Telecom Customer Churn Analysis

Revenue by Tenure Category

Tenure_Categ... ● Loyal ● Established ● New

- Loyal: $19.1M
- Established: $1.5M
- New: $0.7M
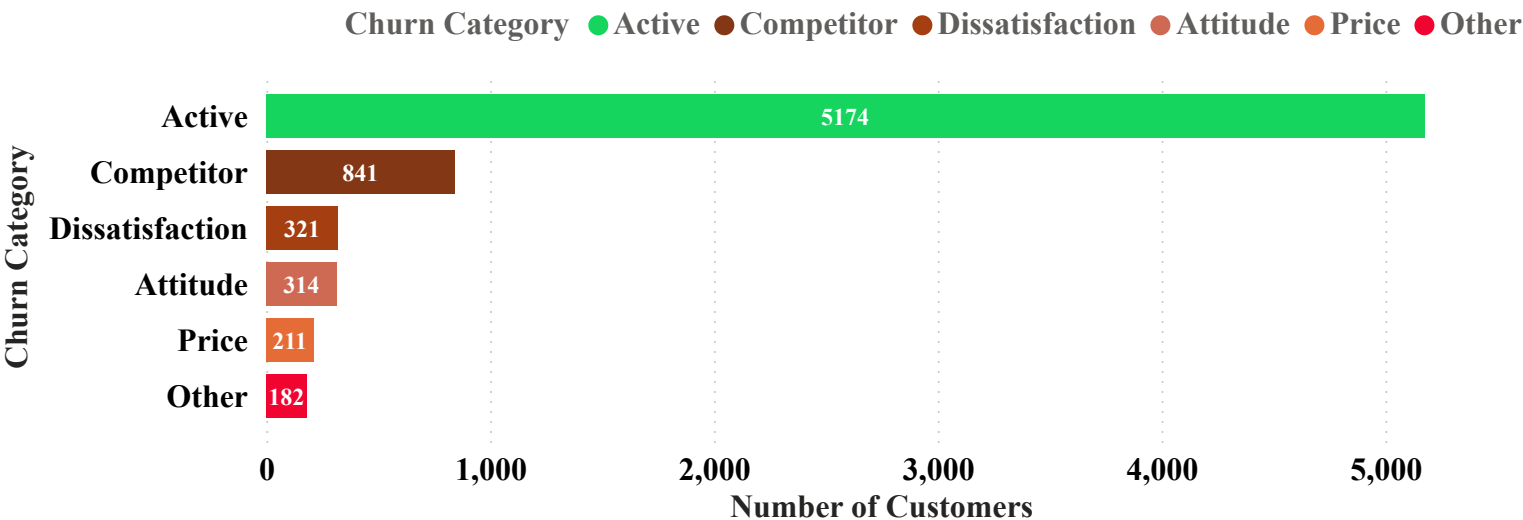
(Total Revenue axis: $0M, $5M, $10M, $15M, $20M)
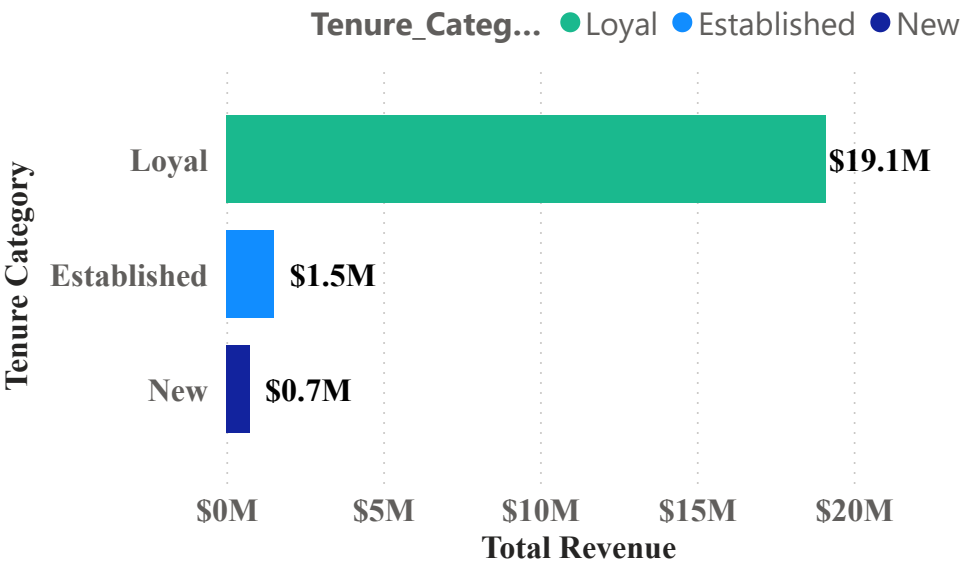
Customer Distribution by Customer Status

