



# Executive Summary Dashboard

7032

Total Customers

1869

Churned Customers

26.6%

Churn Rate

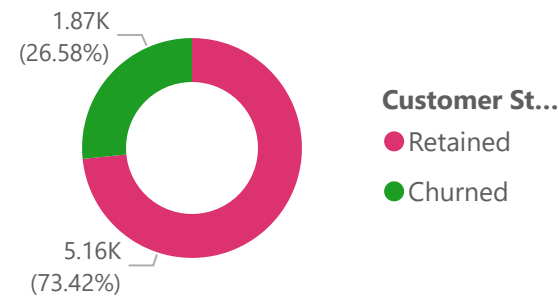
139.13K

Monthly revenue lost

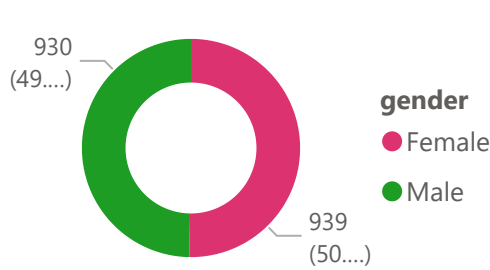
683.65K

Total Revenue Lost

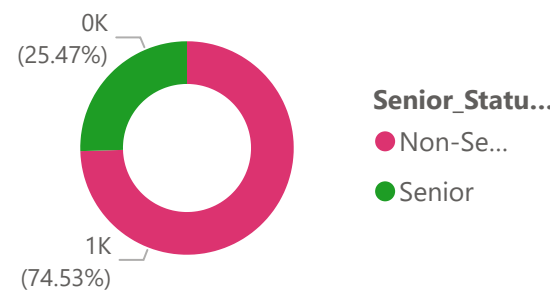
Churned vs Retained



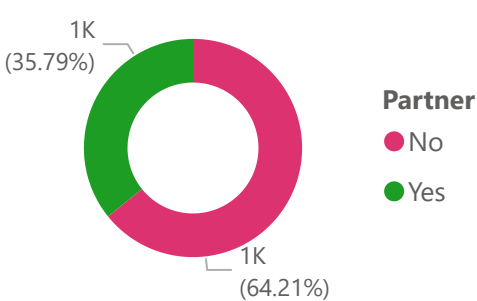
Churned By Gender



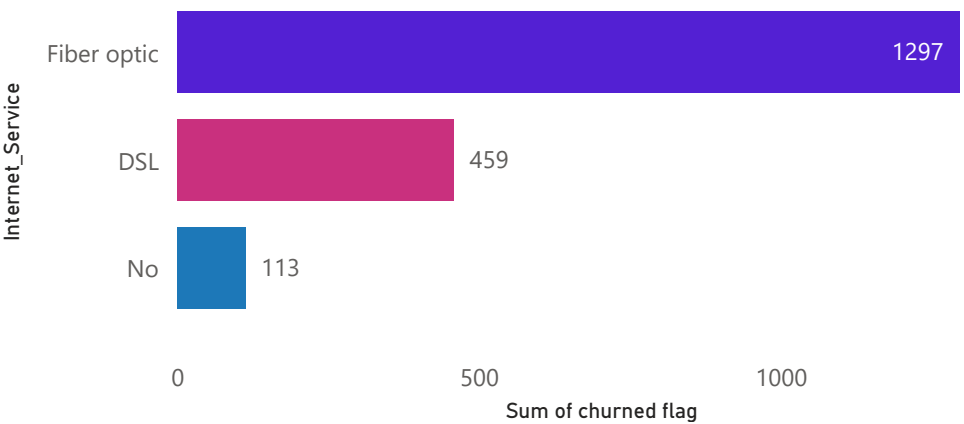
Churned By Citizen



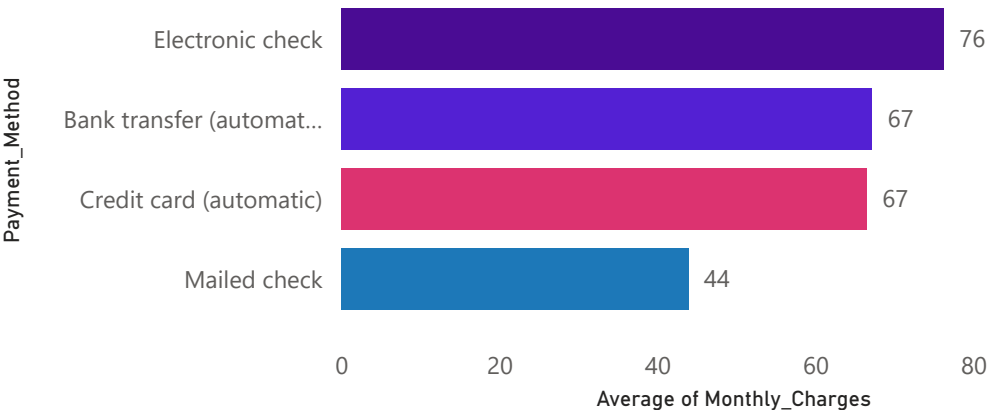
Churned By Partner



Churn Breakdown by Internet Service



Avg. Monthly Charges by Payment Method



Gender

All

Payment\_Met...

All

Senior\_Status

All

Partner

All

Internet\_Ser...

