Customer Churn Analysis

7043	1869	26.54%	454	6.45%
#Customers	#Churn	Churn%	#Joined	Joined%

Home Page

Churn Details

Goined...

AI helper

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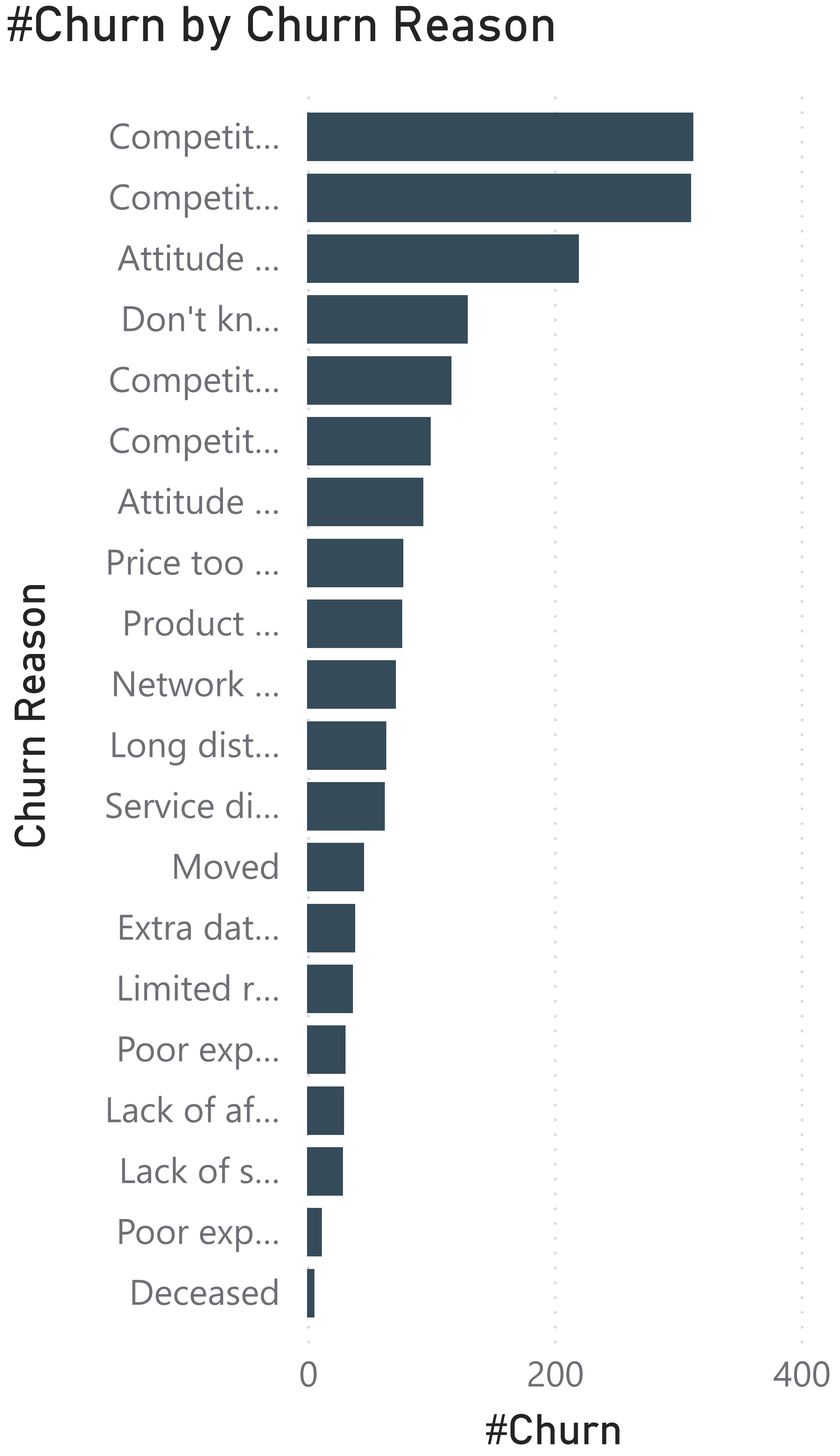
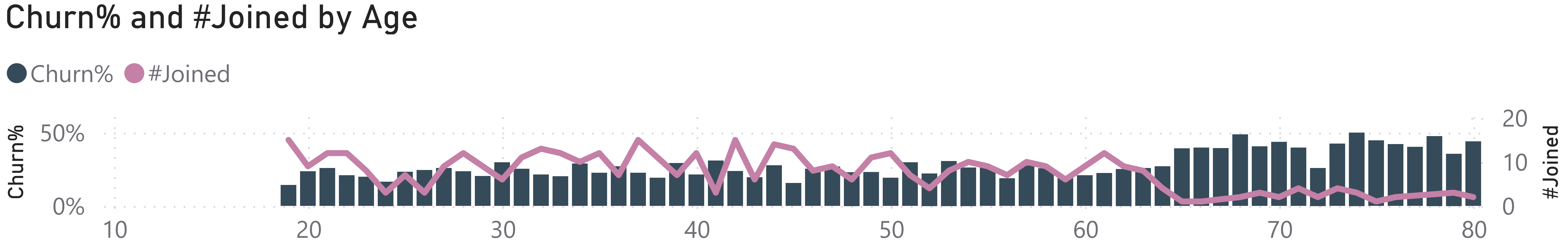
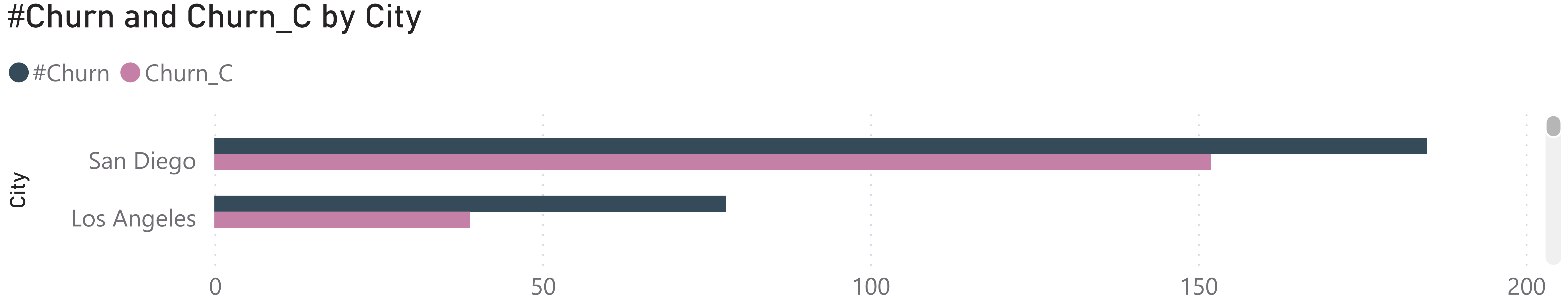
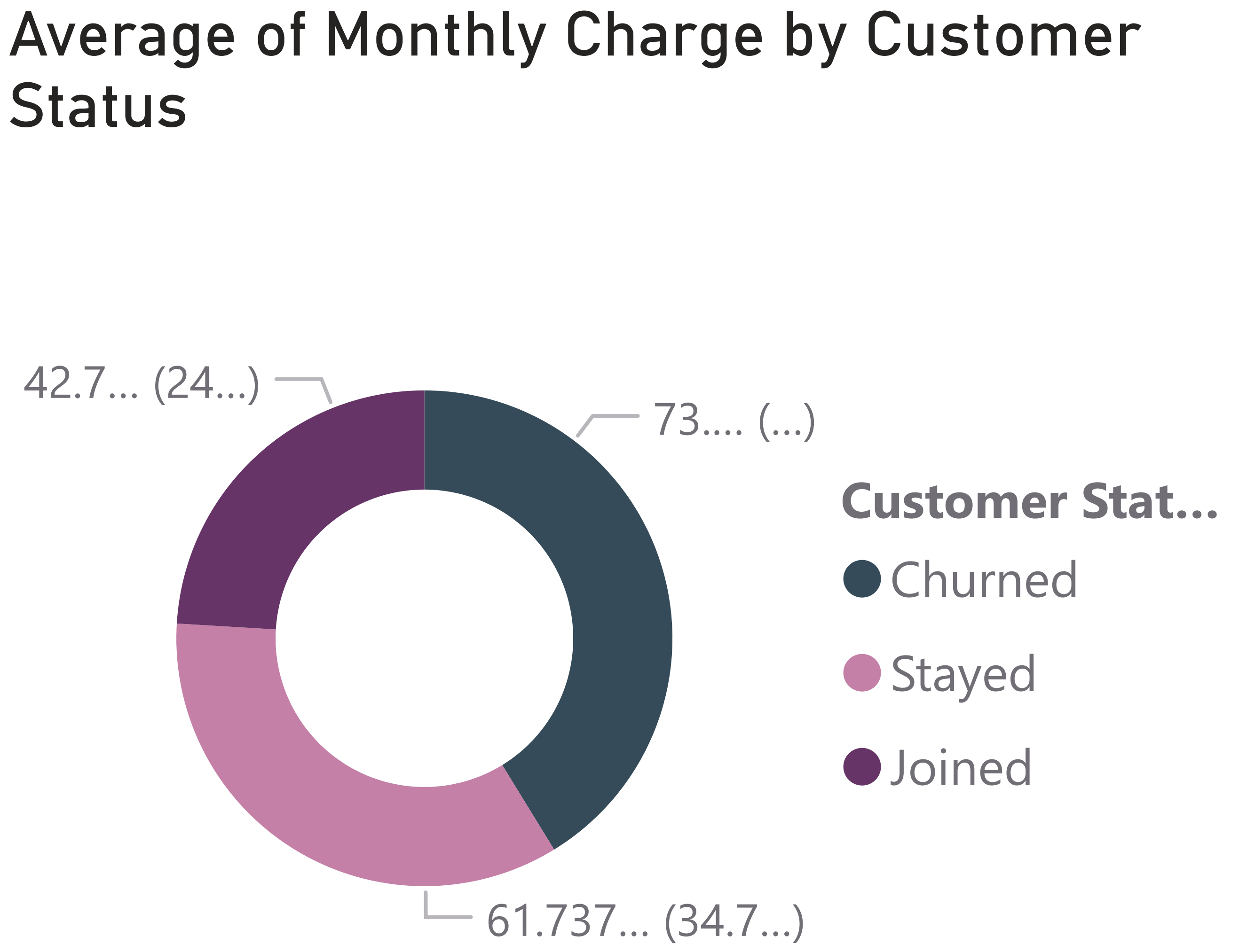
Parameters