- 6.45%
- 26.54%
- 67.02%

Customer Status
- ● Stayed
- ● Churned
- ● Joined
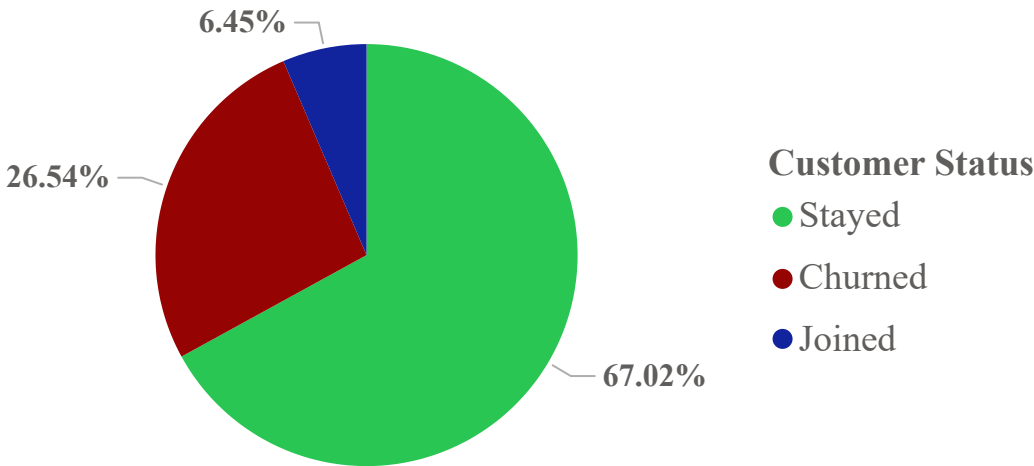
Total Refunds - All Tenure Categories

$13.82K

Active vs. Churn Reasons

Churn Category ● Active ● Competitor ● Dissatisfaction ● Attitude ● Price ● Other

- Active: 5174
- Competitor: 841
- Dissatisfaction: 321
- Attitude: 314
- Price: 211
- Other: 182

(Number of Customers axis: 0, 1,000, 2,000, 3,000, 4,000, 5,000)

Total Revenue vs Tenure (in months)

(Total Revenue axis: $0M, $1M, $2M, $3M; Tenure in Months axis: 0, 20, 40, 60, 80)

Why Customers Churned

Reason	Percentage
Competitor had better devices	16.75%
Competitor made better offer	16.64%
Attitude of support person	11.77%
Don't know	6.96%
Competitor offered more data	6.26%
Competitor offered higher download speeds	5.35%
Attitude of service provider	5.03%
Price too high	4.17%
Product dissatisfaction	4.12%
Network reliability	3.85%
Long distance charges	3.42%
Service dissatisfaction	3.37%
Moved	2.46%
Extra data charges	2.09%
Limited range of services	1.98%
Poor expertise of online support	1.66%
Lack of affordable download/upload speed	1.61%
Lack of self-service on Website	1.55%
Poor expertise of phone support	0.64%
Deceased	0.32%

Number of Customers

Customer Referrals by Tenure Category and Status

Customer Status ● Churned ● Joined ● Stayed

% of referrals

- Loyal: 76.40% (Stayed 73.01%, Churned 3.40%)
- New: 12.36% (Stayed 6.77%, Joined 3.14%, Churned 2.45%)
- Established: 11.24% (Stayed 10.00%)

