



CUSTOMER CHURN DASHBOARD

Churn

All

\$ 16.06M

Yearly Charges

\$ 456.12K

Monthly Charges

3632

Admin Tickets

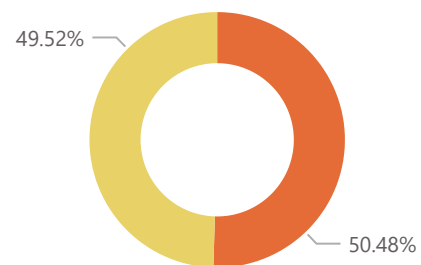
2955

Tech Tickets

1869

Customer Churn

Gender



Gender ● Male ● Female

7043

Senior Citizen

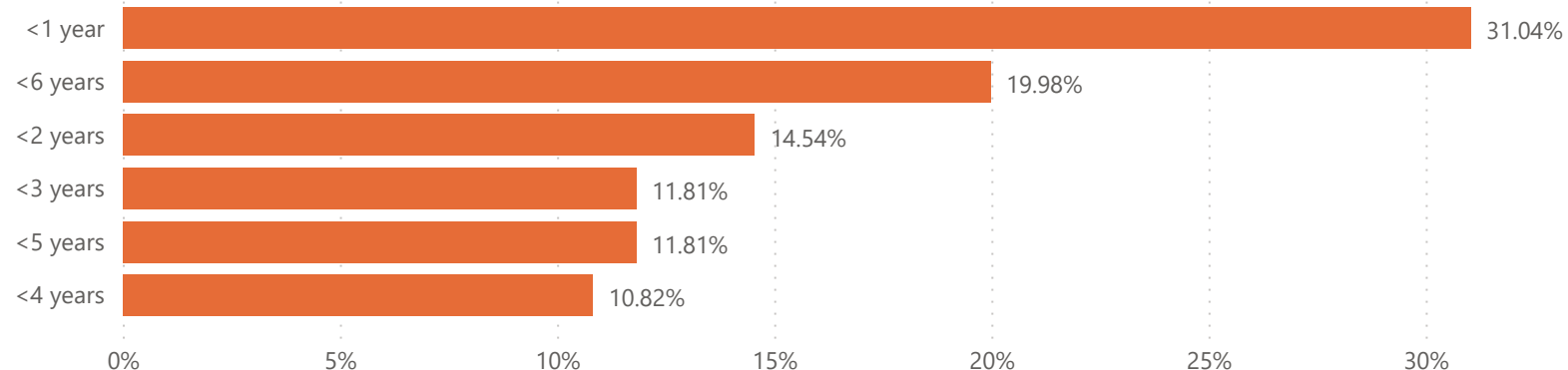
0.36

Partner in %

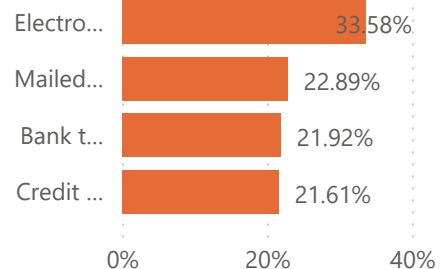
0.17

Dependent in %

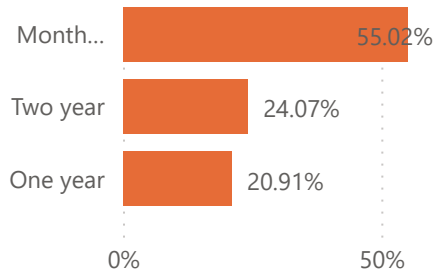
Churn by Yearly



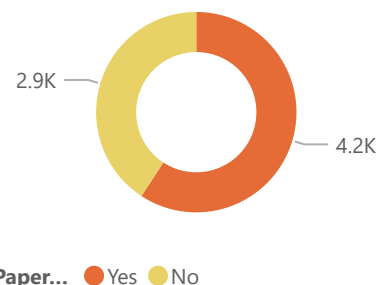
Payment method



Contract

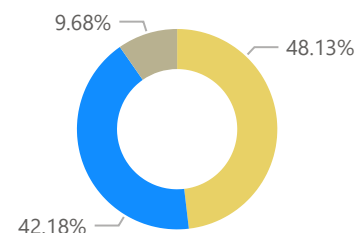


Paperless Billing



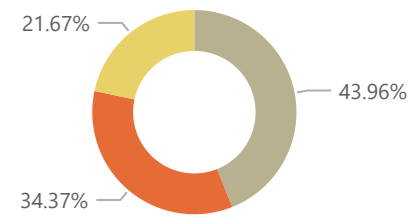
Paper... ● Yes ● No

Multiple Lines



Multi... ● No ● Yes ● No phone service

Internet Service



Interne... ● Fiber optic ● DSL ● No

2,279.73

Average of TotalCharges

64.76

Average of MonthlyCharges

0.28

Online backup in %

0.91

Phone service in %

0.44

Streaming Movi...

