Customer Churn Analysis | Customer Details

Customer Details   Churner Details

7032	Total Customers
64.8	Avg Monthlychar...
2,283	Avg TotalCharges
26.6	Churn %
1869	Total Churners

Key Insights

Demographics

Gender
● Male ● Female
49.5%   50.5%

Senior Citizen
No   83.76%
Yes   16.24%

Partner
No   51.75%
Yes   48.25%

Dependents
No   70.15%
Yes   29.85%

Customer Account Details

Contract
● Month-to-month ● Two year ● One year
20.93%
55.11%
23.96%

Tenure
1-2 Years   45.49%
4-6 Years   31.84%
2-4 Years   22.67%

Payment Method
Electronic ch...   34%
Mailed check   23%
Bank transfe...   22%
Credit card (...   22%

PaperlessBilling
Yes   59.27%
No   40.73%

Services Information

InternetService
Fiber optic	DSL	No
44.03%	34.36%	21.6...

Streaming Movies
No	Yes
50.45%	49.55%

Streaming TV
No	Yes
50.96%	49.04%

Tech Support
No	Yes
62.99%	37.01%

Phone Service
Yes	
90.33%	

Online Backup
No	Yes
56.01%	43.99%

Online Security
No	Yes
63.44%	36.56%

Device Protection
No	Yes
56.13%	43.87%

MultipleLines
No	Yes
53.29%	46.71%

Customer Churn Analysis | Churner Details

7032 Total Customers

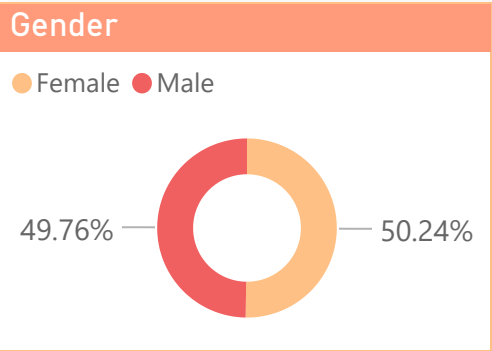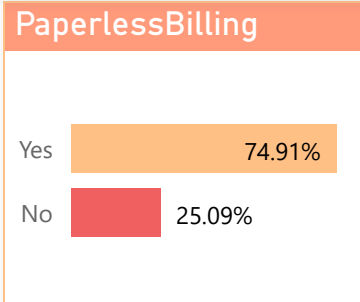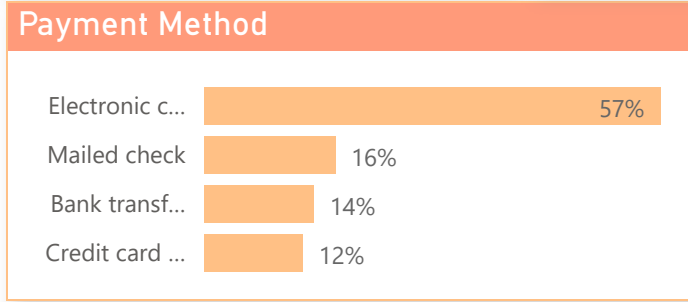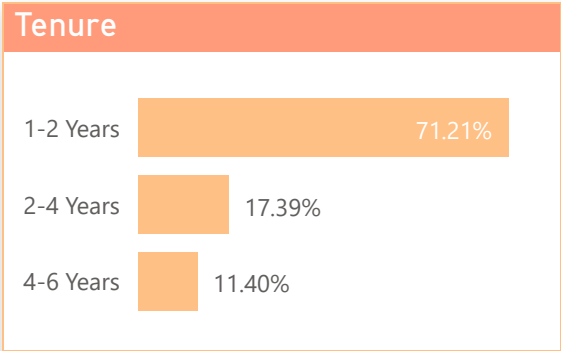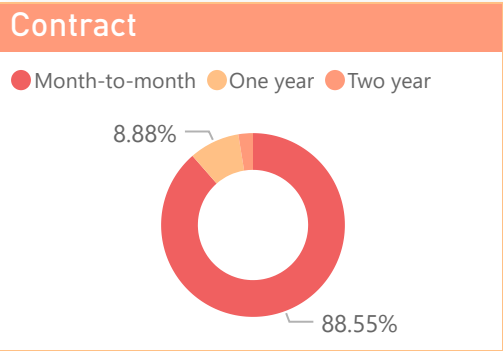**74.4** Avg MonthlyChar...

1,532 Avg TotalCharges

26.6 Churn %

1869 Total Churners

Key Insights

Demographics

Gender
● Female ● Male
49.76% | 50.24%

Senior Citizen
No 74.53%
Yes 25.47%

Partner
No 64.21%
Yes 35.79%

Dependents
No 82.56%
Yes 17.44%

Customer Account Details

Contract
● Month-to-month ● One year ● Two year
8.88%
88.55%

Tenure
1-2 Years 71.21%
2-4 Years 17.39%
4-6 Years 11.40%

Payment Method
Electronic c... 57%
Mailed check 16%
Bank transf... 14%
Credit card ... 12%

PaperlessBilling
Yes 74.91%
No 25.09%

Services Information

InternetService
Fiber optic 69.40% | DSL 24.56...

Streaming Movies
No 53.42% | Yes 46.58%

Streaming TV
No 53.64% | Yes 46.36%

Tech Support
No 82.35% | Yes 17...

Phone Service
Yes 90.90%

Online Backup
No 70.22% | Yes 29.78%

Online Security
No 83.20% | Yes 16...

Device Protection
No 68.96% | Yes 31.04%

MultipleLines
Yes 50.03% | No 49.97%

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.