Tenure category
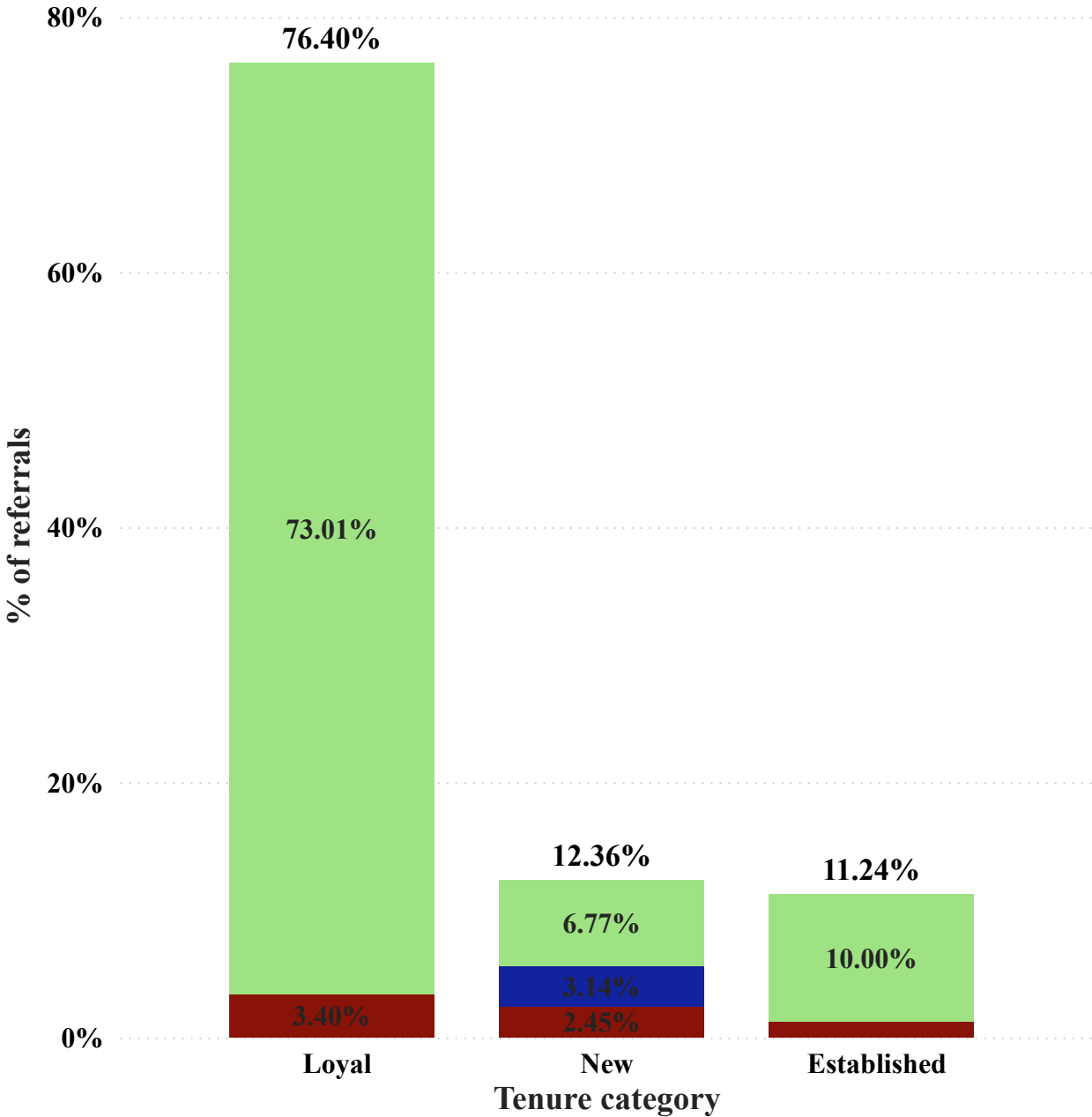
Preferred Payment Methods Among Customers

385 (5.47%)

2749 (39.03%)

3909 (55.5%)

