



CUSTOMER CHURN ANALYSIS

Overview

Customer
Churn

Customer
Risk

Services

Insights &
Recom...

Presented By:
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Gender



Paperless Billing



Multiple Lines



Internet Services



CHURN

All

Customer Churn Dashboard

Overview

Customer Churn

Customer Risk

Services

Insights & Recomm...

1869

Customer Churn

\$16.06M

Yearly Charges

\$456.12K

Monthly Charges

3632

Admin Tickets

2955

Tech Tickets

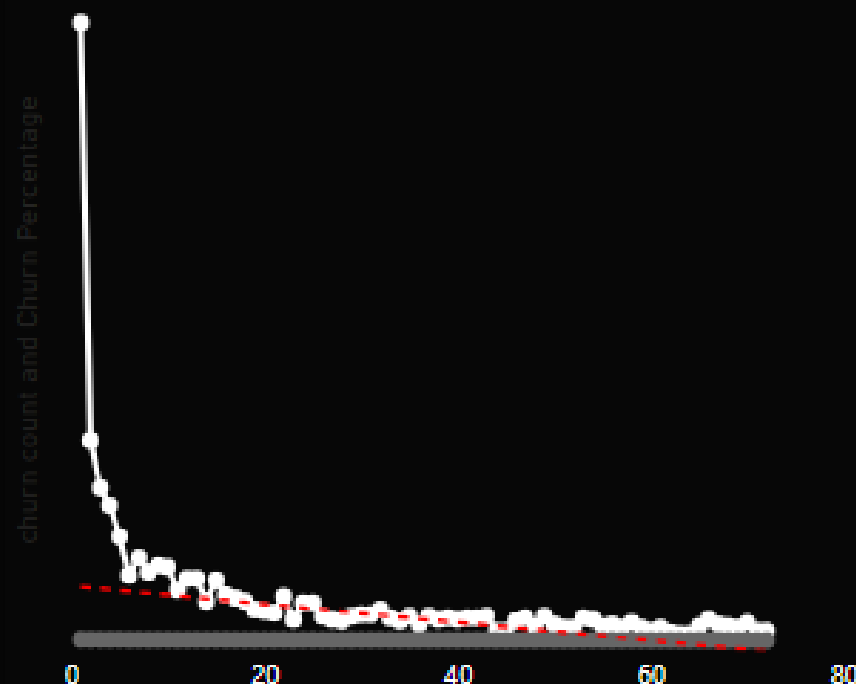
\$64.76

Avg MonthlyCharges

\$2,283.30

Avg TotalCharges

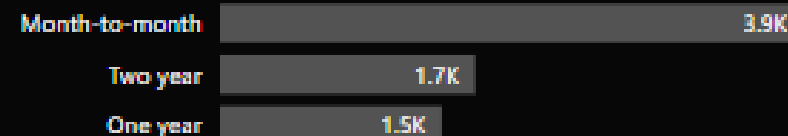
Churn by Tenure in Years



Payment Method



Contract Type



7043

Senior Citizens

0.17

Dependents %

0.36

Partner %



Churn Count



7043

Total Churn Customer

0.27

Churn Rate %

\$456.12K

Total Monthly Charges

\$16.06M

Total Yearly Charges

CHURN

All

Customer Churn Dashboard

Overview

Customer
Churn

Customer Risk

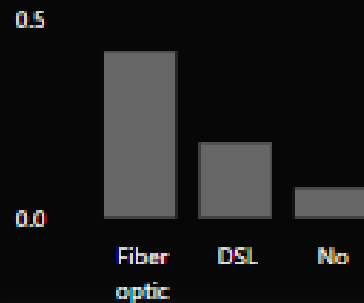
Services

Insights &
Recomm...

