

7032

Total Customers

64.8

Avg Monthlychar...

2,283

Avg TotalCharges

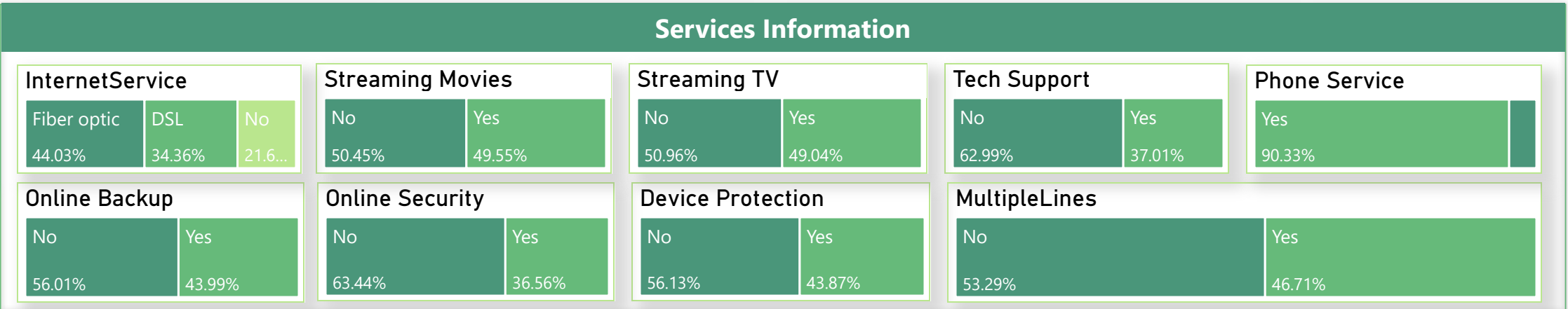
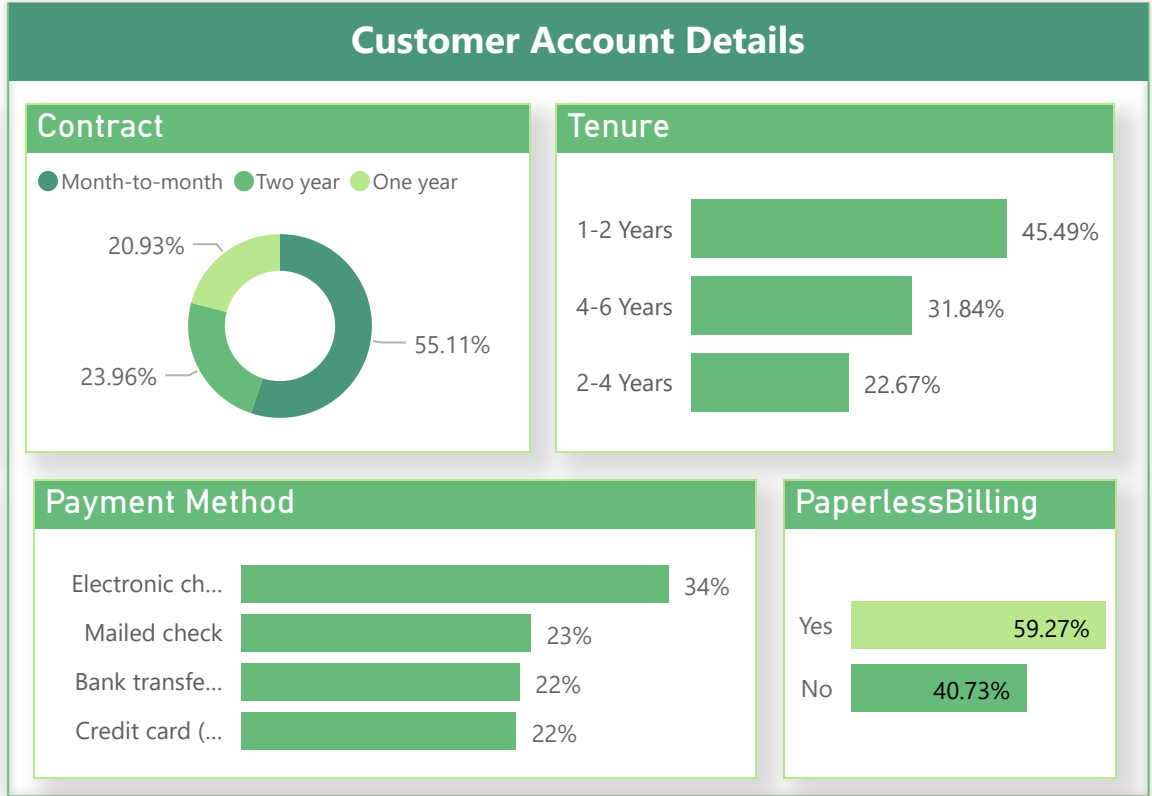
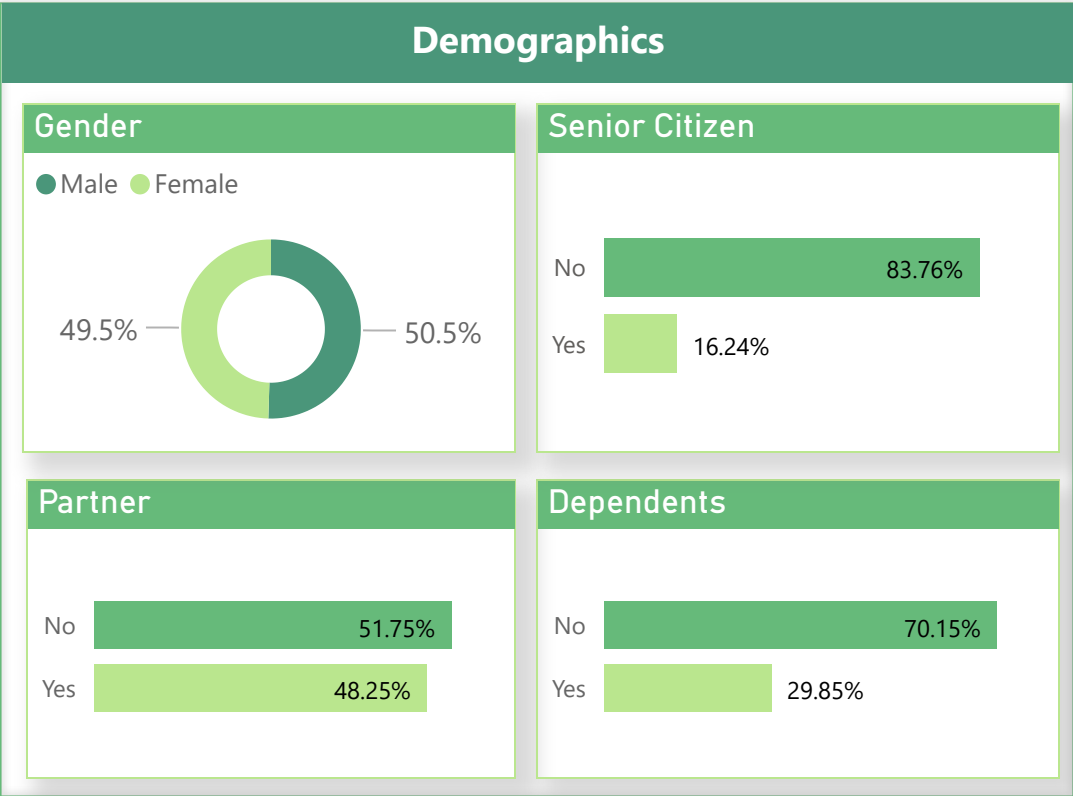
26.6