Payment Method
- ● Bank Withdrawal
- ● Credit Card
- ● Mailed Check
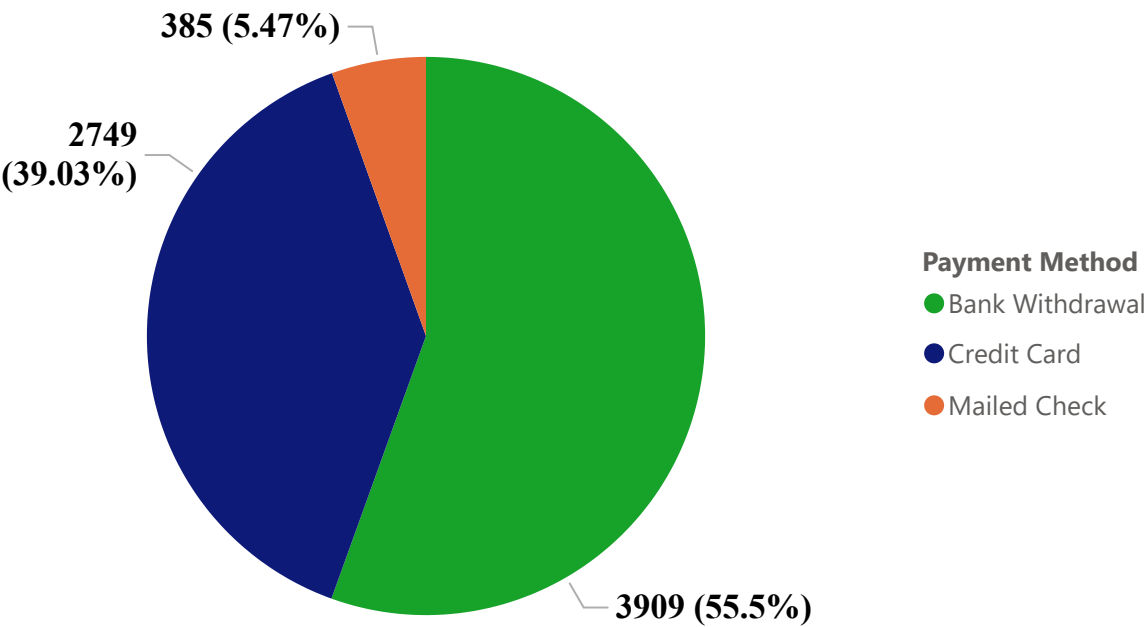
Customer Status Distribution by Payment Method (%)