0.44

Streaming TV in %

0.17

Tech Support in %

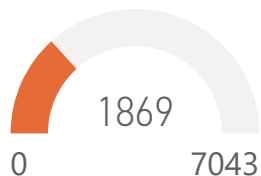
0.16

Online security in %



Customer Risk Dashboard

Churn



7043

Total Customer Churn

0.27

churn rate %

16.06M

Yearly Charges

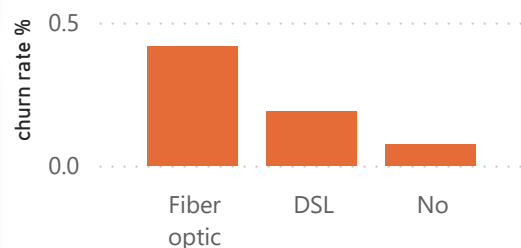
456K

Monthly Charges

Churn

All

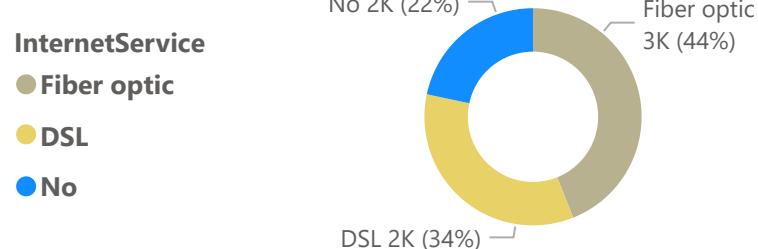
Churn by Internet Service



InternetService

All

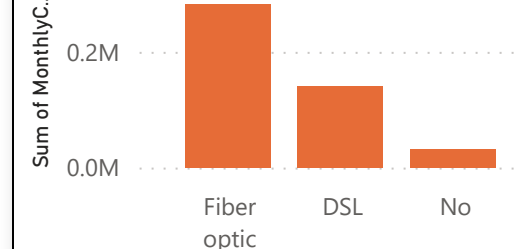
Customer BY Internet Service



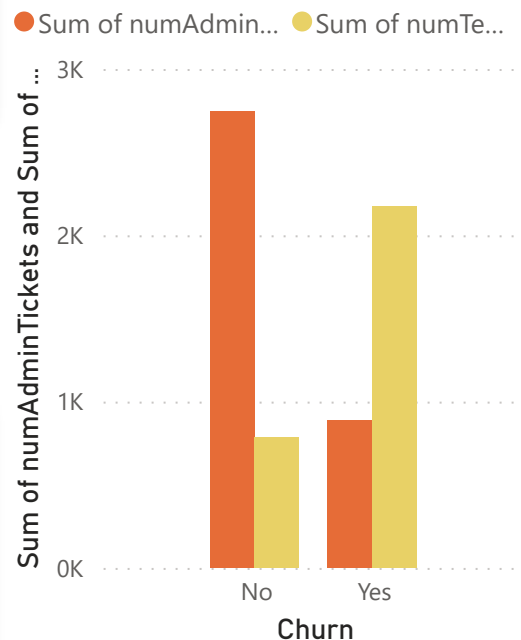
Contract

All

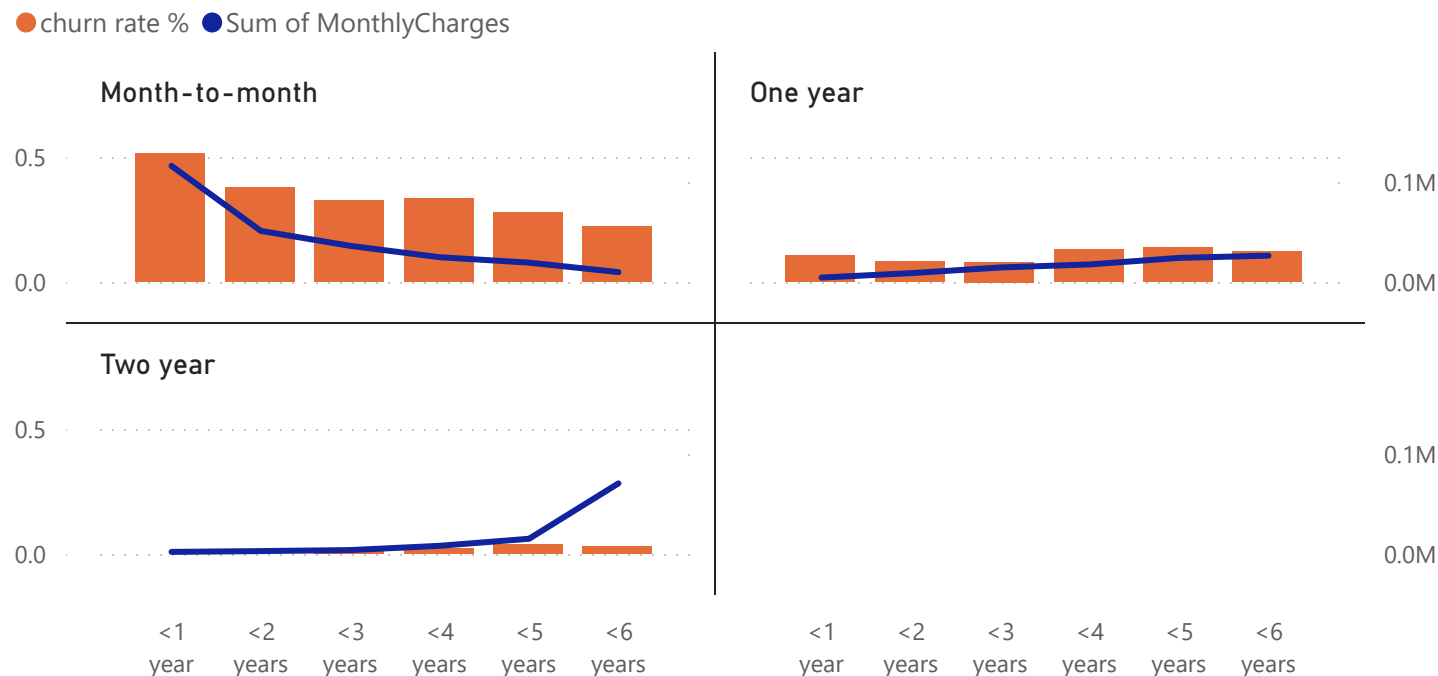
Monthly by Internet Service



Admin Tickets and Tech Tickets by churn



Churn Rate% And Monthly Charges by Year And Contract

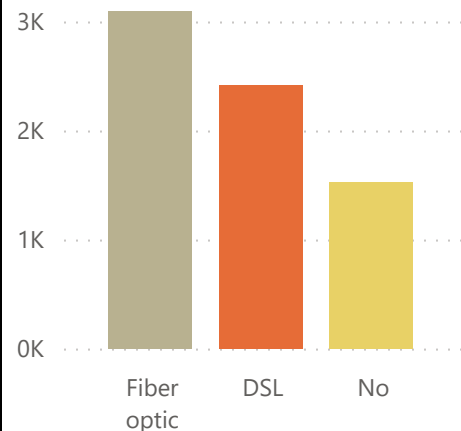




Services Offered

