



Churn Analysis

Overview

2020

2023

26.54%

Churn Rate

73.46%

Retention Rate

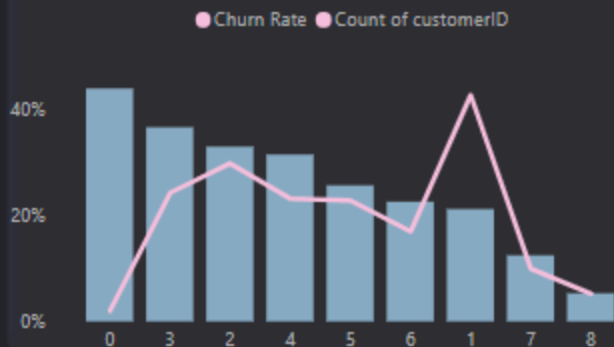
1869

Churn Count

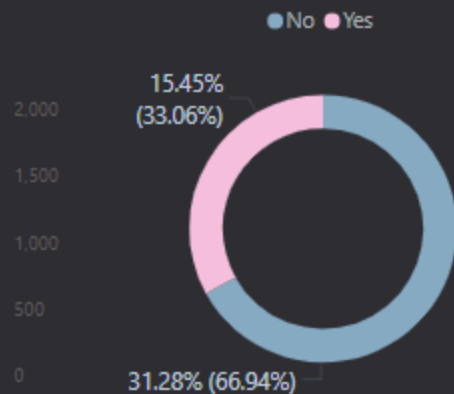
2.28K

Avg LTV

Churn Rate and Count of customerID by ServiceCount



Churn Rate by HasDependents



Summarize of Transactions

16,056,168.70

Total Revenue

1,669,570.20

Revenue Lost

73.46%

Retention Rate

26.54%

Churn Rate



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Churn Analysis

Churn Rate by Contract

2020

2023

26.54%

Churn Rate

73.46%

Retention Rate

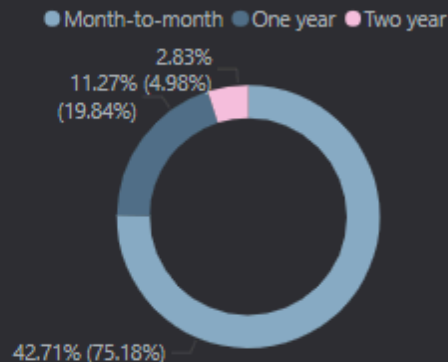
1869

Churn Count

2.28K

Avg LTV

Churn Rate by Contract Type



Average Tenure by Contract Type

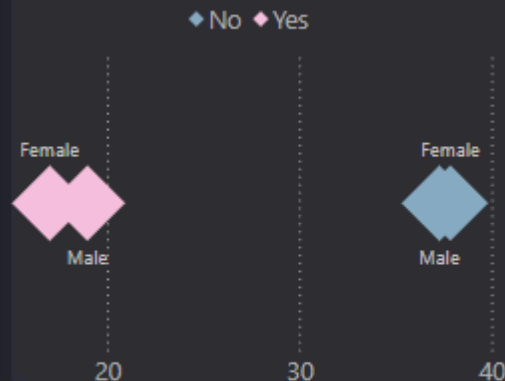


Summarize of Transactions

1869

Churn Count

Average of tenure months by gender and Churn





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Churn Analysis

Churn by Gender

2020

2023

26.54%

Churn Rate

73.46%

Retention Rate

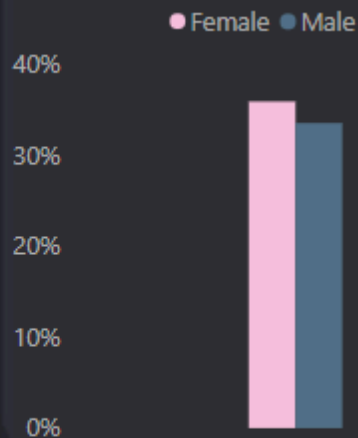
1869

Churn Count

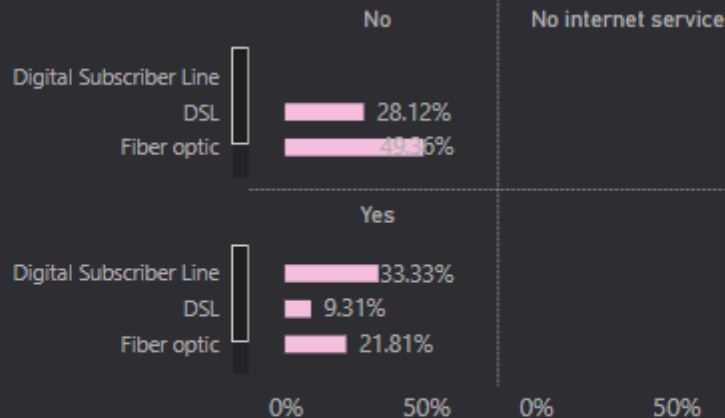
2.28K

Avg LTV

Churn Rate by Gender