Customer Status ● Churned ● Joined ● Stayed

Bank Withdrawal: 19% | 3% | 34% | 56%

Credit Card: 6% | 3% | 30% | 39%

Mailed Check: 3% | 5%

Payment Method

% of Customers

0%   10%   20%   30%   40%   50%
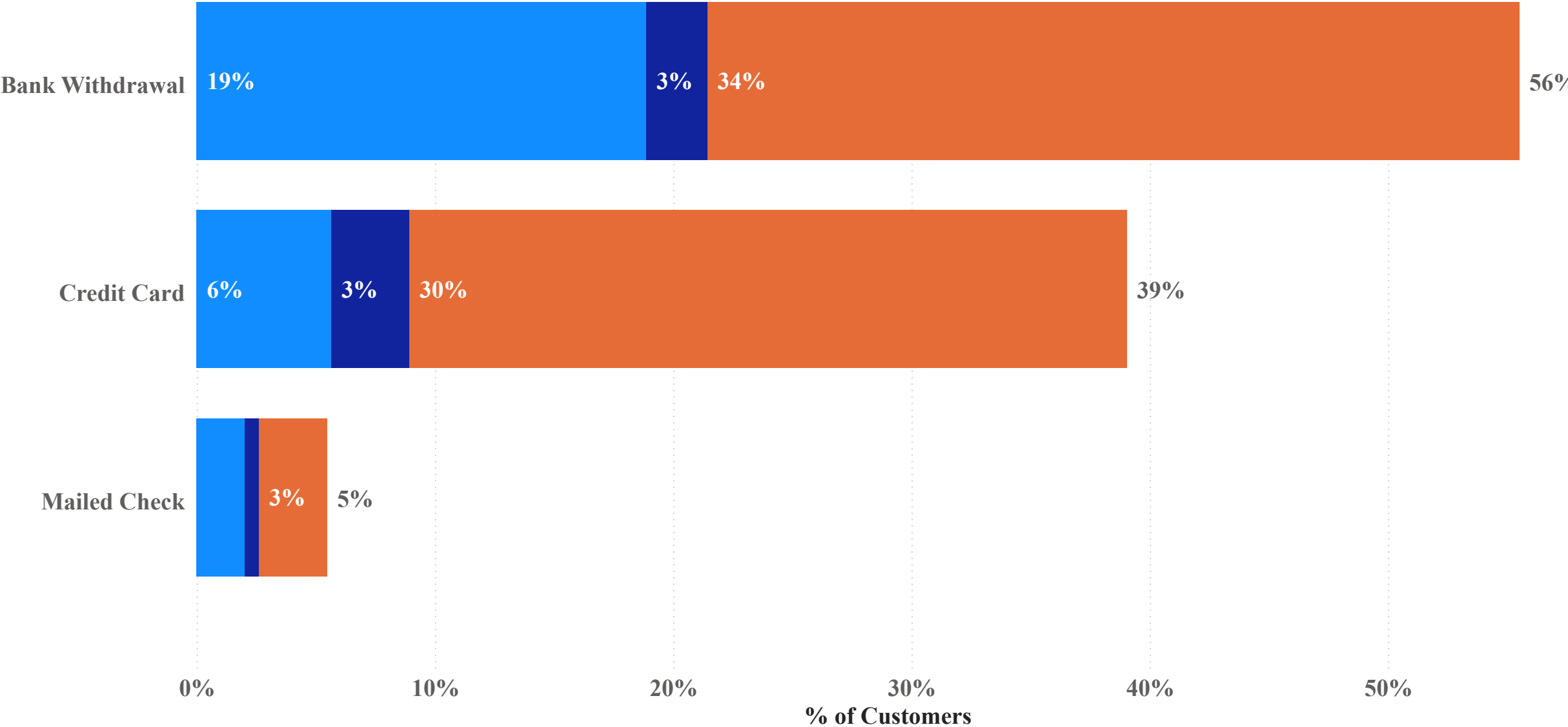
Revenue Contribution from Loyal Customers by Tenure
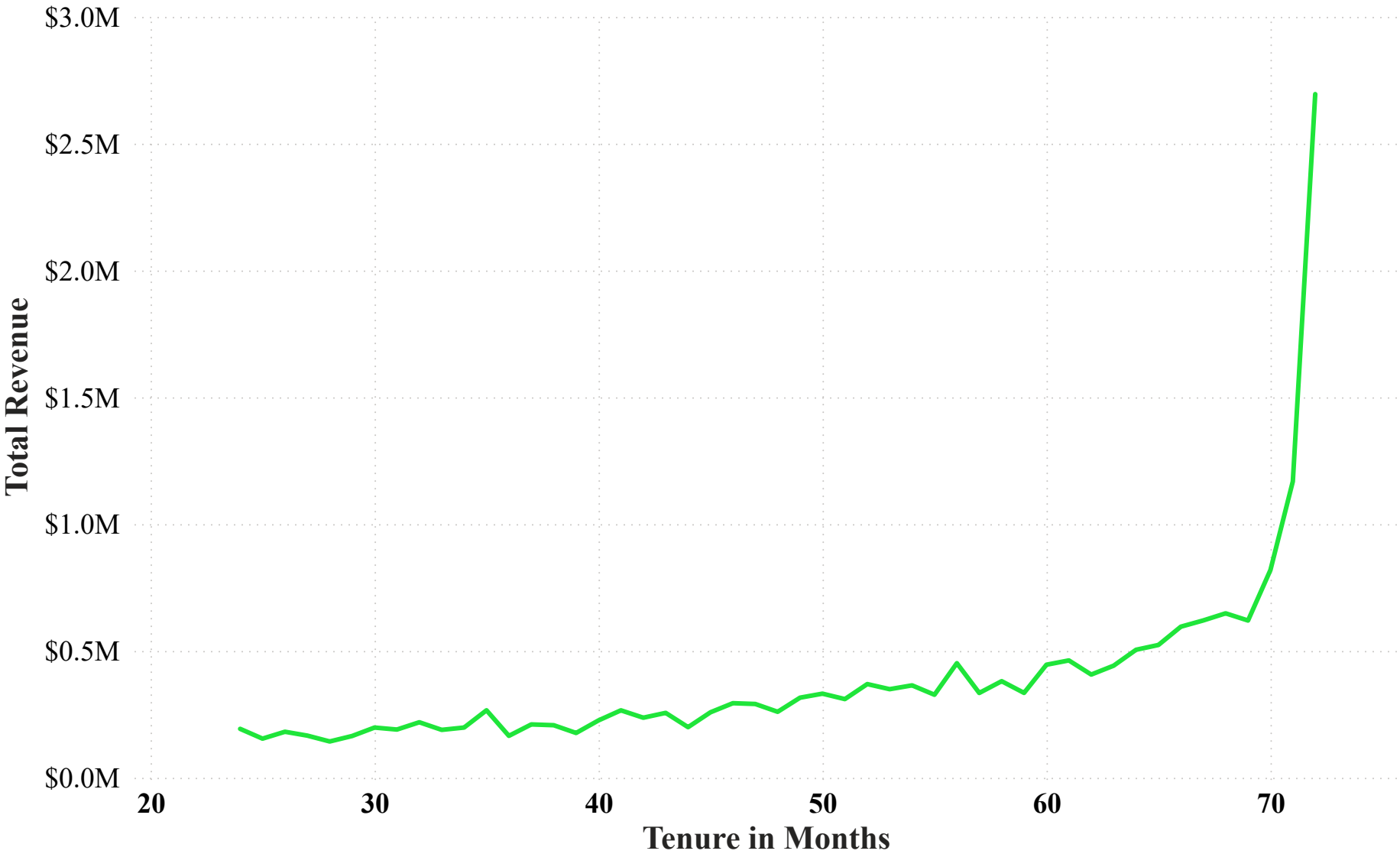
Phone Service Subscription

