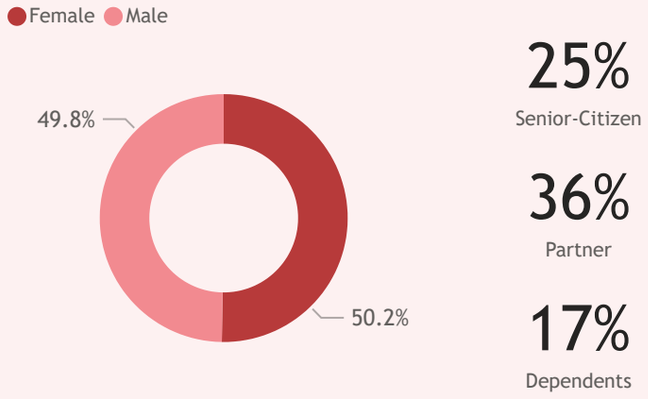
Churned Customer Profile

1869	$2.86M	$139.13K	2173	885
Customers at risk	Yearly Charges	Monthly Charges	Number of Tech Tickets	Number of Admin Tickets

Demographics



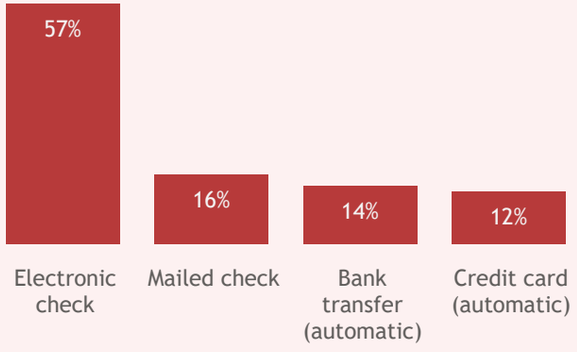
25% Senior-Citizen

36% Partner

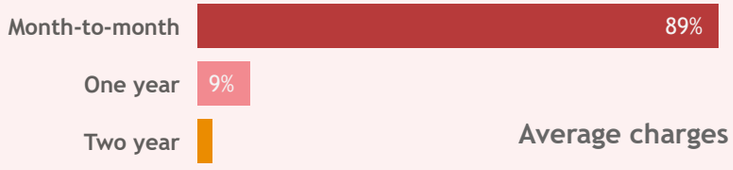
17% Dependents

Customer account information

Payment method



Type of contract

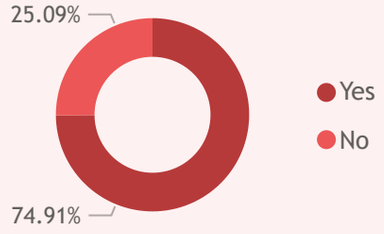


Paperless billing

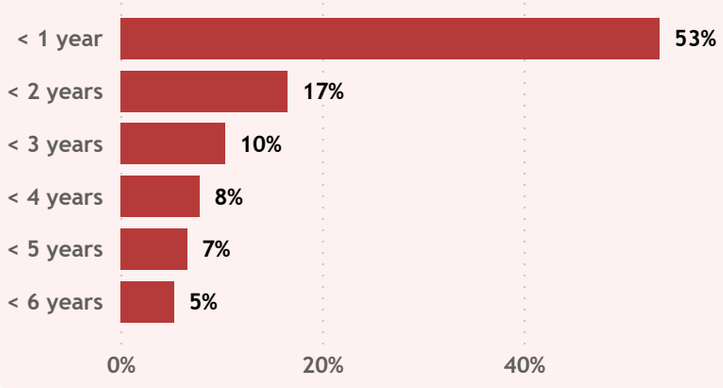
$74.44 Monthly

$1,531.80 Total

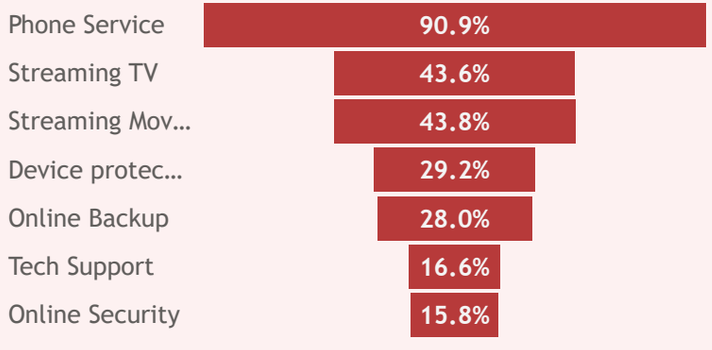
Average charges



Subscription time

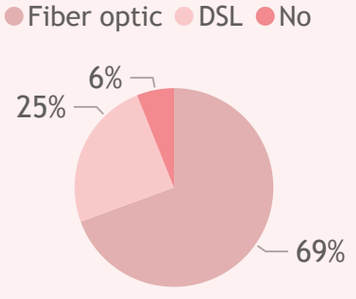


Services customers signed up for



Multiple Lines?