Churn %

1869

Total Churners

Key Insights



Customer Churn Analysis | Customer Details

Customer Details

Churner Details

7032

Total Customers

74.4

Avg MonthlyCharges

1,532

Avg TotalCharges

26.6

Churn %

1869

Total Churners

Key Insights

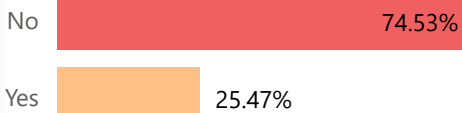
Demographics

Gender

Female Male



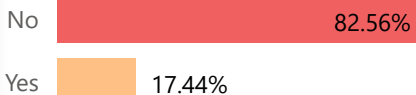
Senior Citizen



Partner



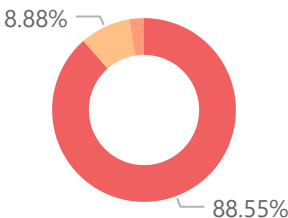
Dependents



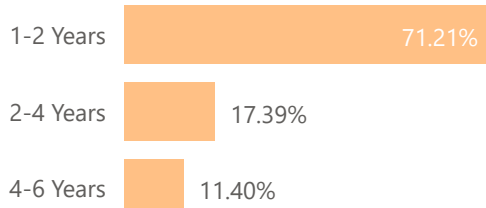
Customer Account Details

Contract

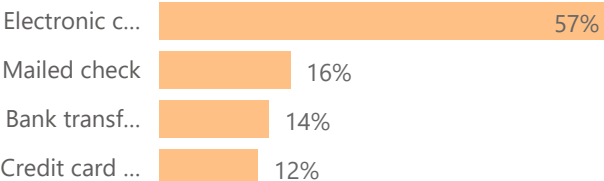
Month-to-month One year Two year



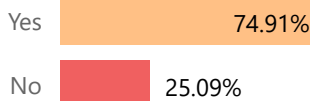
Tenure



Payment Method



Paperless Billing



Services Information

InternetService



Streaming Movies



Streaming TV



Tech Support



Phone Service



Online Backup



Online Security



Device Protection



MultipleLines



Key Insights

- There are **1,869 churners** from a total of 7032 customers.
- On average, each churner had a monthly charge of \$74.4.

Demographic Analysis:

- Gender: Gender doesn't seem to have an effect on churn.
- Age: The majority of churners are young, which is expected as **younger customers** without partners or dependents tend to churn more.

Customer Account Details Analysis:

- Contract: A significant number (88%) of customers with a **month-to-month contract** have left the company, indicating that those on flexible plans are more likely to churn.
- Payment Method: 57% of the churners were paying through **electronic checks**, which may suggest that this group of customers is more prone to churning.
- Paperless Billing: 74% of churners were using **paperless billing**
- Tenure: The majority (71%) of churners had been with the company for 1-2 years, suggesting that **new customers** churn is relatively common.

Service Information Analysis:

- Internet Service: **Fiber optics** users represent the majority (69%) of churners.
- Streaming Movies and TV: Streaming service usage doesn't seem to have a significant effect on churn.
- Tech Support: 82% of churners did not have tech support, suggesting that customers **without tech support** are more likely to churn.
- Phone Service: Most churners (90%) had phone service, indicating that having phone service doesn't prevent churn.
- Multiple Lines: The presence of multiple lines doesn't seem to have a significant effect on churn.
- Online Backup, Online Security, Device Protection: Customers who did **not have online backup, online security, and device protection** were more likely to churn.

Recommendations :

- Offer incentives for longer-term contracts.
- Improve customer support and service for those without tech support.
- Encourage customers to take online backup, online security, and device protection by advertising the benefits of the services.
- Provide more Internet options other than Fiber optics and DSL.