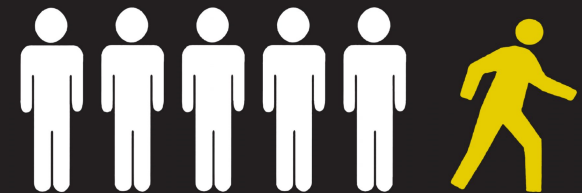


Customer Churn Analysis

What is Customer Churn?

Customer churn is the percentage of customers your business lost in a set period of time. For instance, if you had 100 customers at the beginning of the month and lost 10 of them throughout the month, you had a 10% churn rate for the month. Once a customer cancels their account or stops paying for their subscription, they've "churned". The more customers retained, the lower your churn rate.

The higher the churn rate, the more difficult it is to grow because you'll constantly be chasing new customers to replace the ones that are churning. To build sustainable growth, you need to keep your churn rate as low as possible while you acquire new customers. One thing to keep in mind, though, is that every business has some customer churn. A product won't always be the right fit for everyone, but it's alright as long as the company does everything to keep your churn as low as possible.

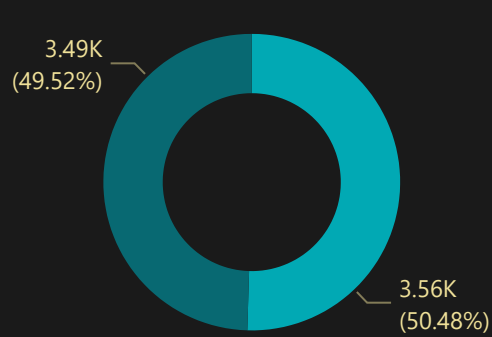


[Home](#)[Customer profile](#)[Churner profile](#)[Churner Risk](#)