Churn Reason | **Churn Category** | **Contract**


#Churn by Churn Reason


Churn% and #Joined by Age

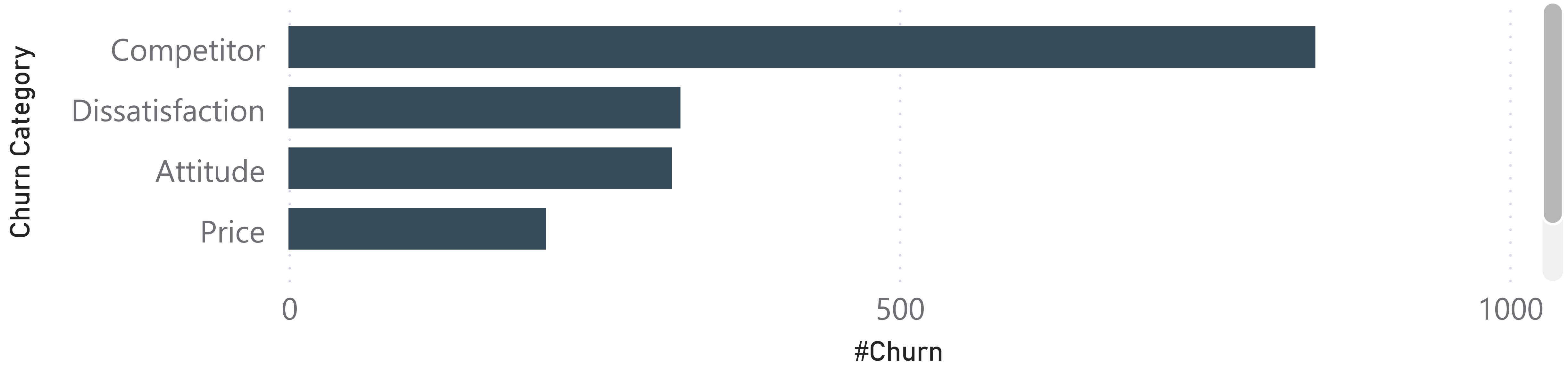

#Churn and Churn_C by City


Average of Monthly Charge by Customer Status

Recommendation:-

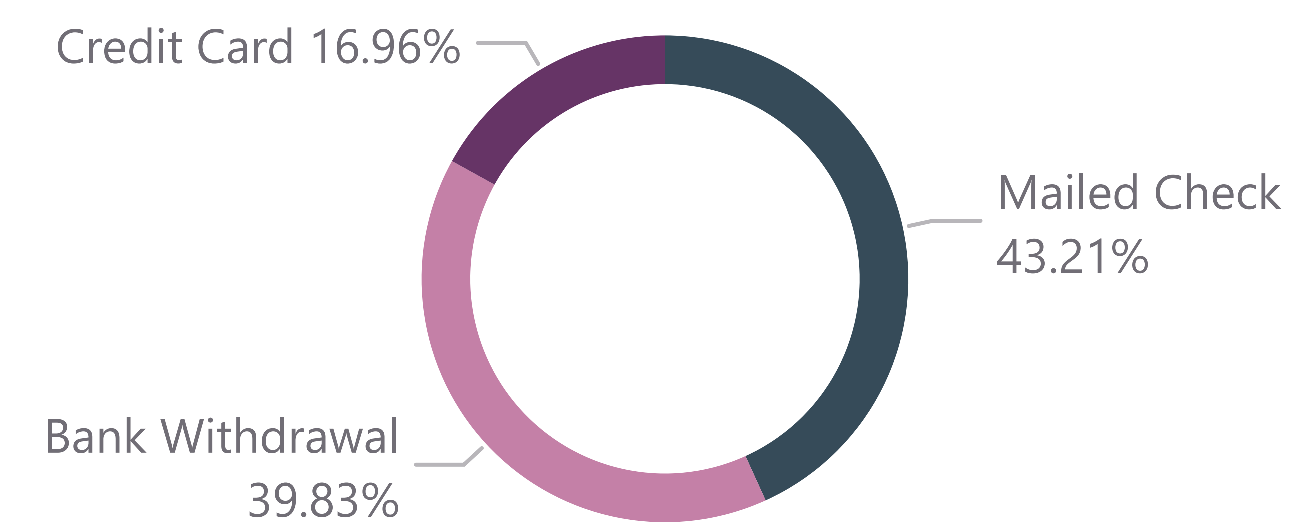
- **You have to focus on your competitors at the to 5 chart you will find that your customers chune because Competitor made better offer.**
- **Try to make offers on the long term contract instead of the short term one you will find out that most of the churned customers are from the monthly contract.**
- **the new customers come from the age groups between 17 year and 40 year, and the churned customers are between +40 to 70 you have to focus more on this age area.**
- **there are a aide range of customers without offers try to susgest more offers to them.**

#Churn by Churn Category

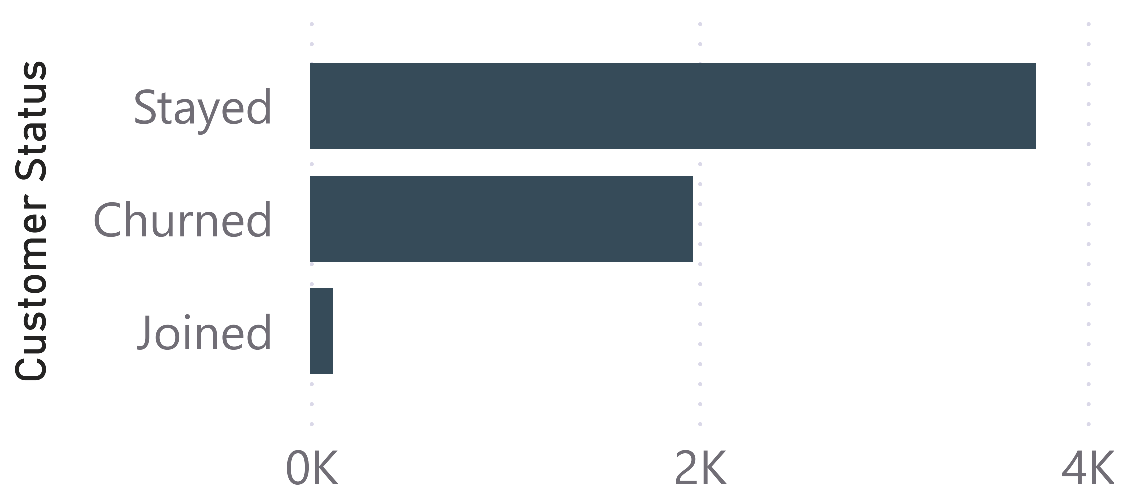


#Churn	City	Churn_C
7	Anaheim	6
16	Escondido	14
26	Fallbrook	23
78	Los Angeles	39
12	Modesto	6
6	Palmdale	6
459		**326**