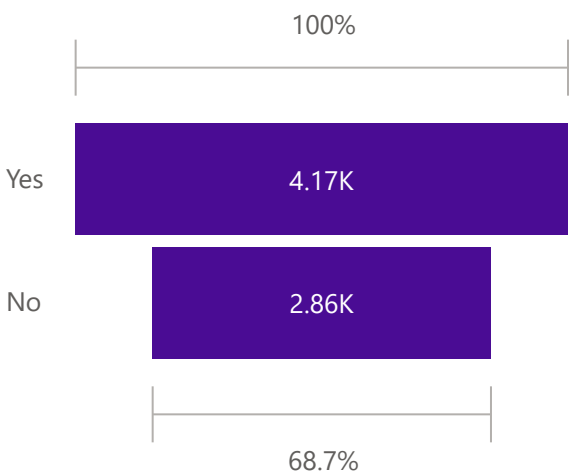
All

Internet\_Service

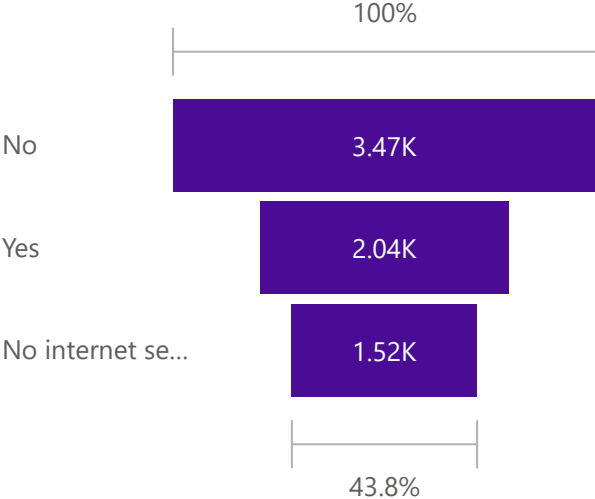


# Churn Drivers & Revenue Impact Analysis

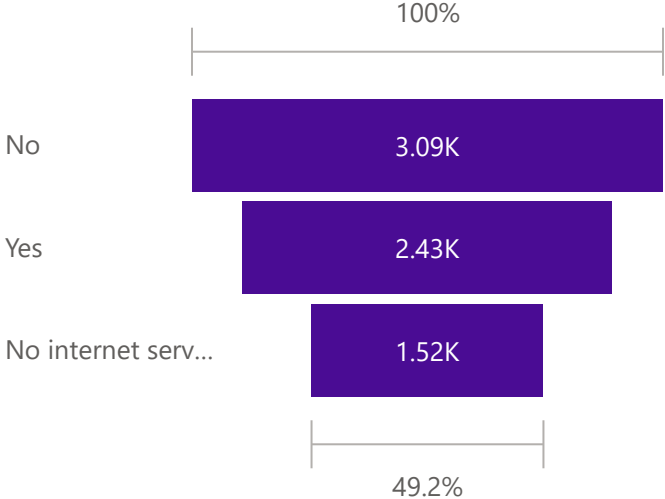
Churned by Paperless Billing



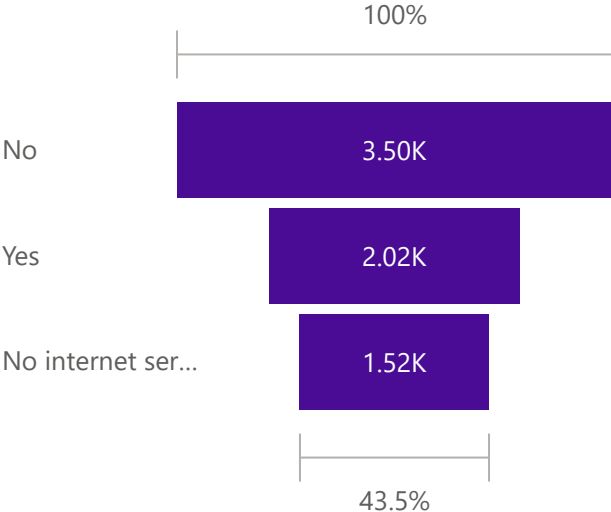
Churned by Tech Support



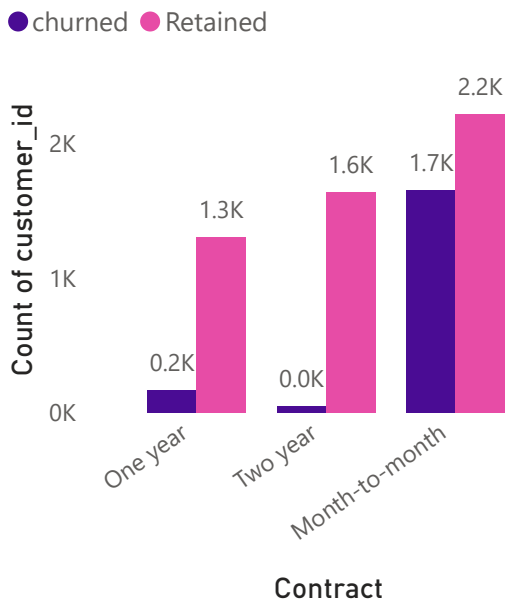
Churn by Online Backup



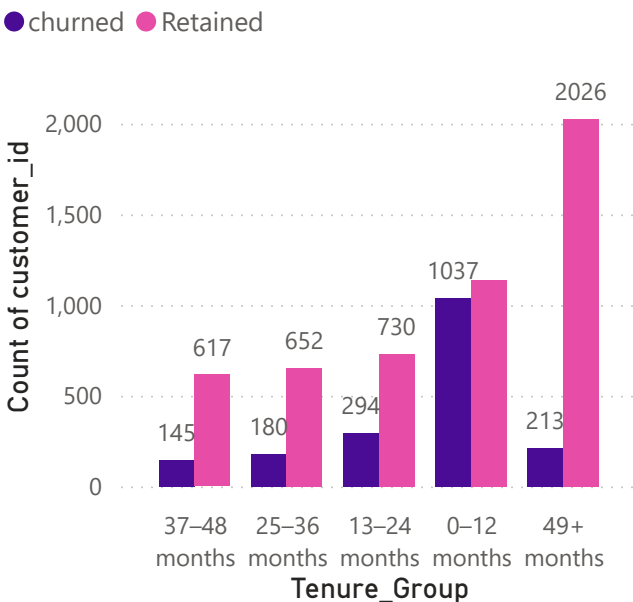
Churn by Online nSecurity



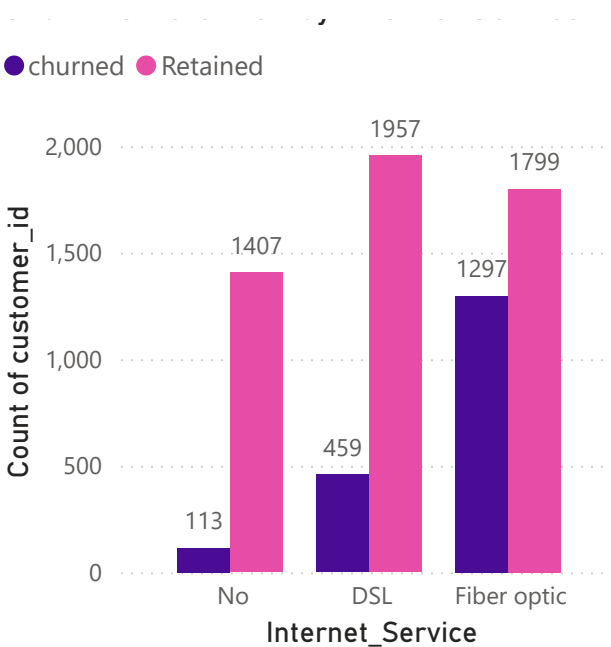
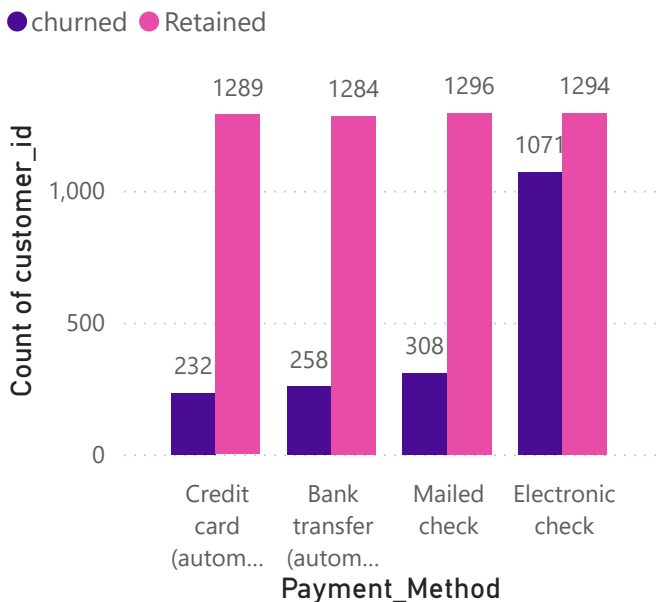
Churn vs Retention by Contract Type



Churn vs Retention by Tenure Group



Churn vs Retention by Payment Method





# Final Insights & Business Recommendations

## Summary of Findings

- The overall churn rate is **26.6%**, affecting **~1,869 customers**