Gender

gender

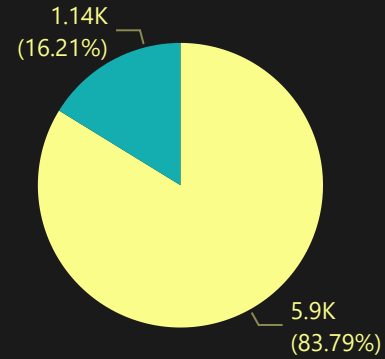
Male
Female



Senior Citizen

SeniorCitizen

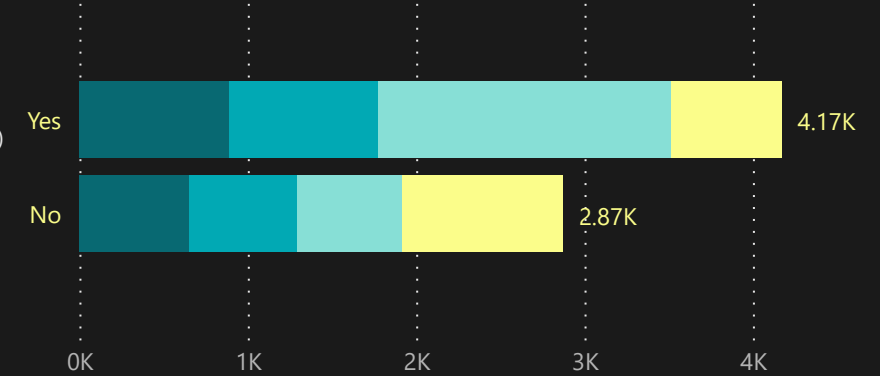
No
Yes



Payment Method

PaymentMethod

Bank transfer (automatic)
Credit card (automatic)
Electronic check
Mailed check

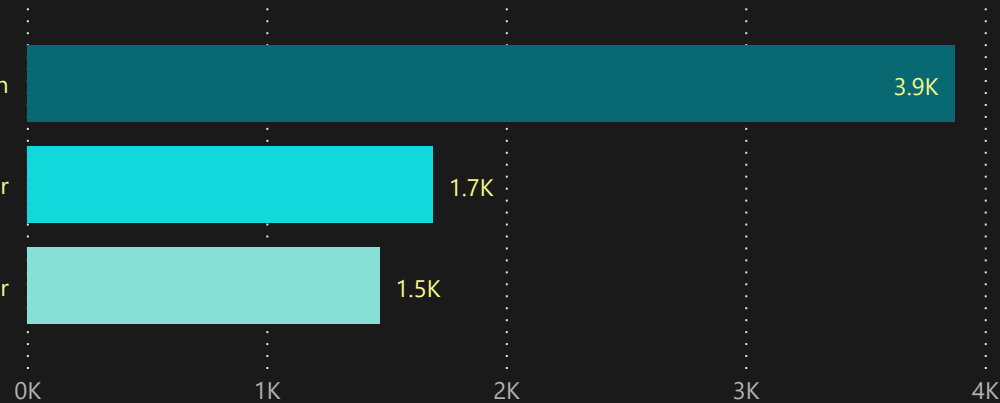


Contract Period

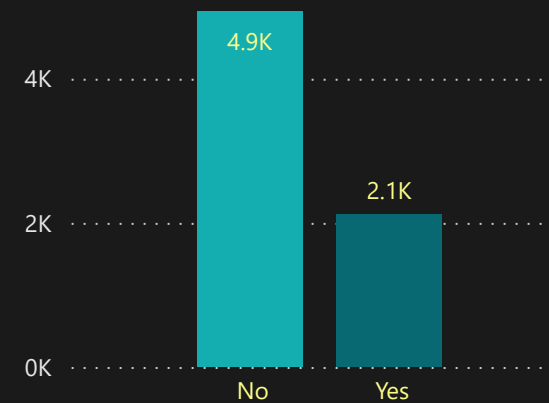
Month-to-month

Two year

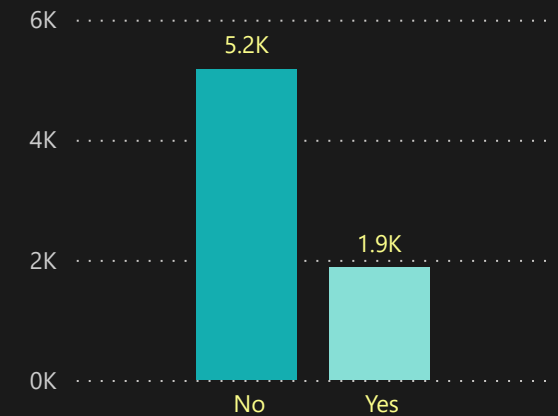
One year



Dependents Count



Churn Count



7043

Customers

\$64.76

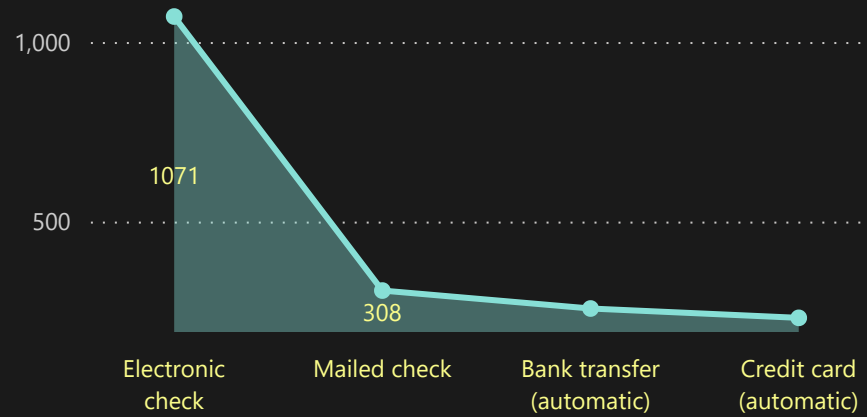
Average Monthly Charges

\$ 2.28K

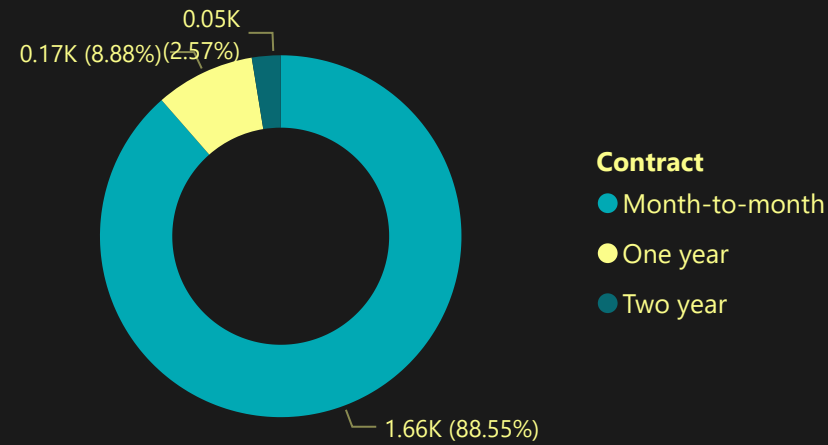
Average Transaction Amount

[Home](#)[Customer profile](#)[Churner profile](#)[Churner Risk](#)