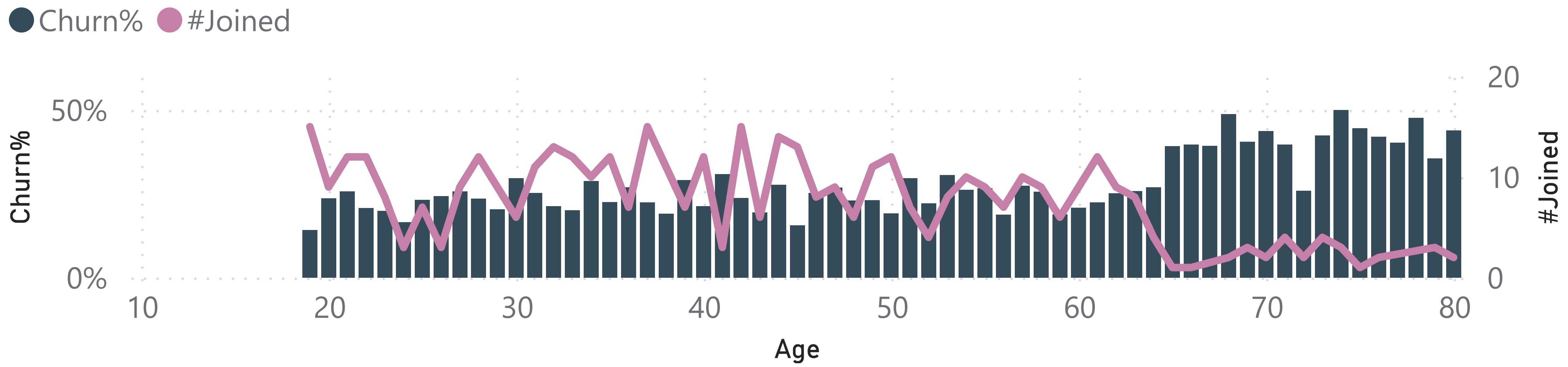
Churn% by Payment Method



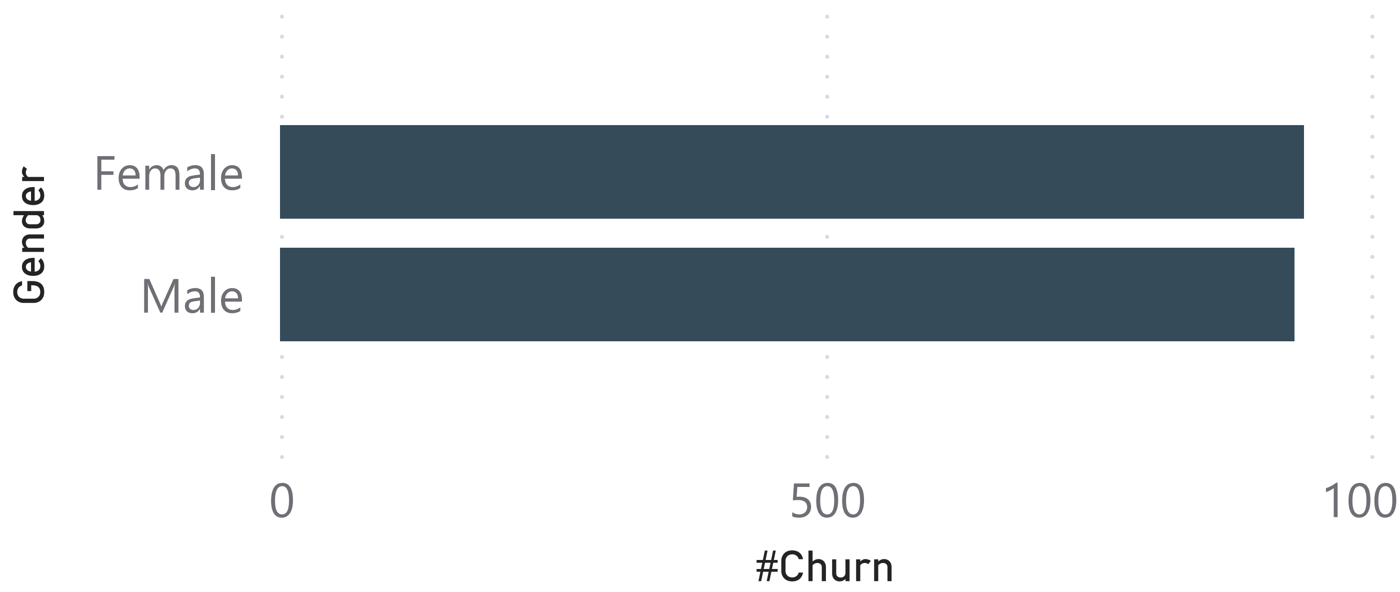
Average of Total Revenue by Customer Status



