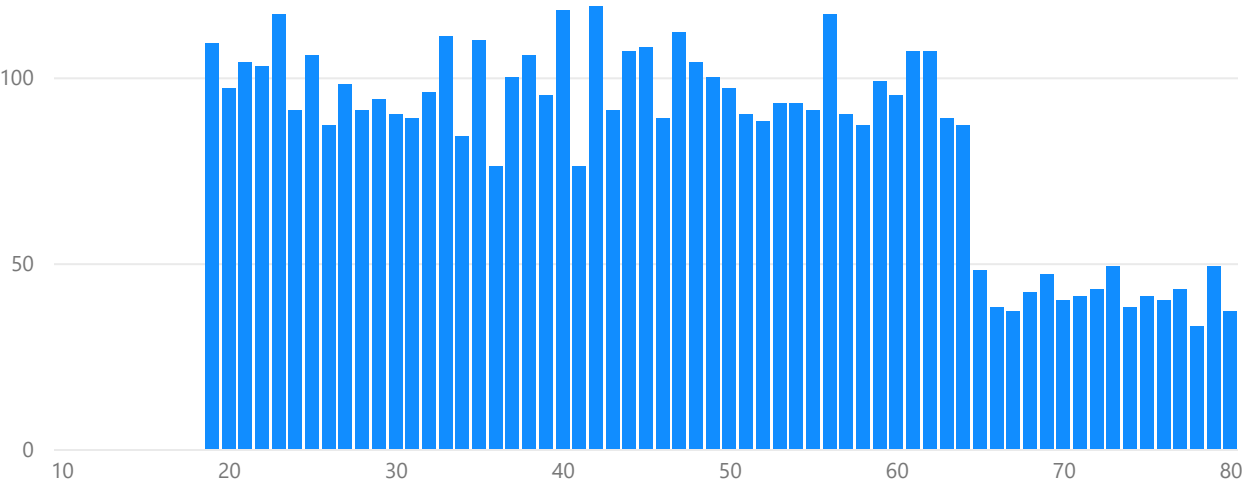
5.67%

Dependents

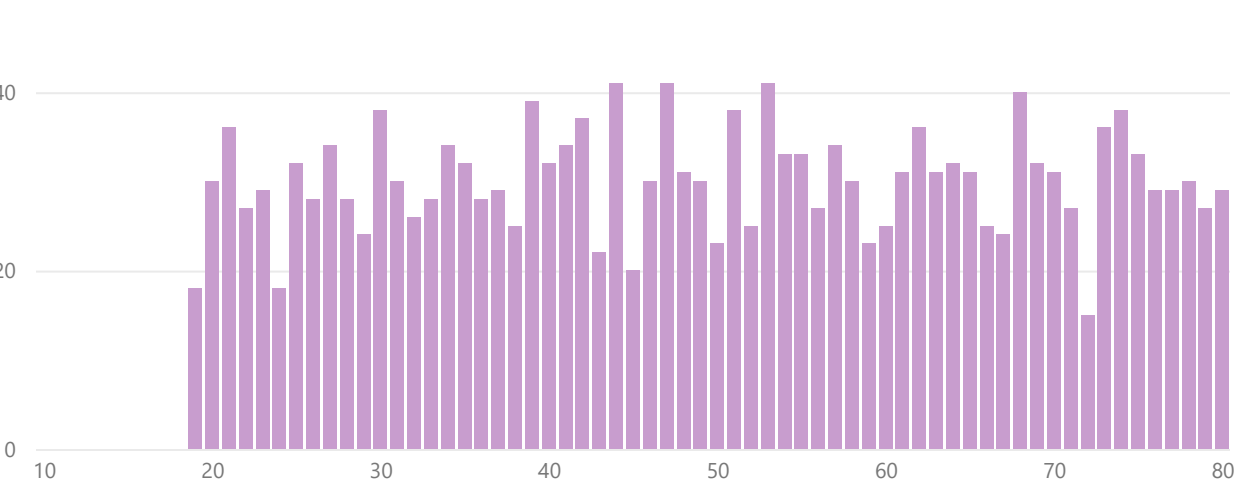
Number of Dependents



Age Distribution



Age Distribution



Services

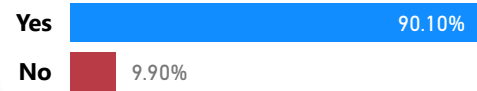


Retaining Customers

5174



Phone Service

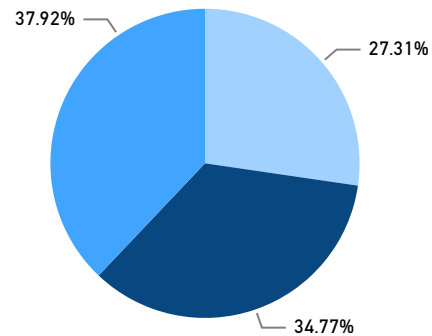


Multiple Lines ?

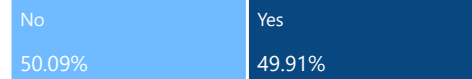
41.0%
Multiple

49.1%
Single

Internet Service



Internet ... No Fiber optic DSL



Churned Customers

1869



Phone Service

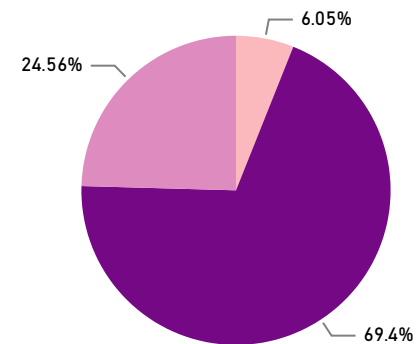


Multiple Lines ?

