



Churn Analysis

Phone Now

Churn

No

Yes



Customer profile

Total Customer

7043

Churn customer

1869

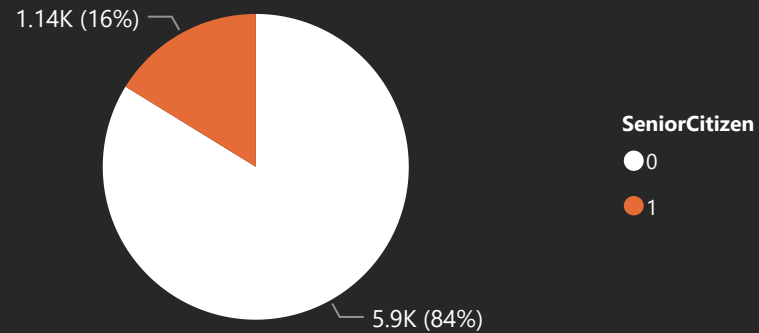
% of churn customer's

27%

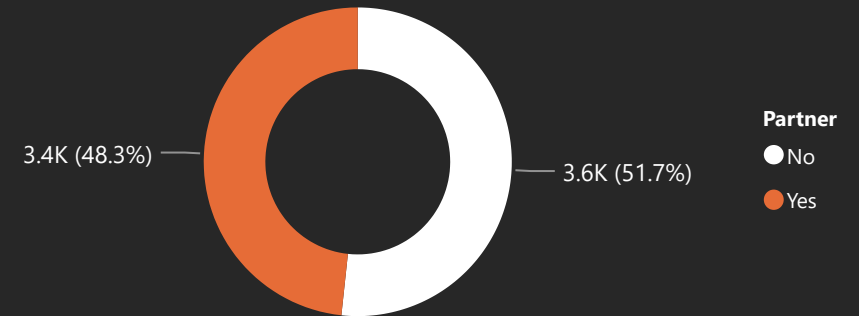
Total Revenue

\$16M

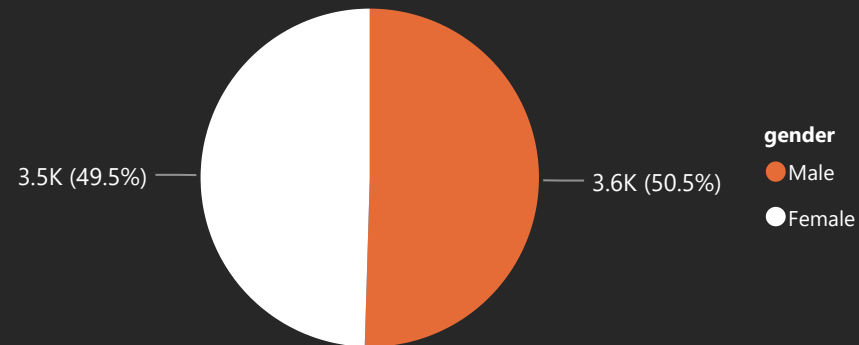
Customer by SeniorCitizen



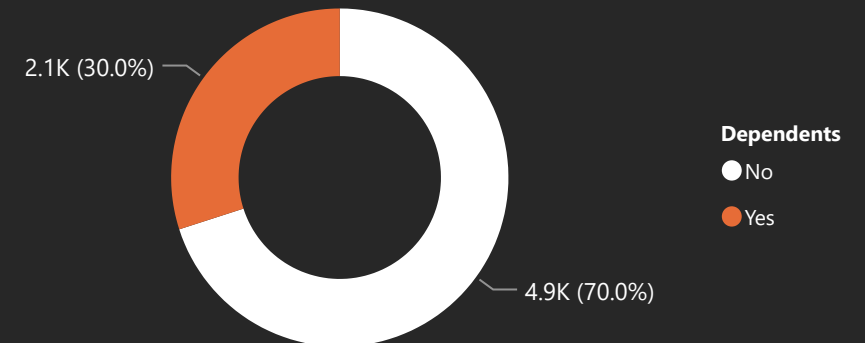
Customer by Partners



Customer by Gender



Customer by Dependents





Churn Analysis

Phone Now

Customer Churned Analysis

Churn

No	Yes
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Churned Revenue