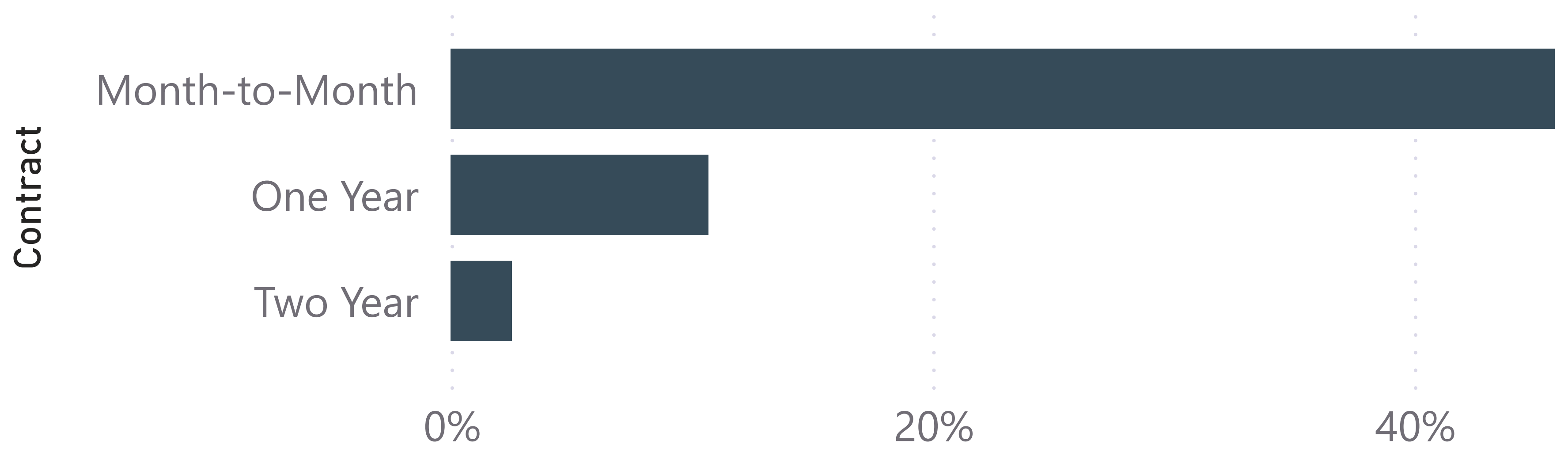
Churn% and #Joined by Age



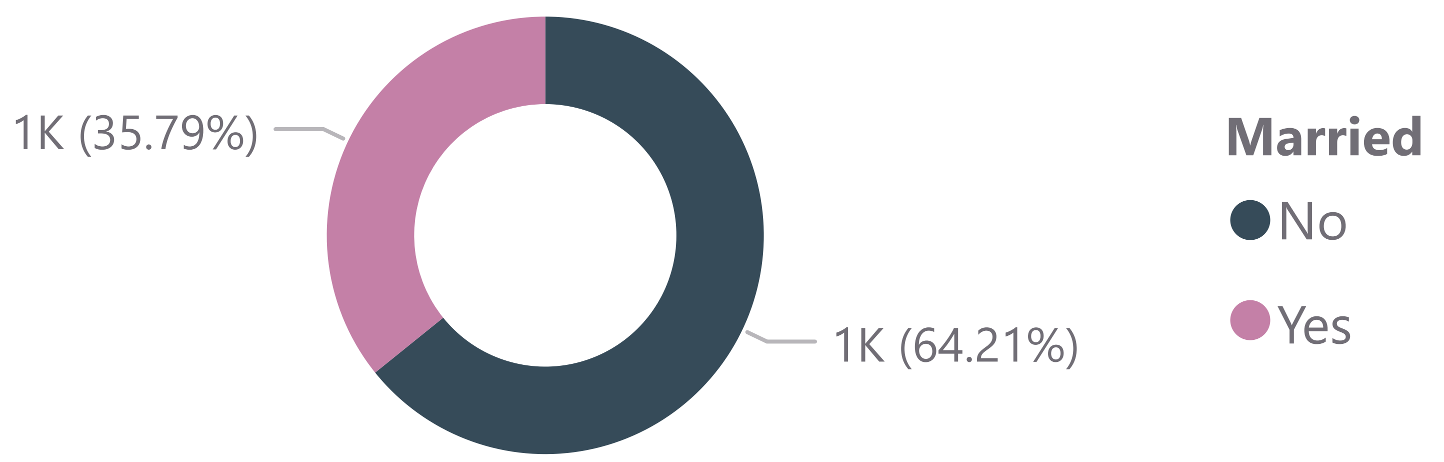
#Churn by Gender



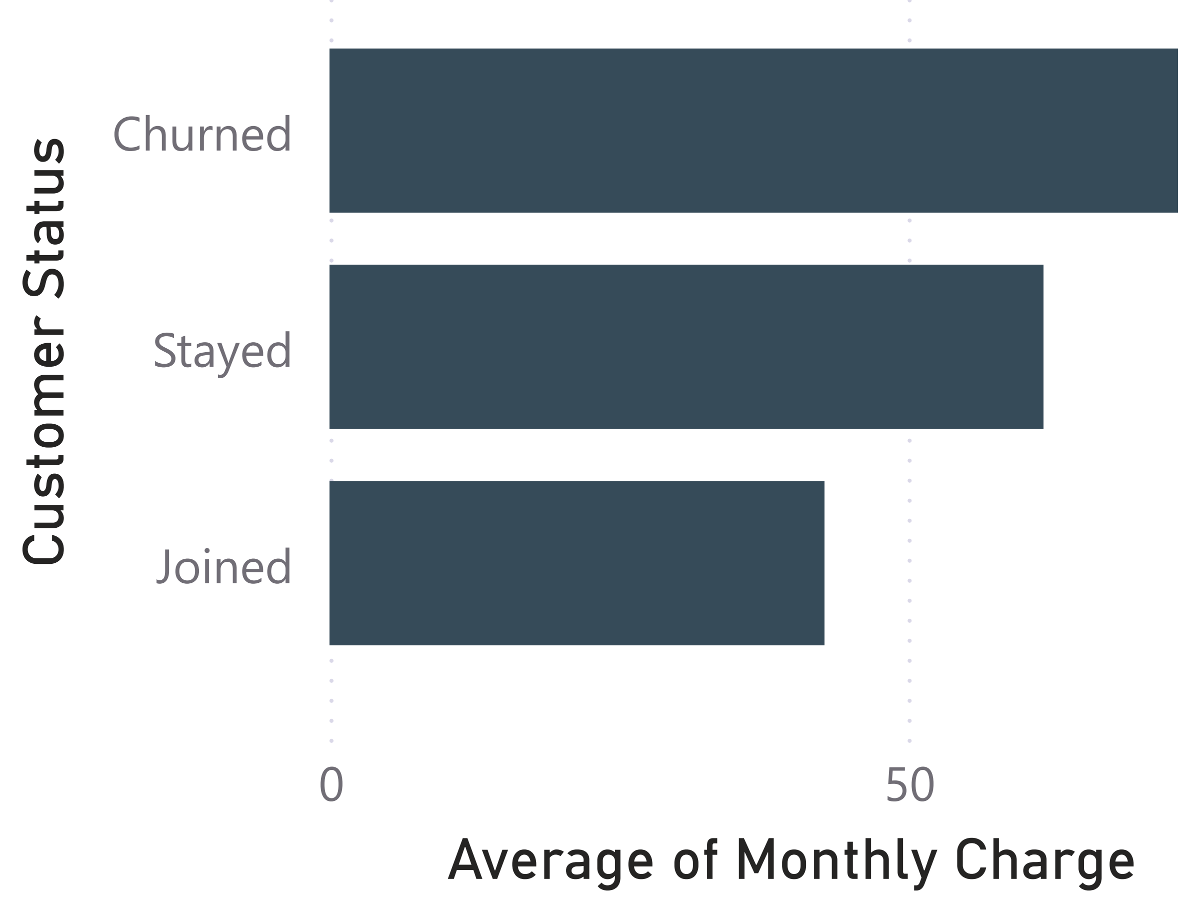
Churn% by Contract



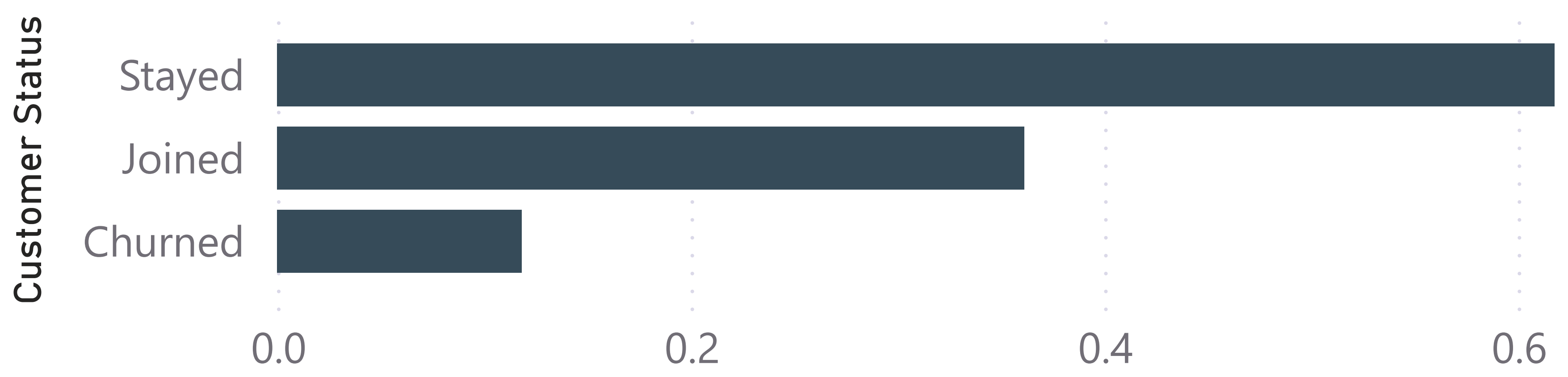
#Churn by Married



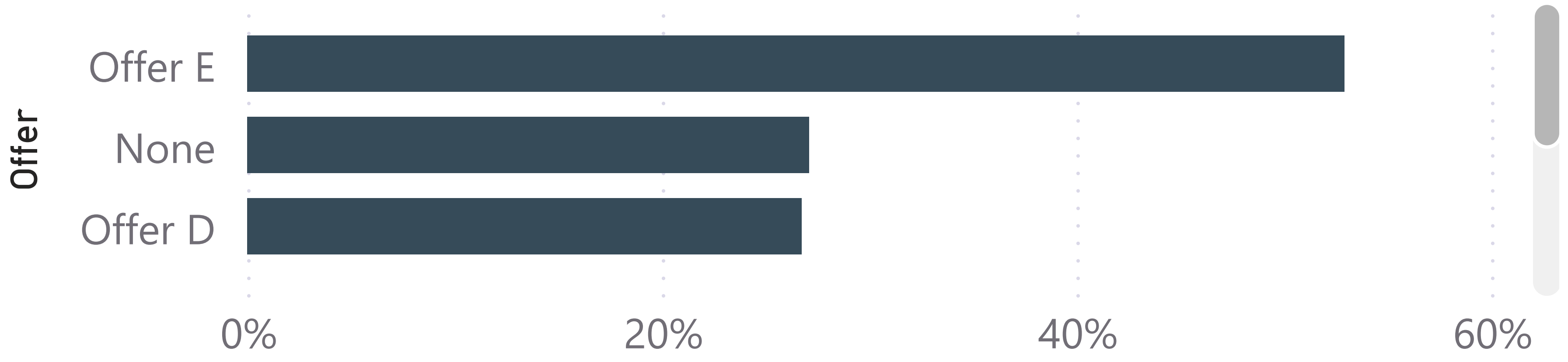
Average of Monthly Charge by Customer Status