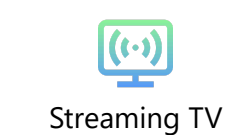
45.5%
Multiple

45.4%
Single

Internet Service



Internet ... No Fiber optic DSL



Account Information

Retaining Customers

5174 

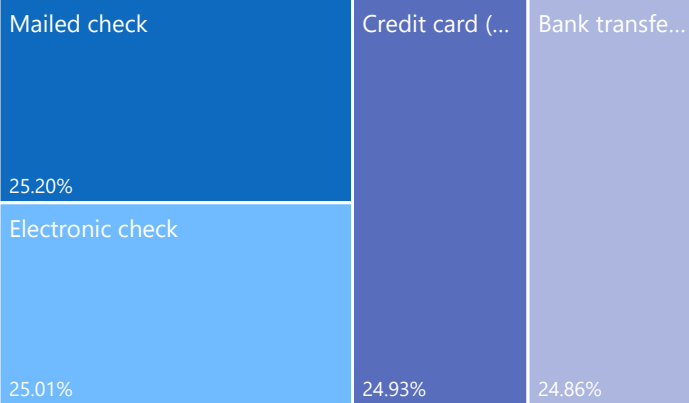
Payment Mode



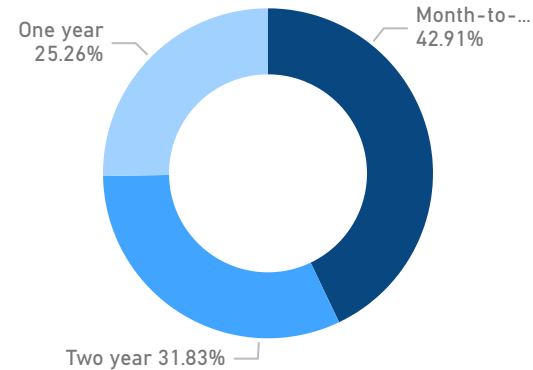
Paperless Billing



Payment Method

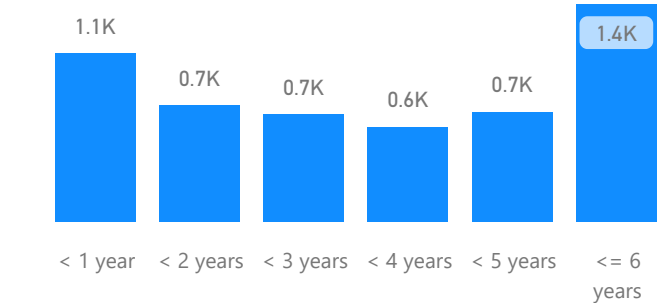


Contract



Contract  Month-to-month  Two year  One year

Tenure Years



\$2.56K

Average of Total Charges

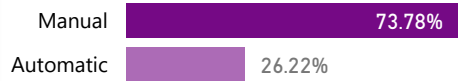
\$61.27

Average of Monthly Charges

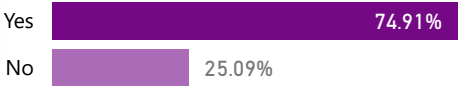
Churned Customers

1869 

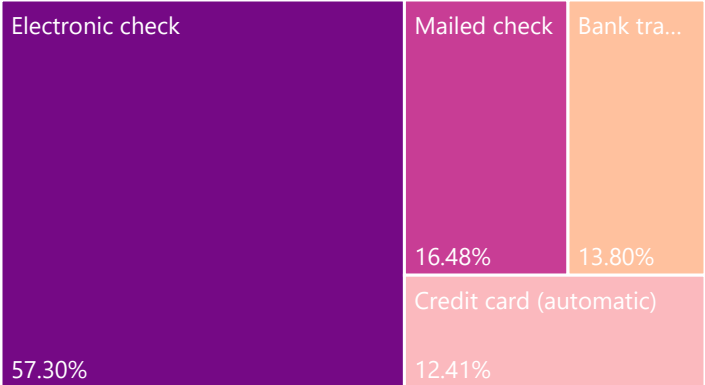
Payment Mode



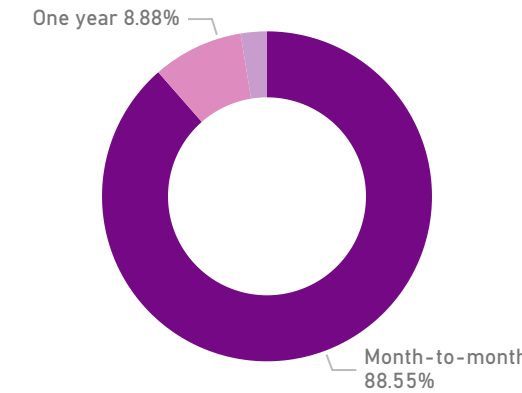
Paperless Billing



Payment Method

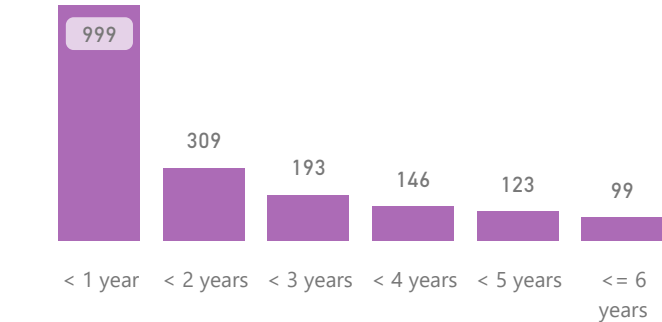


Contract



Contract  Month-to-month  One year  Two year

Tenure Years



\$1.53K

Average of Total Charges

\$74.44

Average of Monthly Charges