Internet Service

All

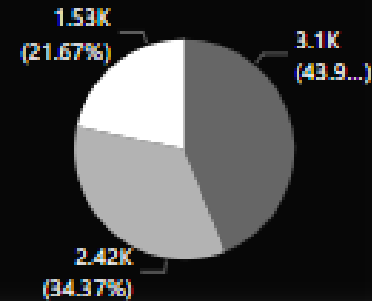
Churn by Internet Service



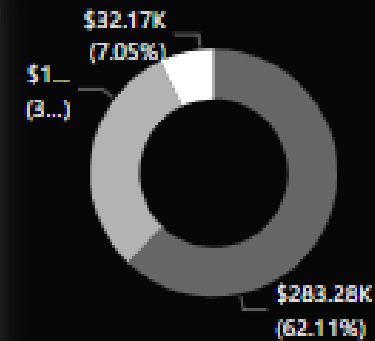
Contract

All

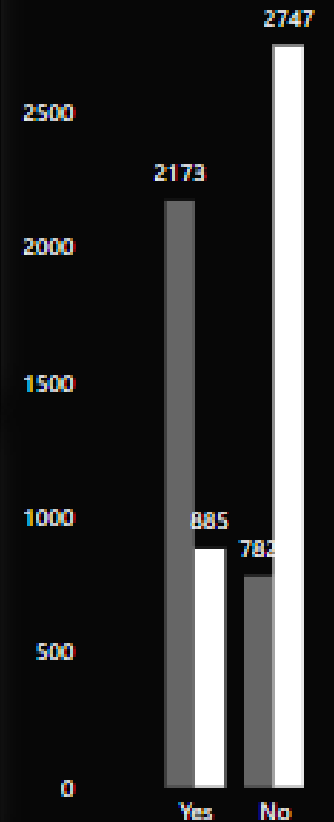
Customer By Internet
Service



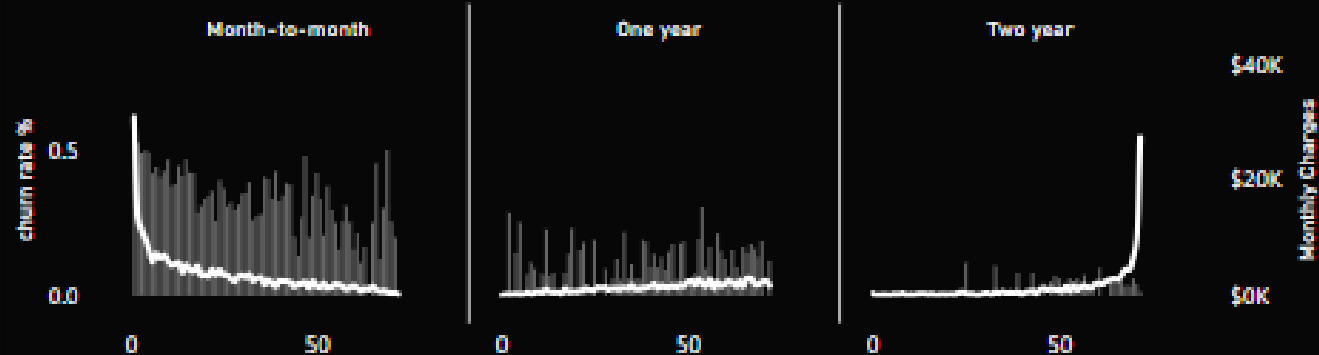
Monthly Charges by
Internet Service



Admin & Tech Tickets
by Churn

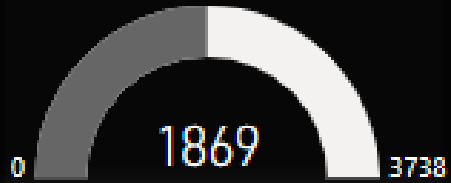


Churn % & Monthly Charges by Year & Contract





Churn Count



7043

Total Churn Customer

0.27

Churn Rate %

\$456.12K

Total Monthly Charges

\$16.06M

Total Yearly Charges

CHURN

All

Customer Churn Dashboard

Overview

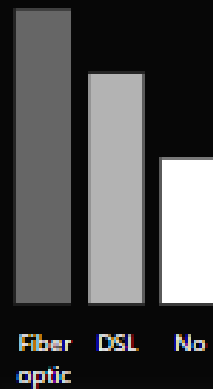
Customer
Churn

Customer
Risk

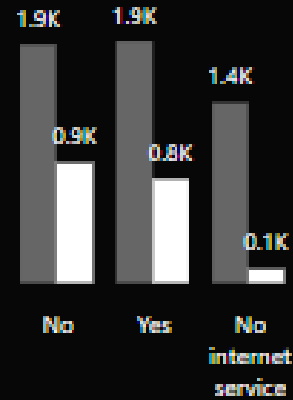
Services

Insights &
Recomm...