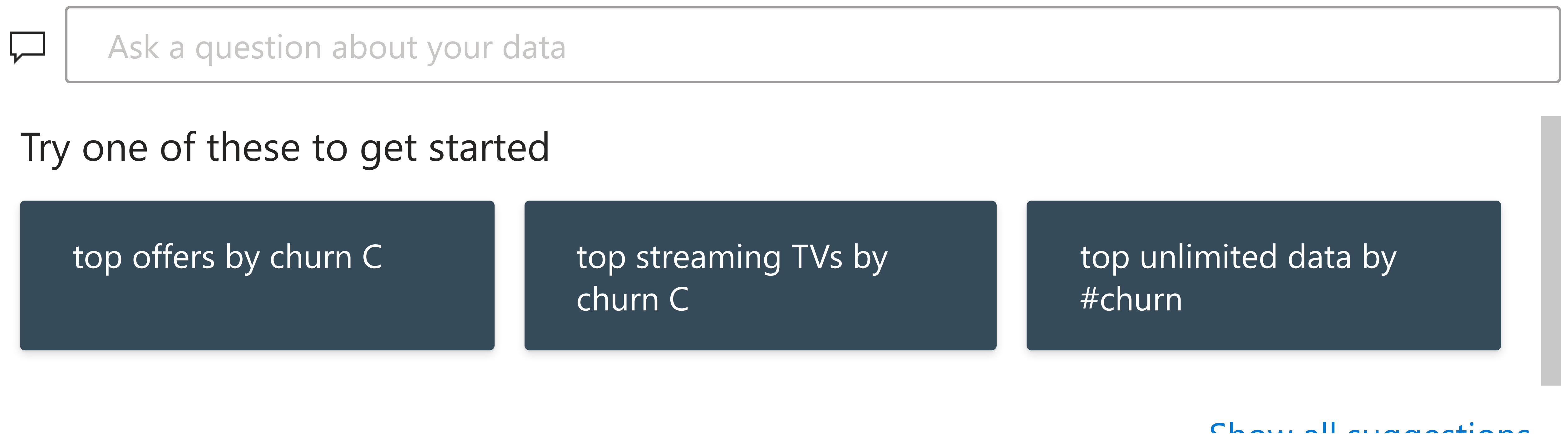


Average of Number of Dependents by Customer Status



Churn% by Offer

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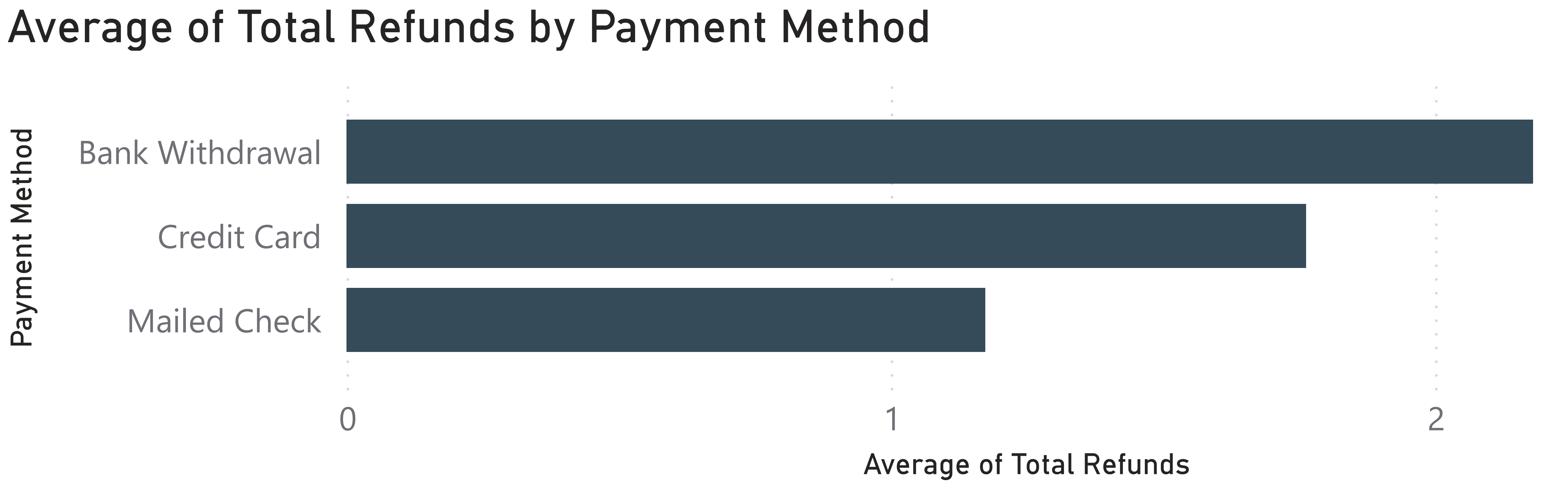
top offers by churn C
top streaming TVs by churn C
top unlimited data by #churn

At 2.18, Bank Withdrawal had the highest Average of Total Refunds and was 85.71% higher than Mailed Check, which had the lowest Average of Total Refunds at 1.17.

Bank Withdrawal had the highest Average of Total Refunds at 2.18, followed by Credit Card at 1.76 and Mailed Check at 1.17.

Credit Card had 1.76 Average of Total Refunds, Bank Withdrawal had 2.18, and Mailed Check had 1.17.