- Highest churn occurs in **Month-to-Month contracts** and **customers without tech support**
- Churned customers account for nearly **₹683K in lost revenue**

Churn Driver	Category	Churned Customers	Total Customers	Revenue Lost	Churn Rate
Payment Method	Electronic check	1071	2365	1,567,576.40	45.3%
Contract Type	Month-to-month	1655	3875	1,927,182.25	42.7%
Tech Support	No	1446	3472	2,023,779.35	41.6%
Online Backup	No	1233	3087	1,406,970.95	39.9%
Paperless Billing	Yes	1400	4168	2,301,573.30	33.6%
Total		1842	6031	9,227,082.25	30.5%

## Business Recommendations

### Encourage Longer-Term Contracts

Customers on *month-to-month* plans show the highest churn. Offer discounts or benefits for switching to annual plans.

### Improve Tech Support Availability

A significant portion of churn comes from customers **without technical support**. Promote 24/7 support or bundle it in premium packages.

### Rework Payment Method Strategy

High churn is linked with **Electronic Check** users. Encourage more reliable payment options like *auto bank transfer* or *credit card* through education or rewards.

### Re-evaluate Paperless Billing Approach

Customers using paperless billing have higher churn. Consider improving communication around billing or offering printed bills as an option.

### Targeted Retention Campaigns

Use these churn drivers to run personalized outreach (SMS/email) for at-risk customer segments based on their contract type, billing preference, or support status.

### Monitor High-Risk Segments Monthly

Track churn KPIs by these segments regularly and adapt strategies dynamically to reduce customer loss.