2.86M

Avg tenure in month's

32.37

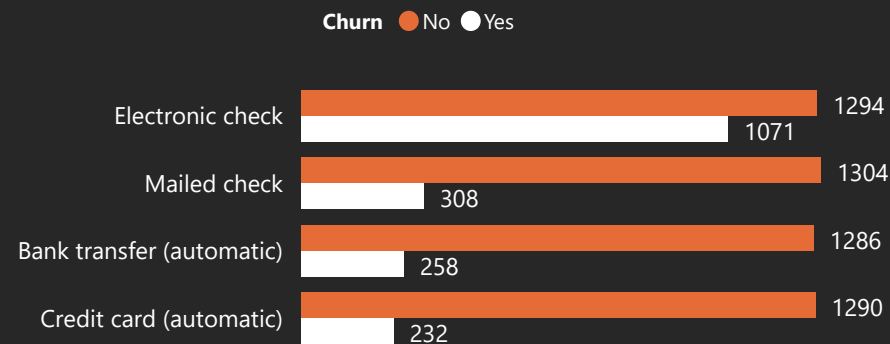
Max tenure (in month's)

72

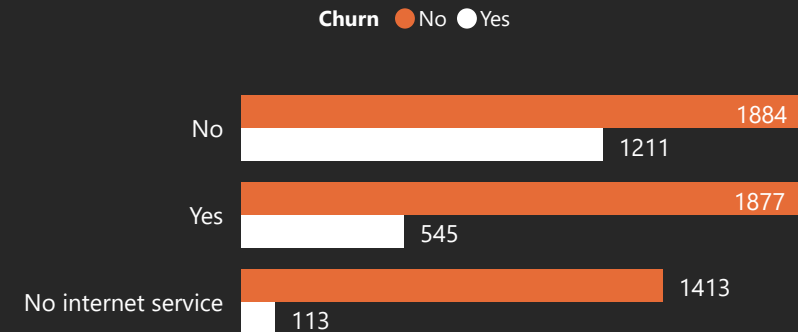
Avg Revenue

\$2K

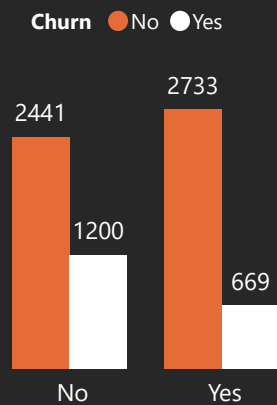
Churned customer by payment methods



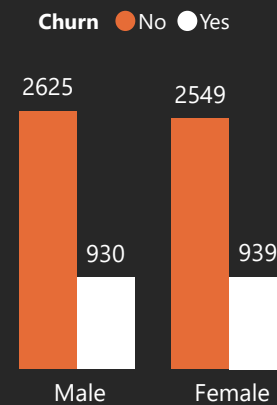
Churned customer by Deice Protection



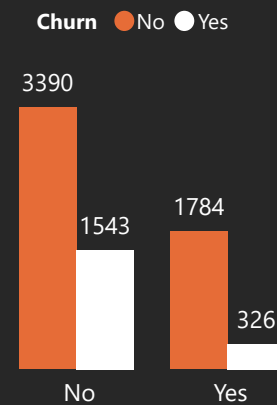
Churned Customer by Partners



Churned Customer by Gender



Churned Customer by Dependents



Churn

No Yes

Avg tenure(in months)