Phone Service ● No ● Yes
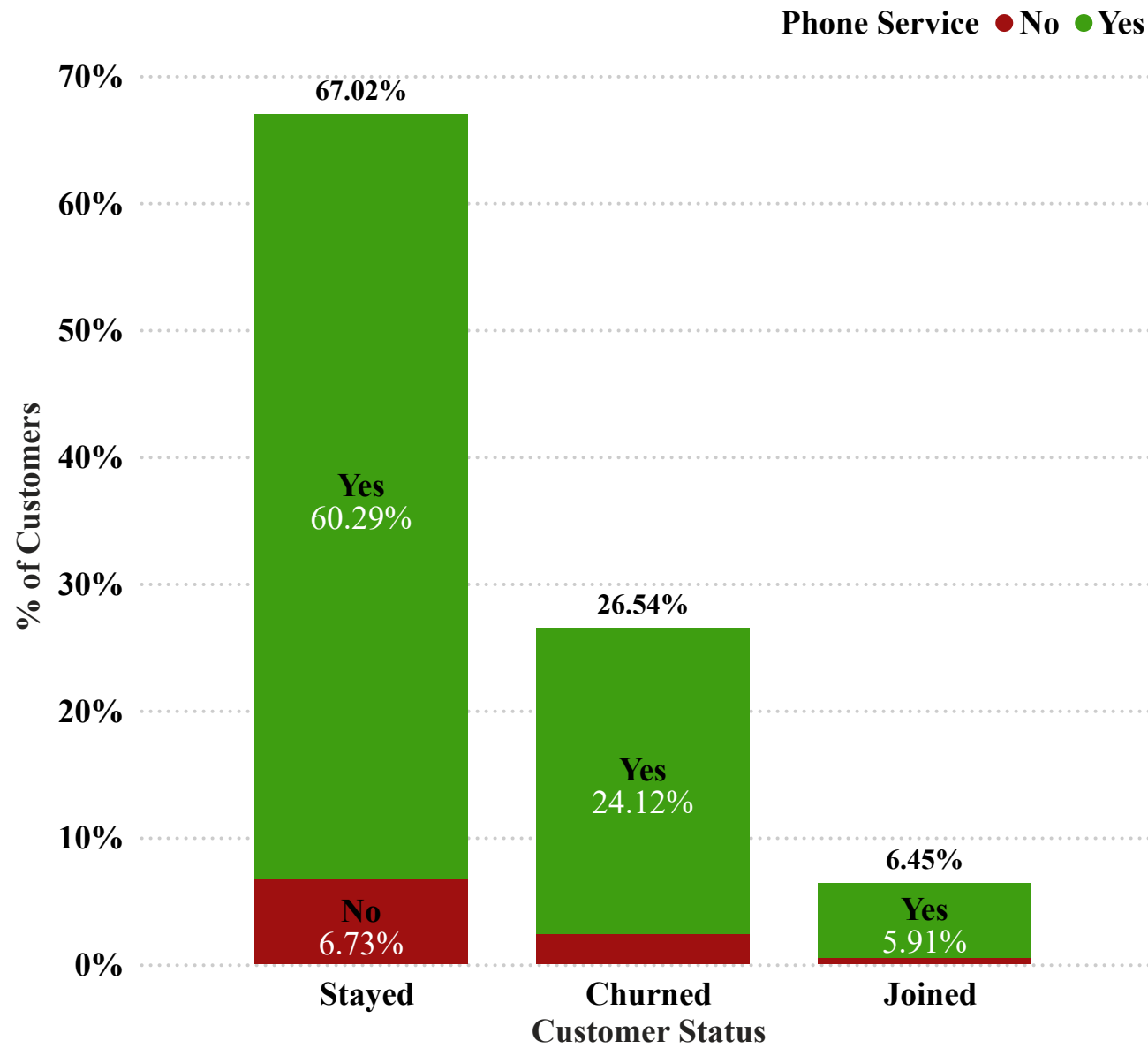
Internet Service Subscription