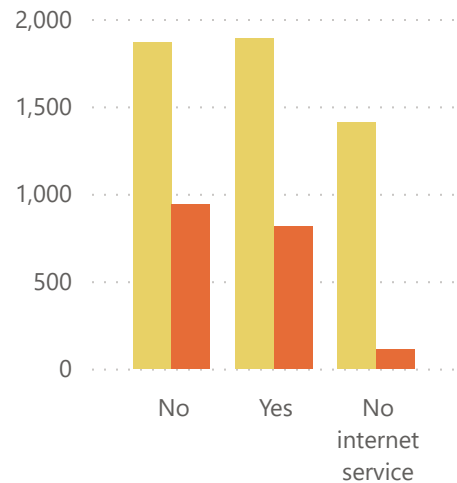
Internet service by churn

Intern... ● Fiber optic ● DSL ● No



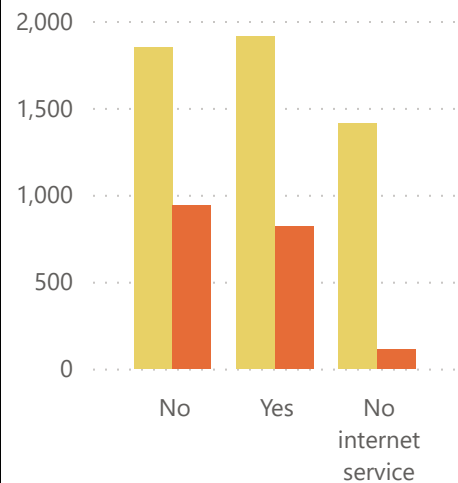
Streaming TV

Churn ● No ● Yes



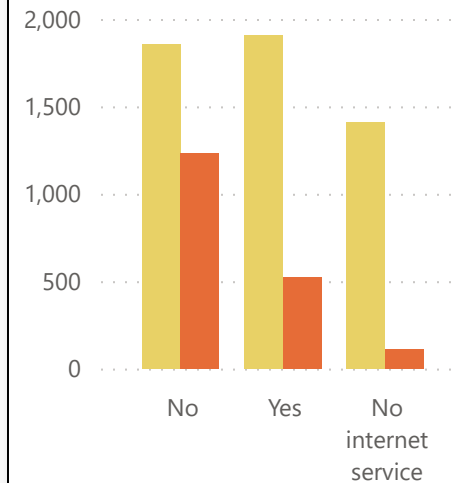
Streaming Movies

Churn ● No ● Yes



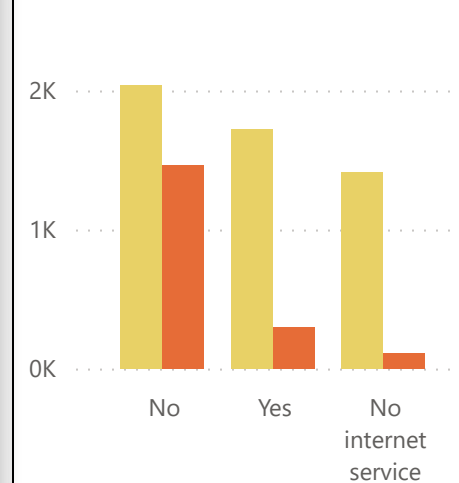
Online Backup

Churn ● No ● Yes

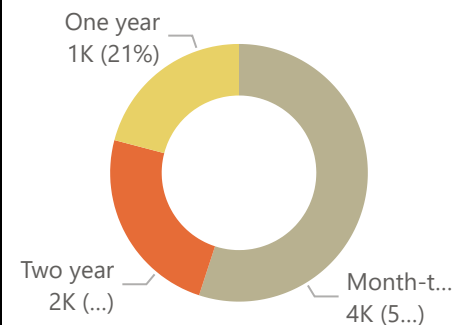


Online Security

Churn ● No ● Yes

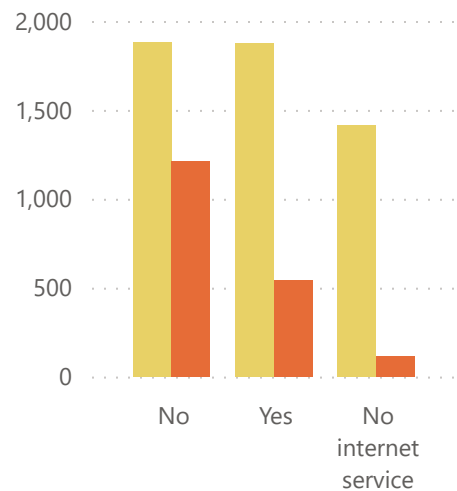


Count of Contract by Contract



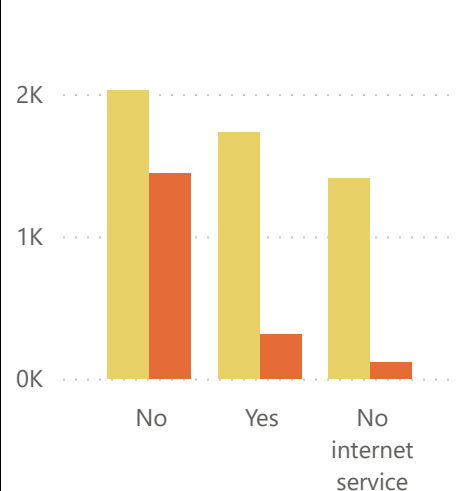
Device Protection

Churn ● No ● Yes



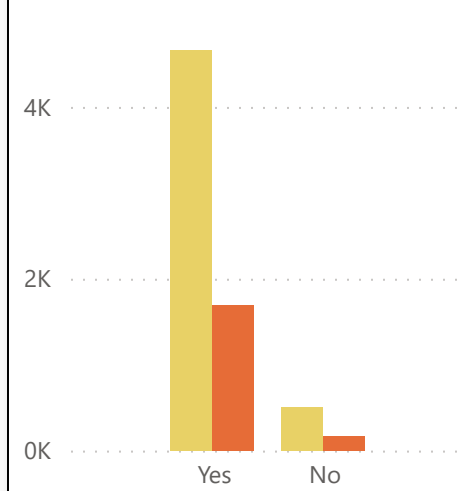
Tech Support

Churn ● No ● Yes



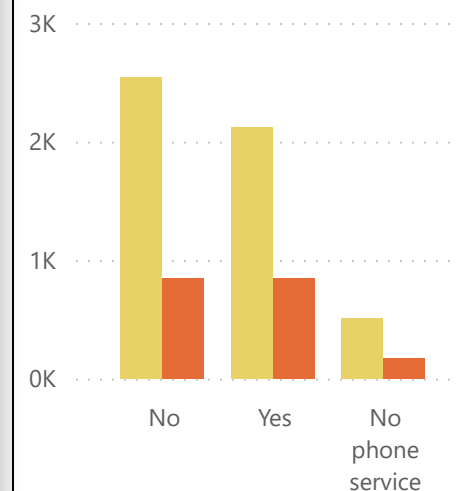
Phone Services

Churn ● No ● Yes



Multiple Lines

Churn ● No ● Yes





Insights And Recommendation

Insights:

As shown the data Visualization, It can be deduced that:

- Customers on the Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract joined the company.
- The company is at risk of losing recently joined customers. based on the results from analysis.. if they decided to month-to-month contract.
- **7043** customers are at the risk of churn. and The churn rate is **27%** and yearly charges is **\$16.06M** charges. and Monthly Charges is **\$456.12K** monthly charges.
- **2955** tech tickets were opened and **3632** admin tickets were opened.
- Most of the churned customers did not sign up for Online Security and tech support and also did not sign up for Phone Services.
- It a lot of customers had an issue with Fiber Optic . Up to **42%** of the customers churned were using Fiber Optic as their Internet Services.

Recommendation:

- The Company could try convincing customers to subscribe to One-Year and Two-Year contract. The contract are not favorable to customers as they tend to pay more monthly.
- Giving the discount to customers based on the some specific tasks is also good wat retaining them, specially those month-to-month contract.
- From analysis majority customers who churned did not sigh up for Online Security and Tech Support. These are the important services that customers should customers signup for. The company should educate customers on the benefits of signing up for these services.
- Increase sale of 1 and 2 year contract by **5%** each and Yearly increase of automatic payments by **5%**.