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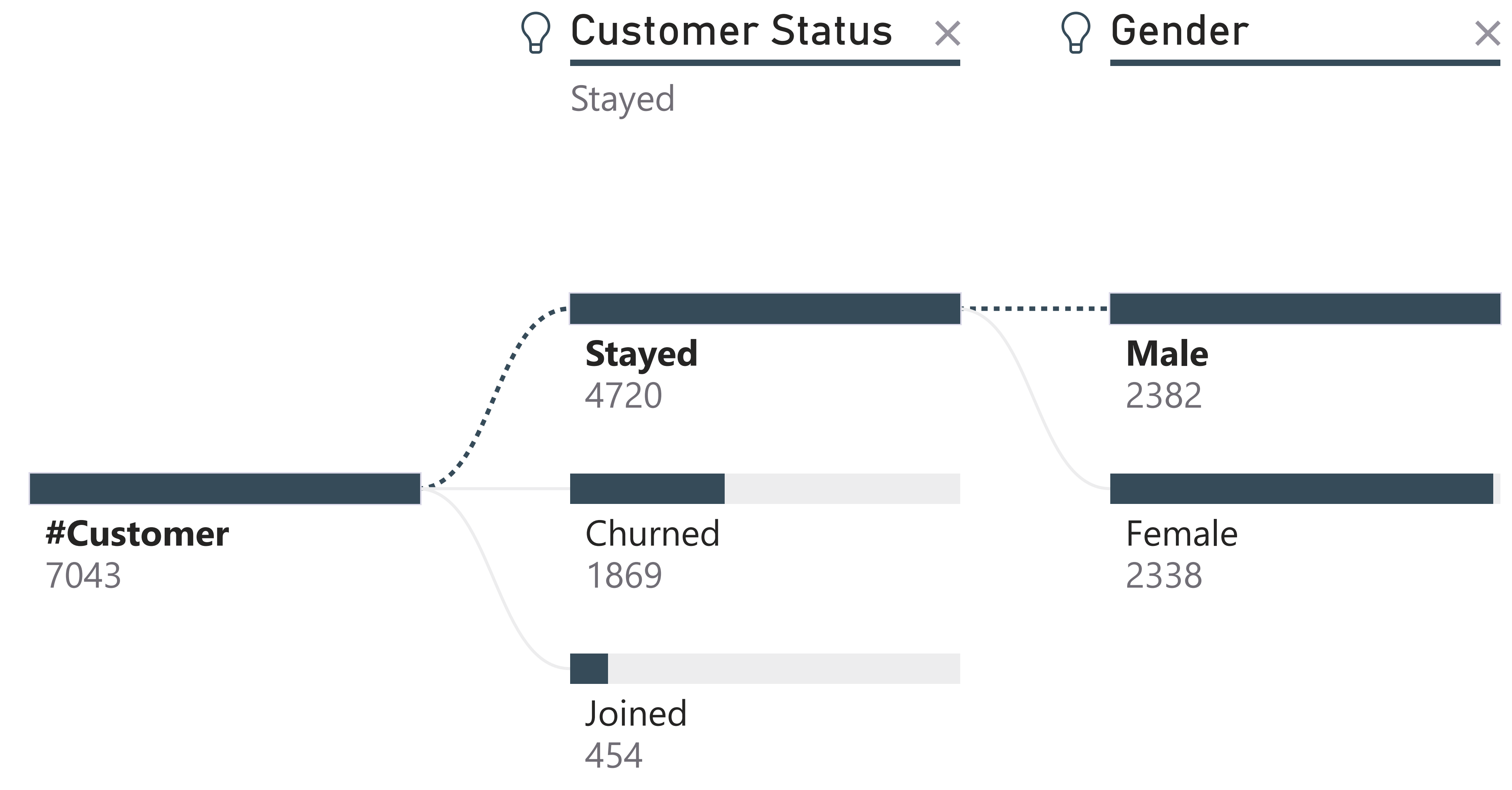
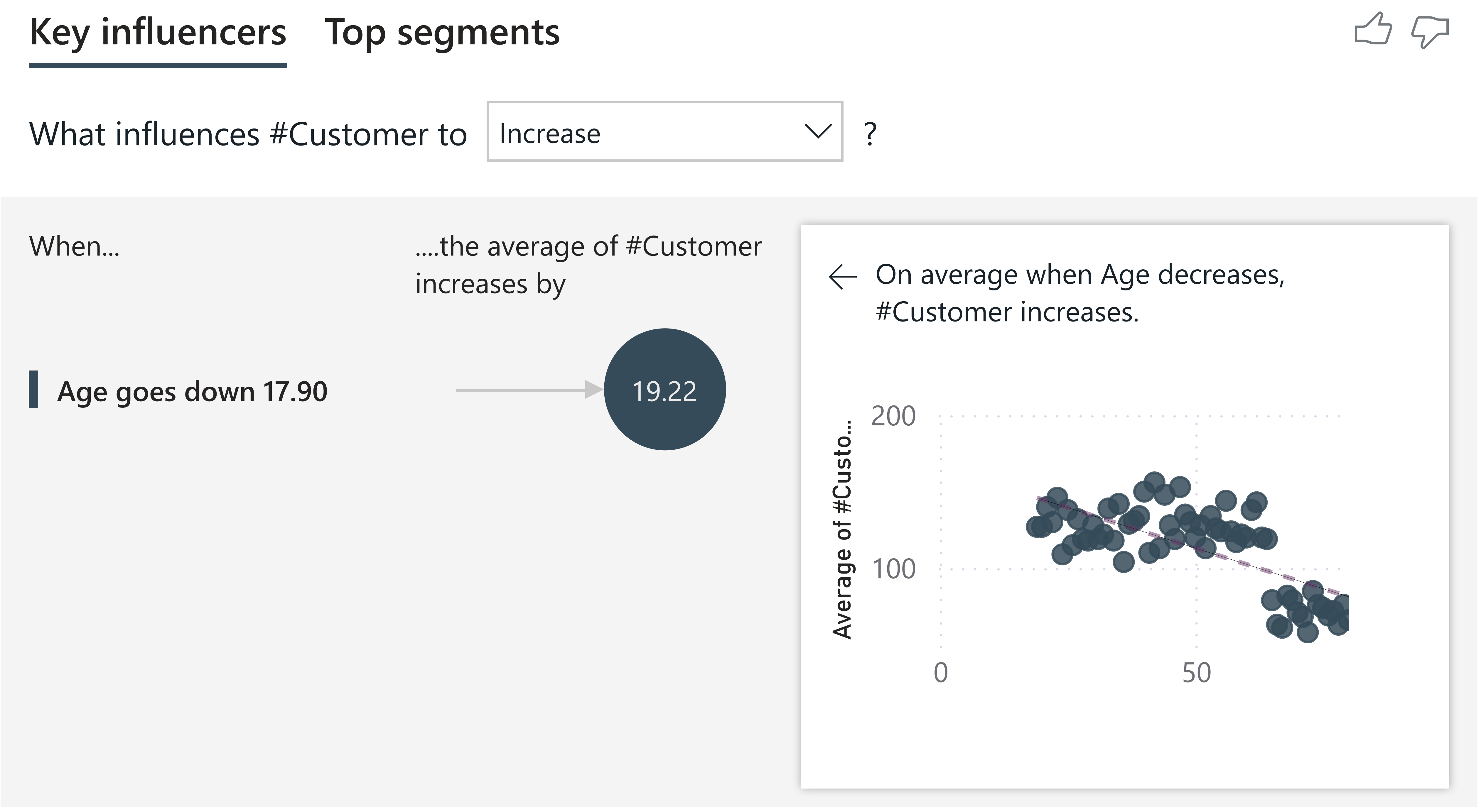
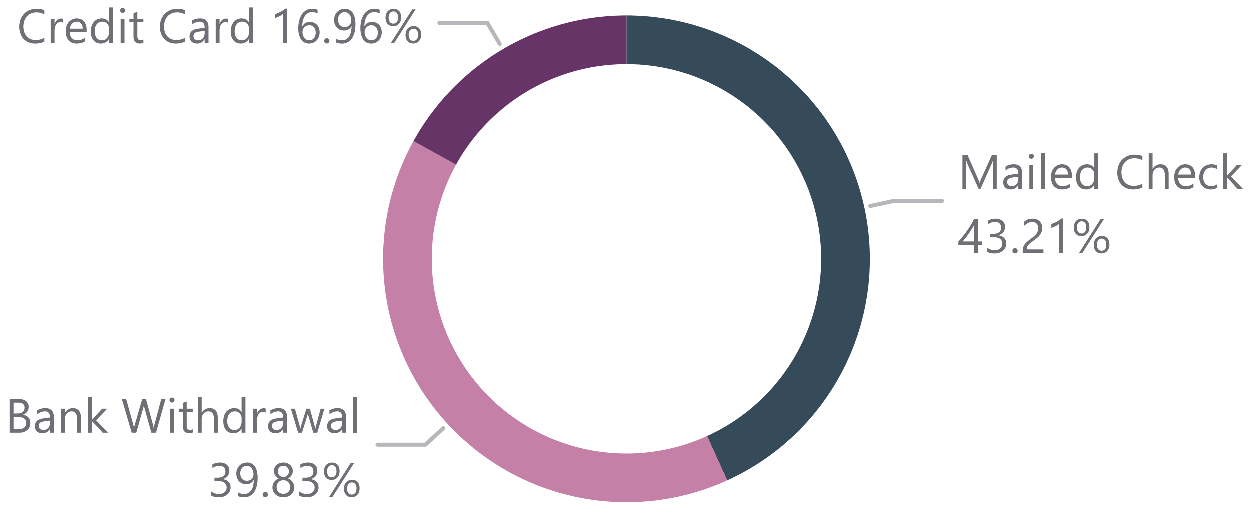




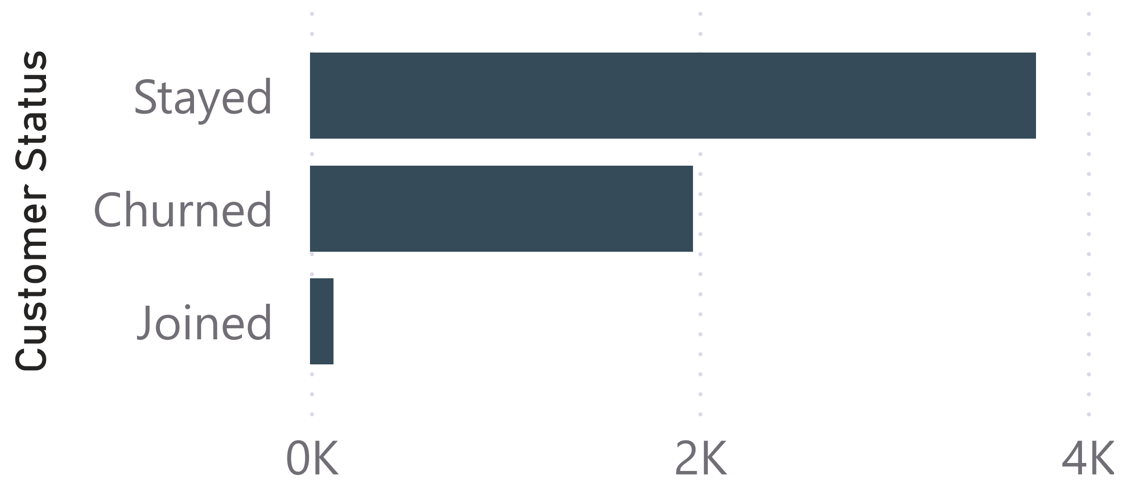
On average when Age decreases, #Customer increases.