Churn by Service Type

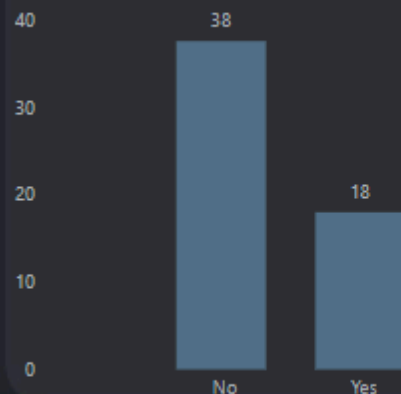


Summarize of Transactions

7043

Total Customers

Average Tenure by Churn





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Churn Analysis

Average Charges by Churn

2020

2023

26.54%

Churn Rate

73.46%

Retention Rate

1869

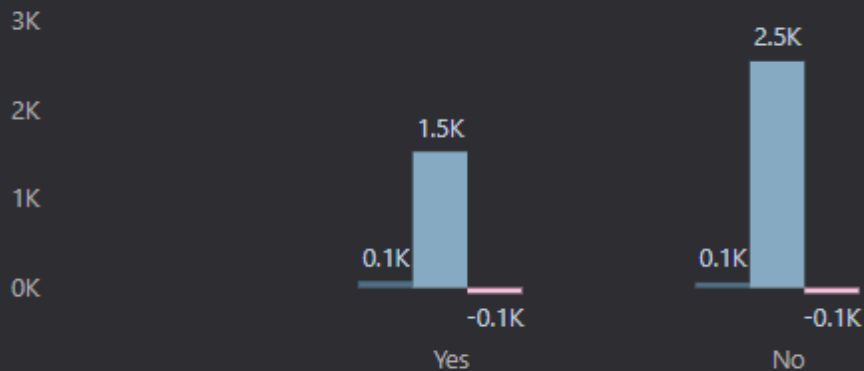
Churn Count

2.28K

Avg LTV

Average of Monthly Charges, Total Charges by Churn

● Average of MonthlyCharges ● Average of TotalCharges ● AvgMonthlyRetained

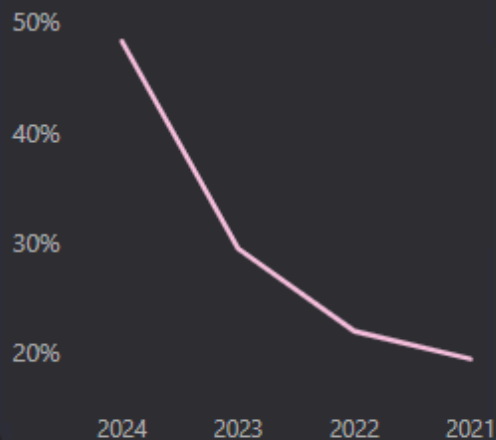


Summarize of Transactions

1,669,570.20

Revenue Lost ◆◆◆◆◆◆◆◆◆◆

Churn Rate by Year





Churn Analysis

Top Segments

2020

2023

26.54%

Churn Rate

73.46%

Retention Rate

1869

Churn Count

2.28K

Avg LTV

Key influencers Top segments

What influences Churn to be ?

When...

tenure months goes up
24.56

...the likelihood of Churn
being No increases by

1.61x

Contract is Two year

1.47x

← On average when tenure months increases, the
likelihood of Churn being No increases.



Summarize of Transactions

73.46%

Retention Rate

Churn Rate by PaymentMethod

100%

45.29%

19.11%

16.71%

15.24%

33.7%