Internet Service ● No ● Yes
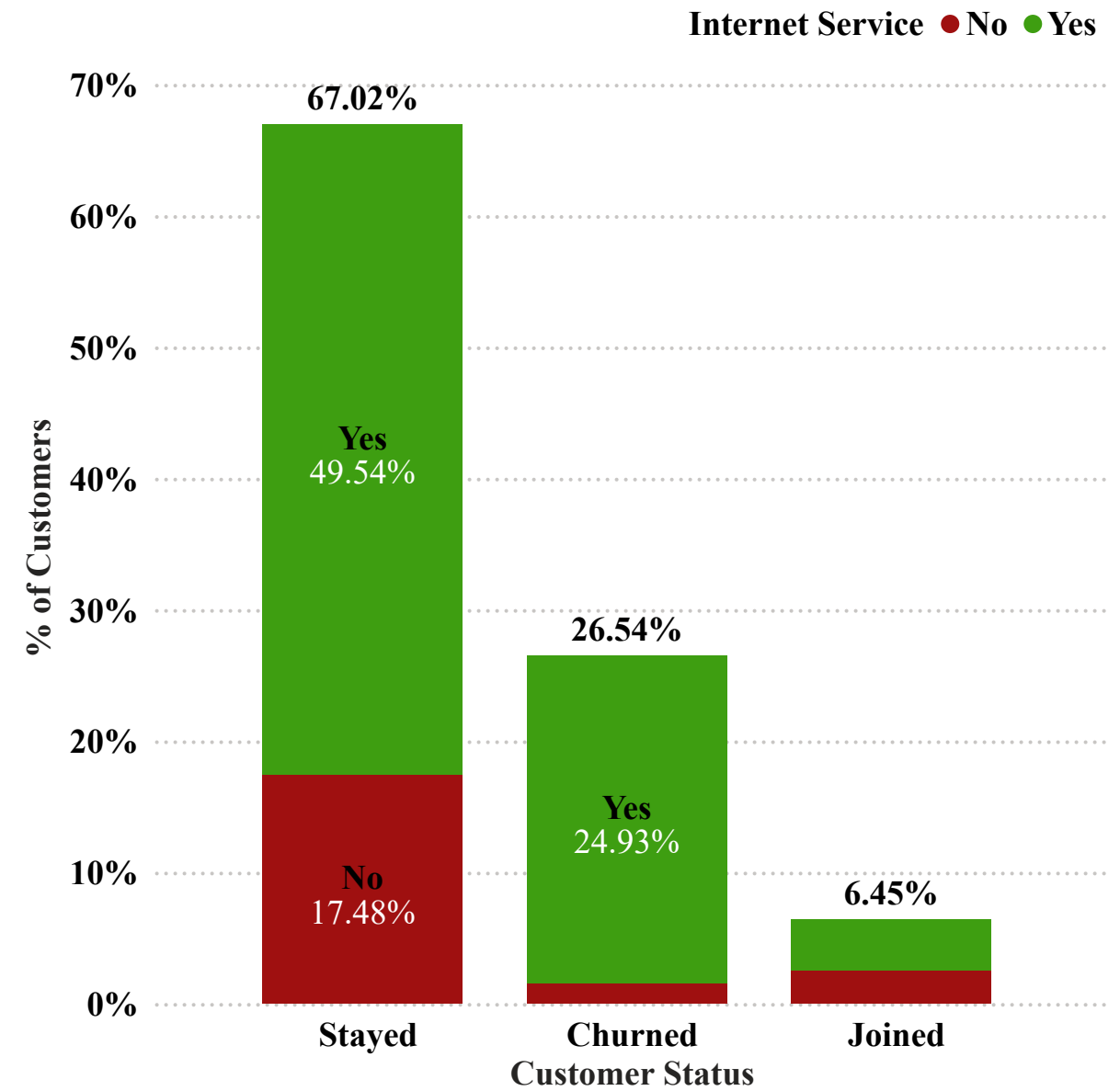
Customers