32.37

Avg monthly charges

\$64.8

Admin Tickets

3632

Tech Tickets

2955

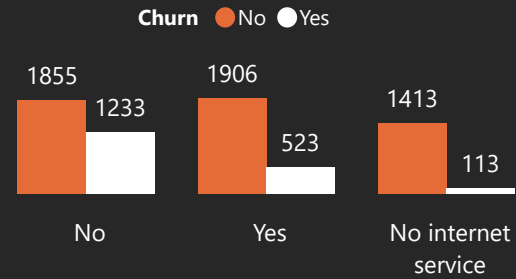
Key Insights

- 27% (1869 nos.) of the total customers are churned.
- 17.83% (\$2.86M) of the total revenue is lost.
- The company is losing \$74.44 avg, monthly charges/customer.
- Month-to-month contract type customers are the highest churned customers. 1655 nos. month-to-month customers are churned.
- Customers with <1 year have the highest churn rate.
- Customers availing Credit Card payment method are the least churned customers.
- 2173 technical services tickets are raised by churned customers out of a total of 2955 technical services tickets.

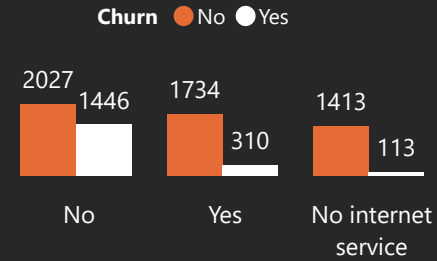
Recommendations

- Customers should be encouraged to enroll in the services for a long tenure. -Customers should be encouraged to avail hassle-free automatic payment methods like credit cards.
- The company should improve their technical support services.

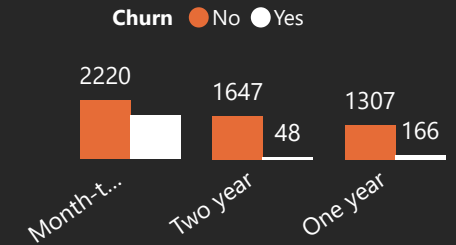
Churned customer by Oline Backup



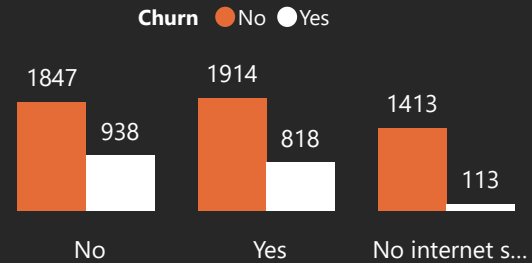
Churned customer by Technical Support



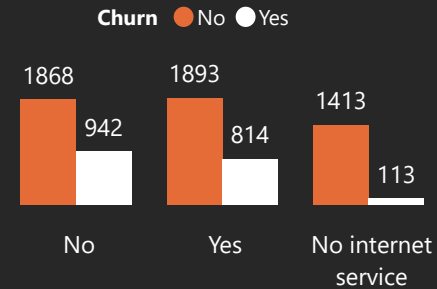
Churned customer by Contract Periods



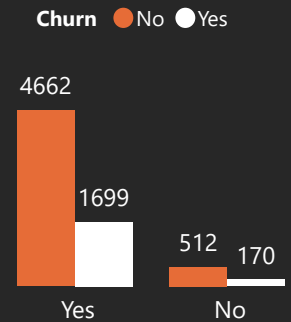
Churned Customer by Streaming Movies Service



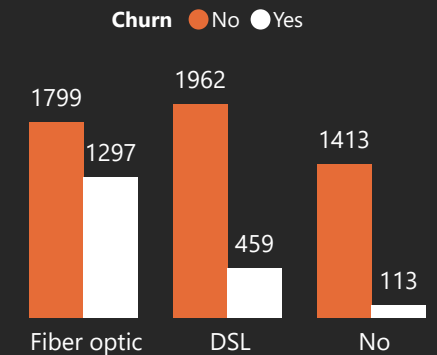
Churned Customer by Streaming TV services



Churned Customer by Phone Services



Churned Customer by Internet Service



Churned Customer by MultipleLines Service