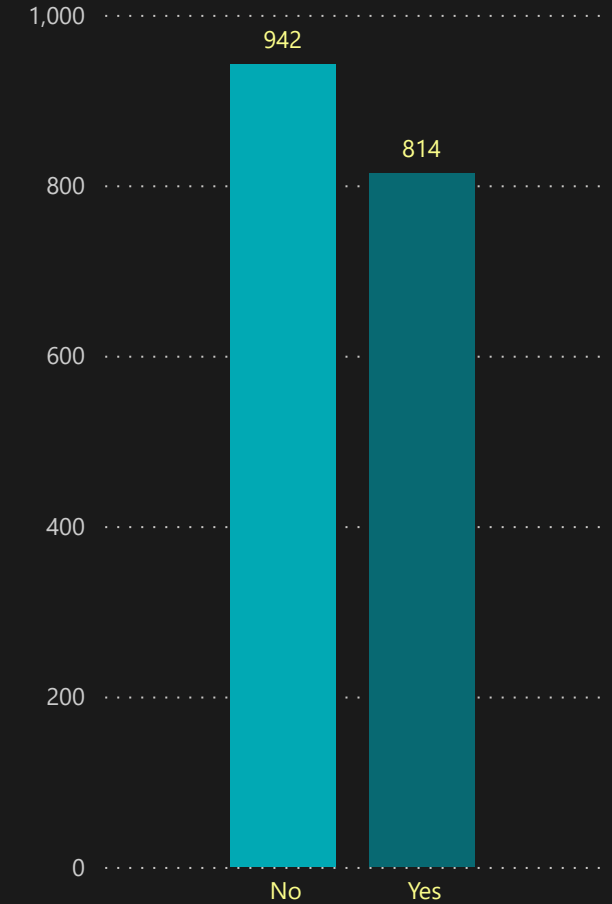
Payment Method



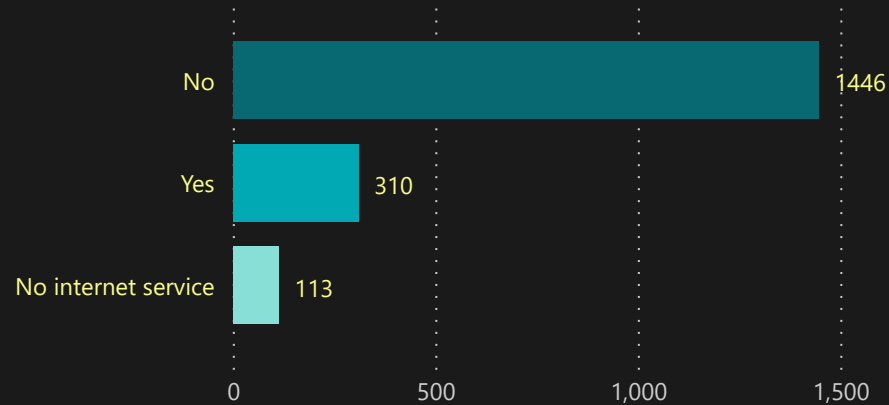
Contract Period



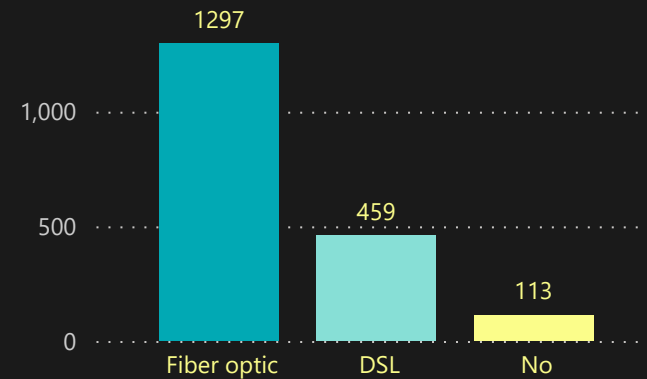
Streaming TV count



Tech Support Request



Internet Service



1869

Churners

\$74.44

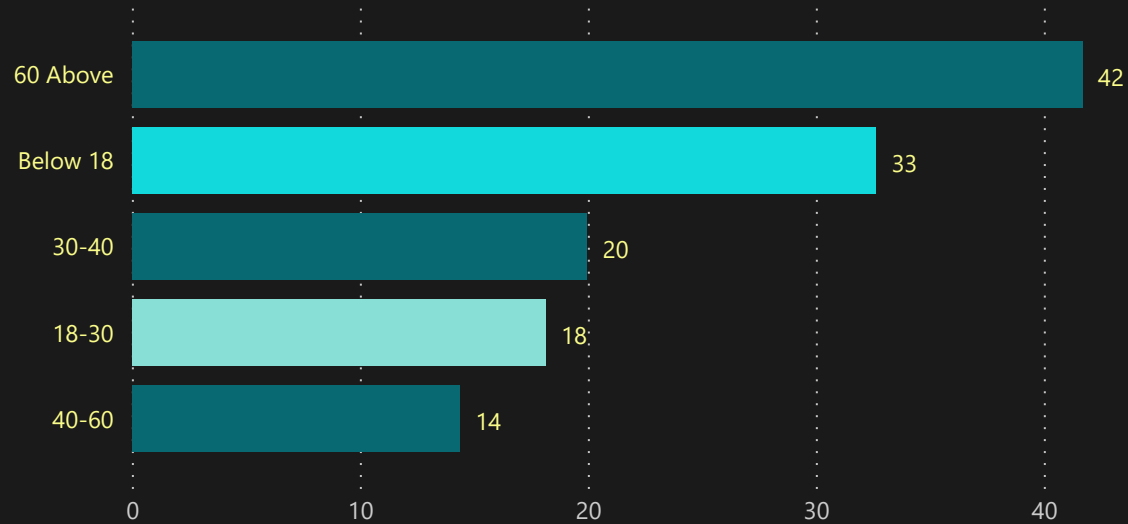
Average Monthly Charges

\$1.53K

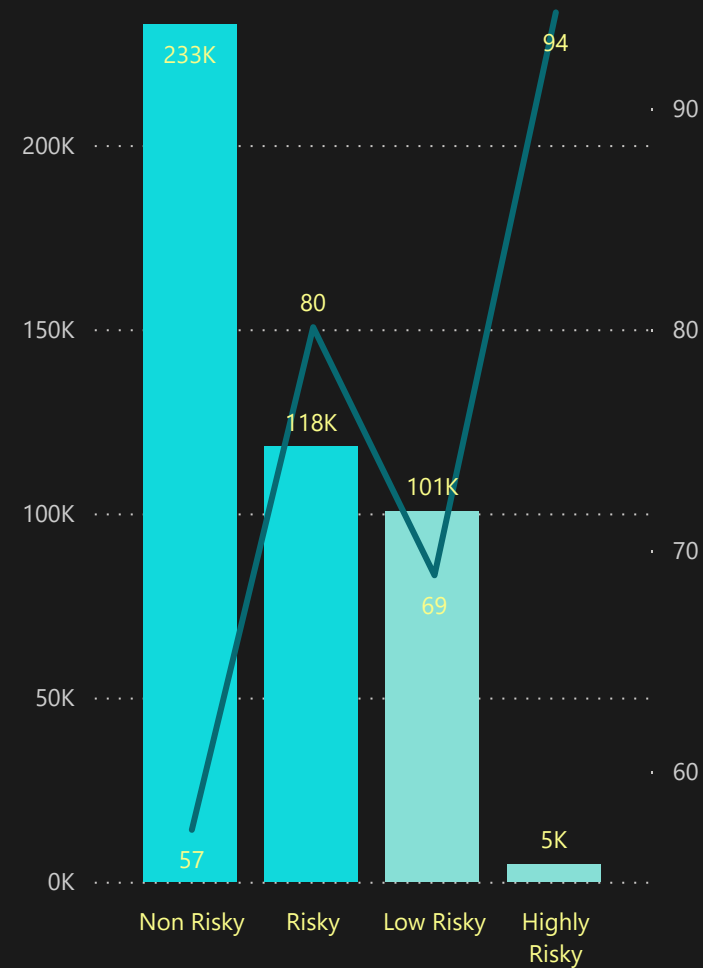
Average Transaction Amount