Status Vs Contract
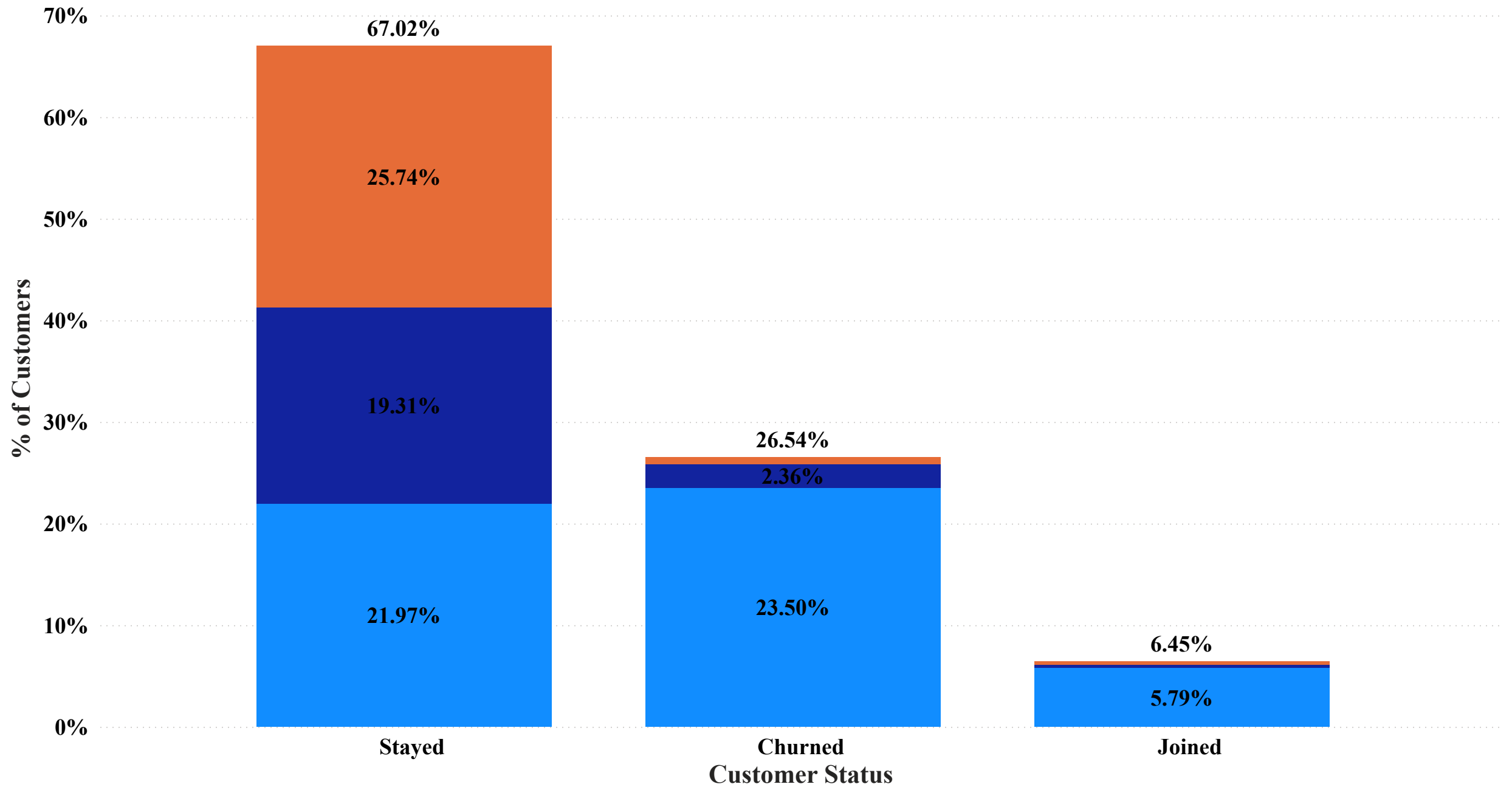
Customer Status Vs Offer