#Joined	City	#Churn
3	Anaheim	7
3	Escondido	16
2	Fallbrook	26
18	Los Angeles	78
2	Modesto	12
1	Palmdale	6
56		**459**

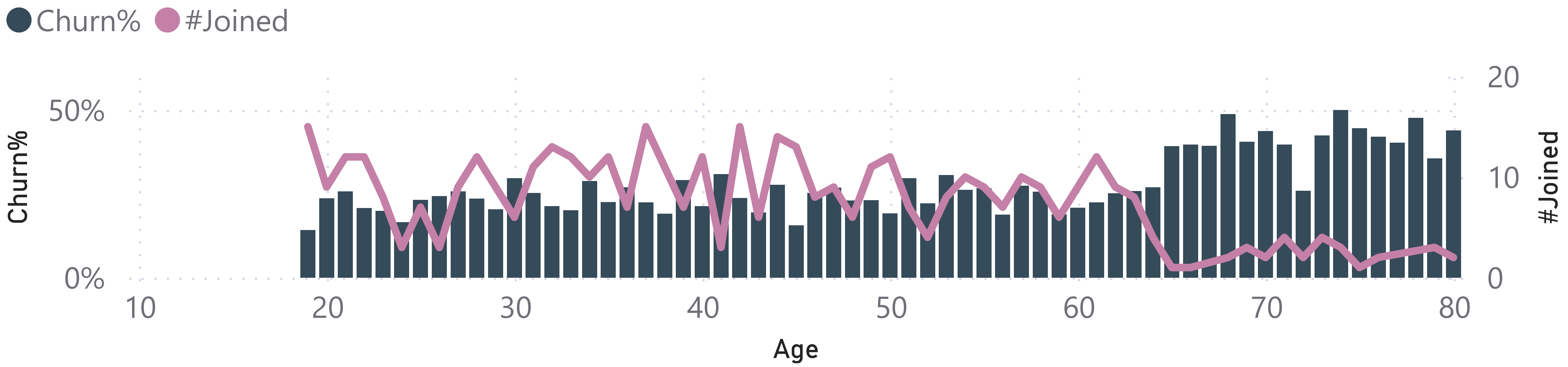
Churn% by Payment Method



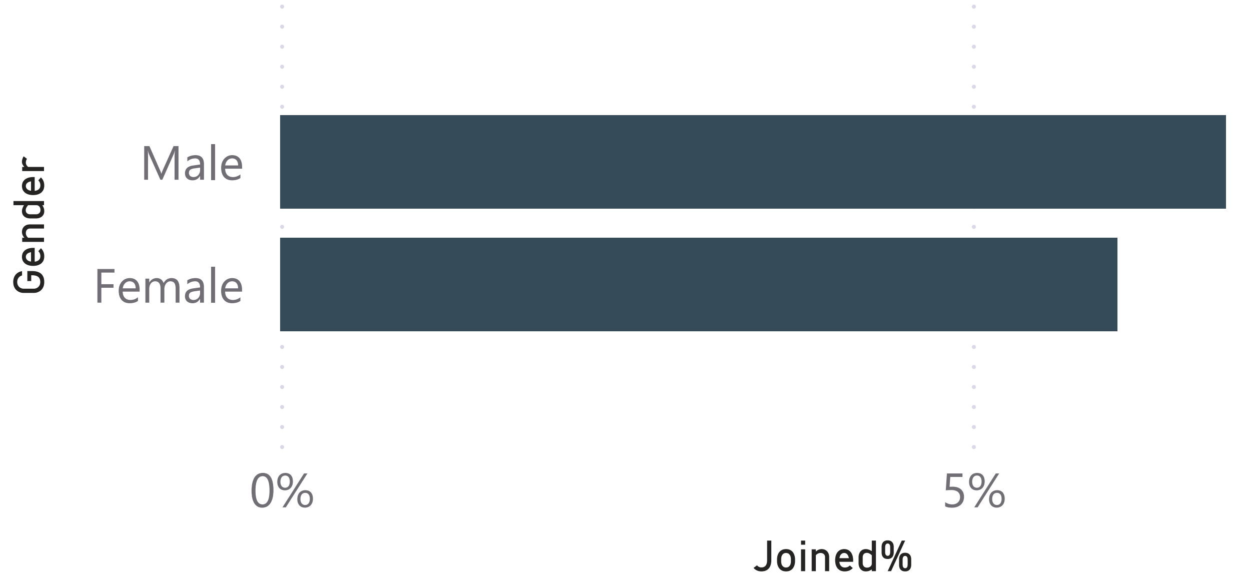
Average of Total Revenue by Customer Status