49.97%	50.03%
No	Yes



Customer Risk Analysis

Risk of churn

- [ ] No
- [x] Yes

Subscribed (Month)

0 — 72

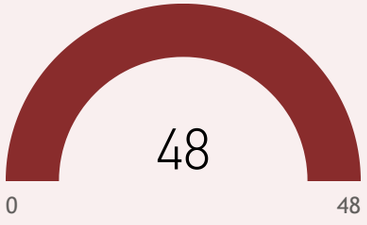
Contract type

- [ ] Month-to-month
- [ ] One year
- [x] Two year

Internet service

- [ ] DSL
- [ ] Fiber optic
- [ ] No

Churn



100.00%
churn rate %

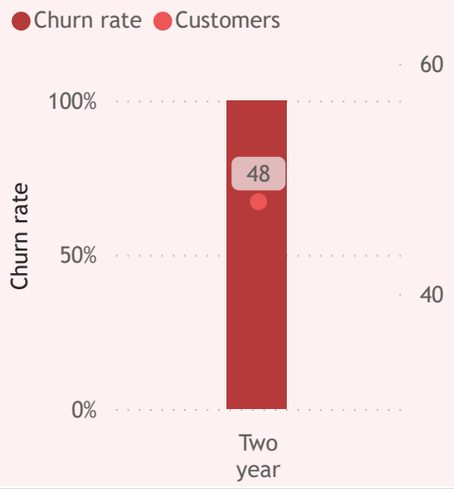
48
Total customers

$260.75K
Annual Charges

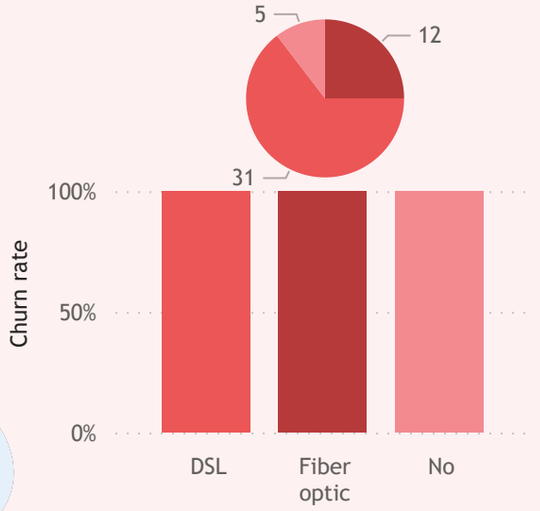
252
Tech Tickets

27
Admin Tickets

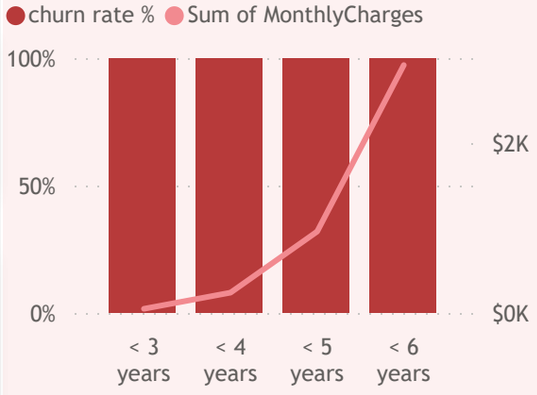
Type of contract



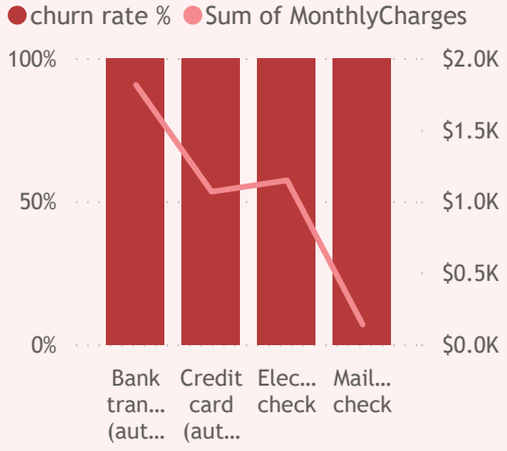
Number of customers by internet service



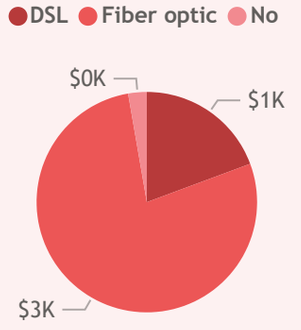
Years of contract



Churn by payment method



Sum of monthly charges



Insights:-

➢ **Customer Overview :**

- There are total 7,043 customers subscribed to the client, out of which 3,555 are Males & 3,488 are Females, & the revenue earned is $16.1M
- By tenure, 31% customers are subscribed to below 12 months, as a result there are more customers with month-to-month contract
- Most customers have Fiber optic internet for which they are paying high charges.
- 73.5% of customers have been retained i.e. 5,174

➢ **Churn Customers :**

- 1,869 customers have churned i.e. 26.5% , out of which 380 customers churned last month itself.
- Revenue lost due to churn is $2.9M.
- Gender is not the major factor of churning as ratio of Males and Females is same.
- 1037 customers with less than 12 months tenure have churned, whereas customers with 61-72 months of tenure are just 93.
- 89% customers churned had month-to-month contract.
- Customers paying high charges have churned the most i.e.1274, along with customers with fiber optic internet have also churned the most

➢ **Churning factors are :**

- Customers with tenure of last than 12 months
- Customers with month-to-month contract
- Customers subscribed to fiber optic
- Customers paying high charges