Customer Churn – Executive Summary

Churn analysis for 7,032 customers — identified high-risk cohorts and quantified revenue at risk.

Key KPIs

Total Customers	Churn Customers	Overall Churn	Lost Monthly Revenue	Lost Annual Revenue
7,032	**1,869**	**26.58%**	**₹ 139,130**	**₹ 1,669,570**

Key Insight #1 – Month-to-month contracts show 42.7% churn → largest impact area for retention.

This cohort is large and high-churn; targeted retention reduces overall churn quickly and at low acquisition cost.

Key Insight #2 (Secondary)

- **Tenure:** Churn 47.7% in first year, drops <10% after 4 years → early-life retention crucial.
- **Payment:** Electronic check users churn 45% → billing engagement needed.
- **Monthly charges:** High spenders (₹70+) churn 35% → price-sensitive segment.

Recommendations —

1. Launch retention experiment targeting new + month-to-month users.
2. Improve digital payment experience; incentivize auto-pay.
3. Upsell early to 1-year contracts with onboarding offers.

Scenario Modeling (included in Excel file) —

If the overall Churn rate(26.58%) is reduced by just 5%, with a campaign cost per customer equals to ₹ 90, the company would retain 352 customers, with a net impact(profit) of ₹ 105.5k annually.

Analysis based on 7,032 anonymized customer records; SQL for cleaning, Excel for modeling, Tableau for visualization.