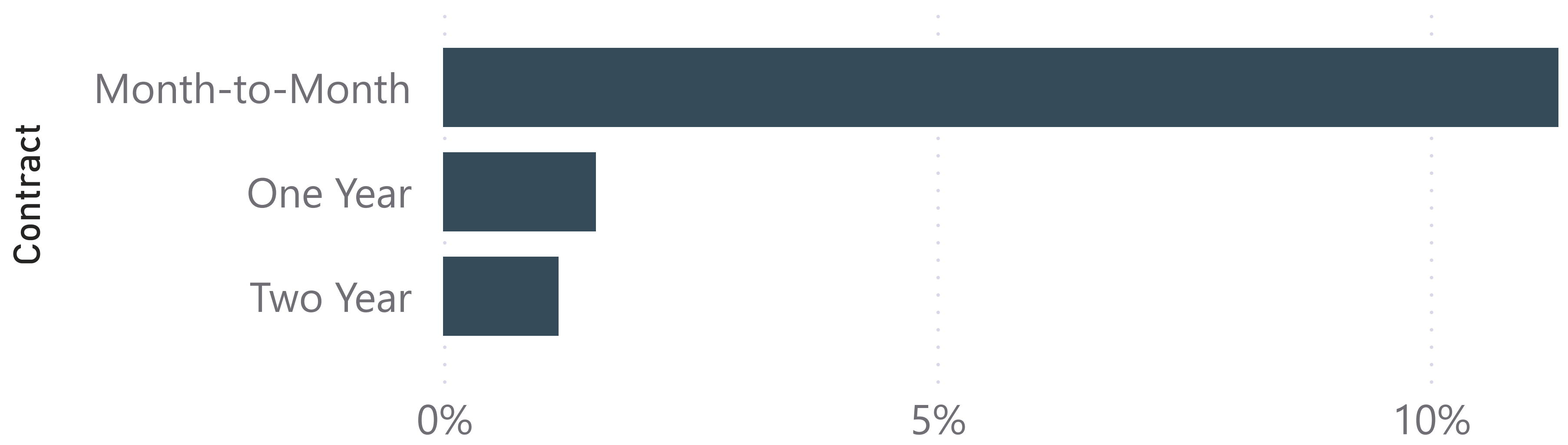
Churn% and #Joined by Age



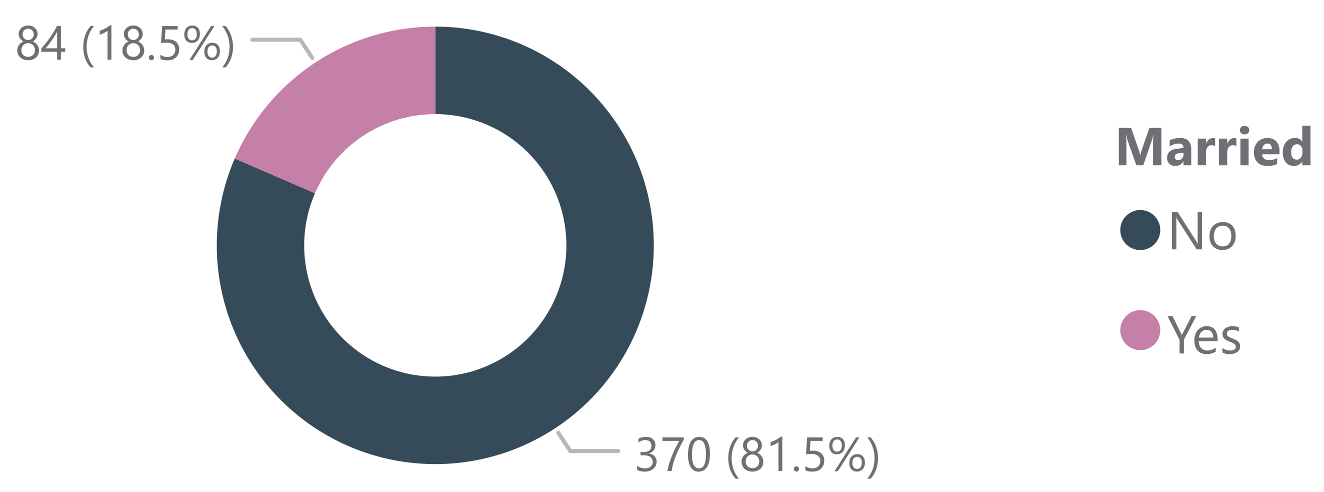
Joined% by Gender



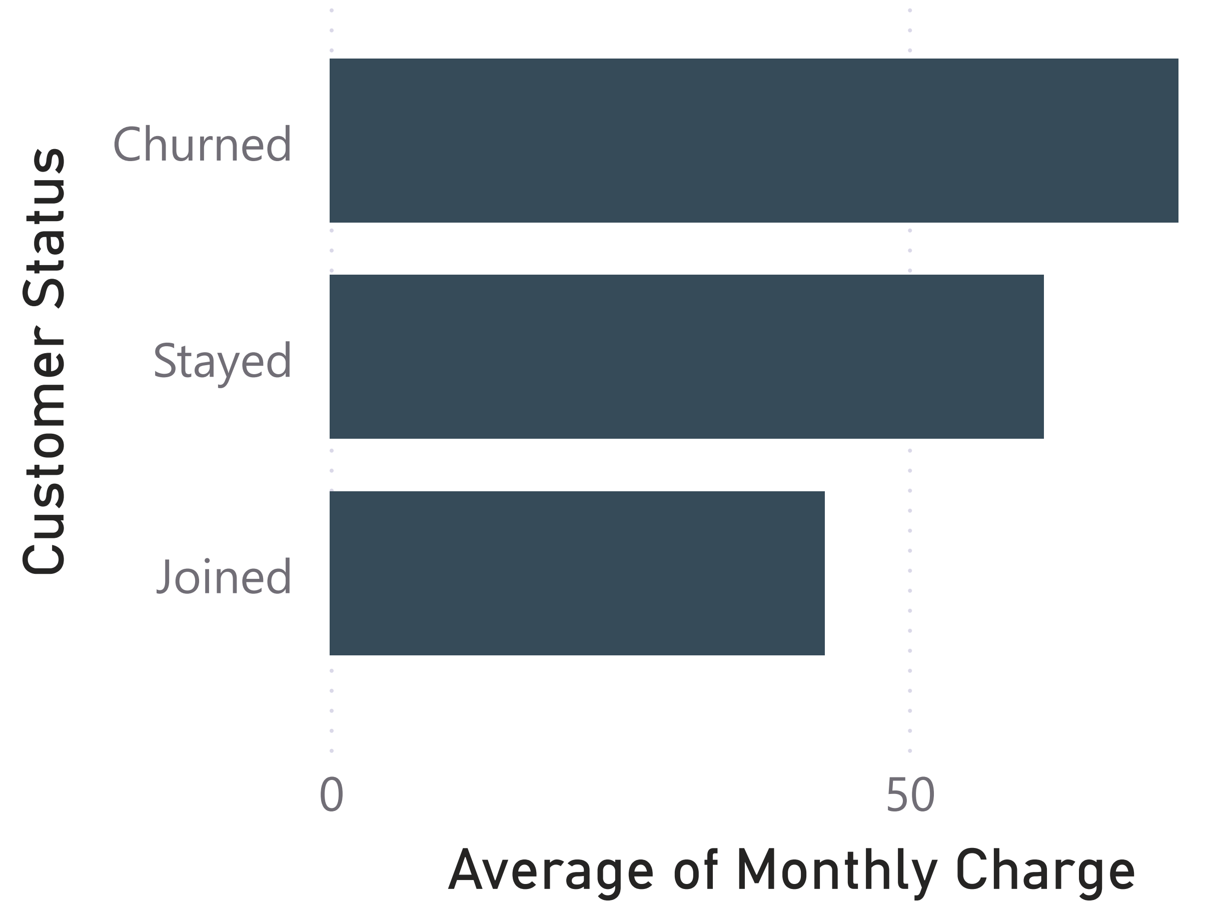
Joined% by Contract



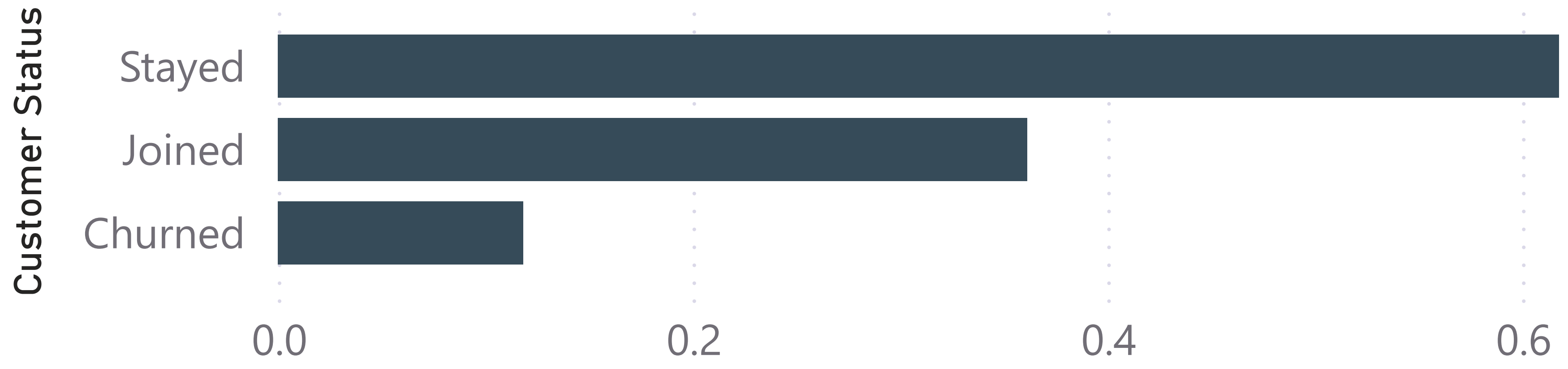
#Joined by Married



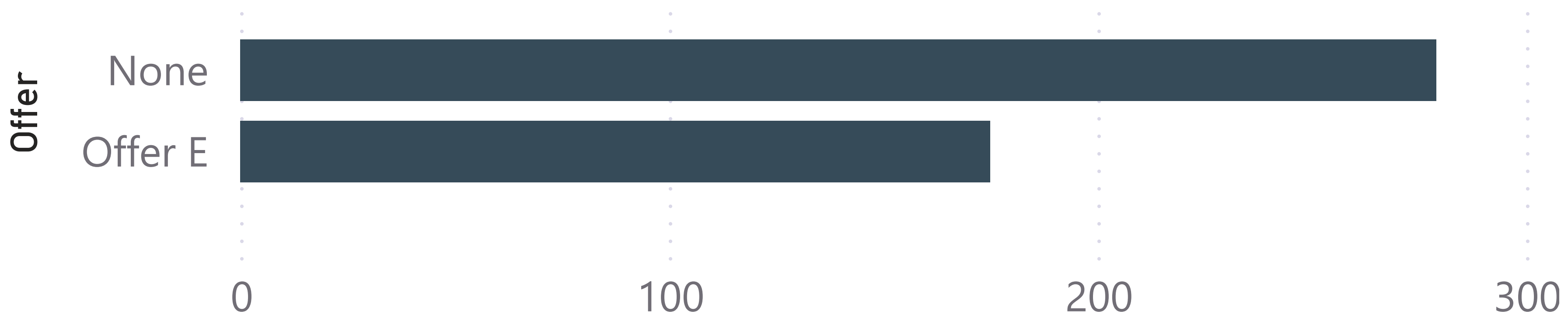
Average of Monthly Charge by Customer Status



Average of Number of Dependents by Customer Status



#Joined by Offer



I Am Junior Business Intelligence Specialist

Junior Business Intelligence Development | Skilled in Power BI, SQL Server 📊 | Data Analysis using Excel & SQL📊 | Data Analysis using Python 🐍 | Familiar with SSAS, SSIS, SSRS tools to manage data efficiently 🛠 | Let's connect and unleash the magic of data! 🌈 #Visualization #PowerBI #DataAnalysis #BIDeveloper #SQL #Python #OOP #DataAnalysis #SSAS #SSIS #SSRS #DataWarehouse
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