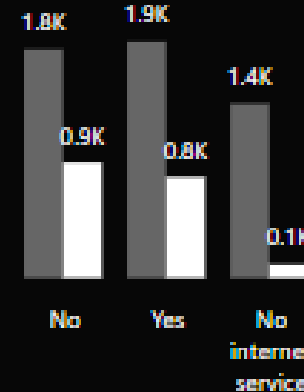
Internet Service



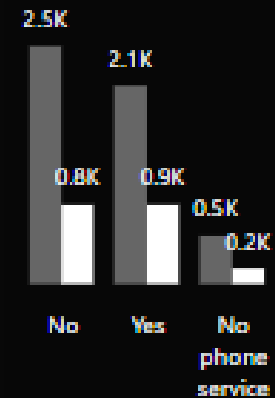
Streaming TV



Streaming Movies



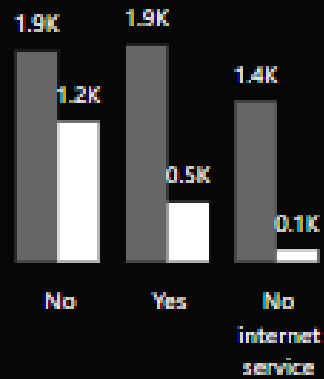
Multiple Lines



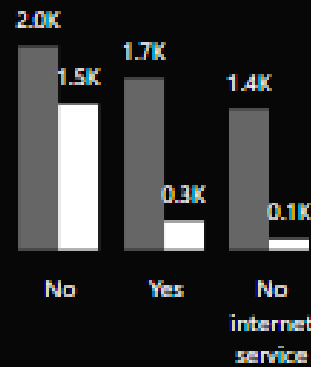
Phone Service



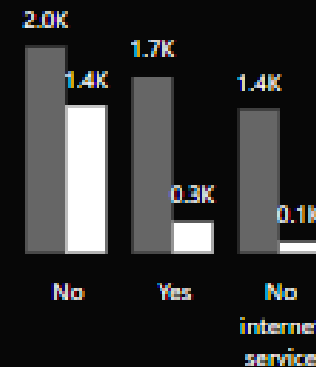
Online Backup



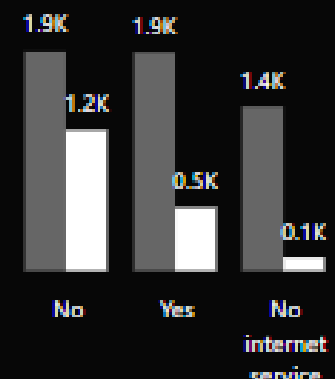
Online Security



Tech Support



Device Protection





Churn Count



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\$456.12K

Total Monthly Charges

\$16.06M

Total Yearly Charges

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Insights &
Recommendations

Insights:

Upon reviewing the data visualization, it becomes evident that:

- Customers with a Two-Year contract demonstrate long-term commitment to the company, whereas a majority of Month-to-Month contract customers are recent additions.
- The company faces a risk of losing recently acquired Month-to-Month contract customers, indicating a potential churn threat.
- A total of 7,043 customers are at risk of churn, resulting in a churn rate of 27%. This translates to yearly charges of \$16.06 million and monthly charges of \$456.12 thousand.
- A significant number of technical (2,955) and administrative (3,632) tickets were opened.
- Many churned customers did not opt for Online Security, tech support, or Phone Services.
- Fiber Optic service users accounted for a substantial portion (42%) of churned customers.

Recommendations:

To address these insights, the company could consider the following strategies:

- Encourage customers to consider longer-term contracts, such as One-Year and Two-Year plans, despite potentially higher monthly costs.
- Implement targeted discounts or incentives for Month-to-Month contract customers to encourage retention.
- Educate customers on the benefits of subscribing to Online Security and Tech Support services to enhance customer satisfaction and retention.
- Aim to increase sales of One-Year and Two-Year contracts by 5% each and promote a 5% annual increase in automatic payment enrollments.