[Home](#)[Customer profile](#)[Churner profile](#)[Churner Risk](#)

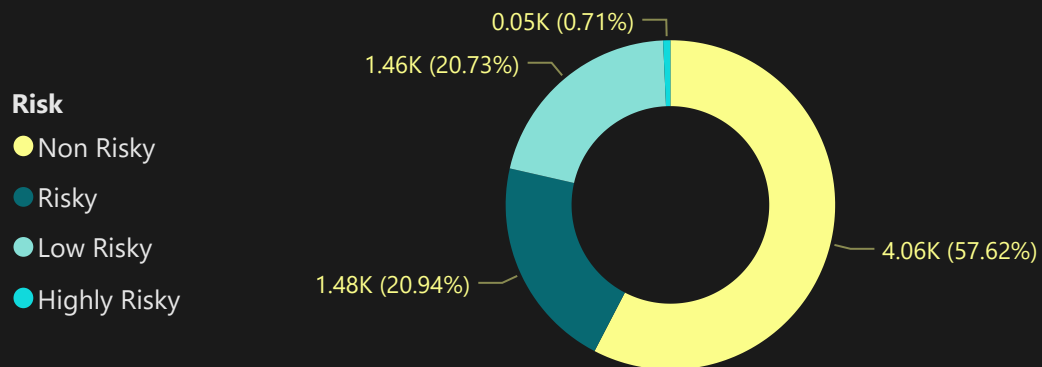
Churn rate(%) based on Age group



Total charges and avg. Monthly charges based on Risk



Risk Count



Risk

- Non Risky
- Risky
- Low Risky
- Highly Risky

26.48

Average Risk Score

50

Highly Risky Customers

1475

Moderate Risky Customers

\$122.86K

Monthly charges from Risky customers