



TELCO CUSTOMER CHURN OVERVIEW



CHURN ED KPIS

CNT Customers last Month

1,869

Monthly Revenue

139,131 \$

Yearly Revenue

2,862,927 \$

Avg. Tenure in months

18

Churn Rate

73%

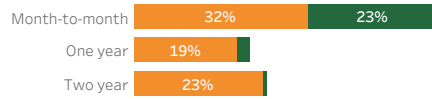
stayed

27%

churned

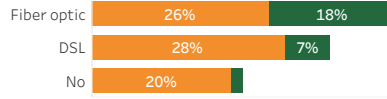
CHURN ED DETAILS

BY CONTRACT



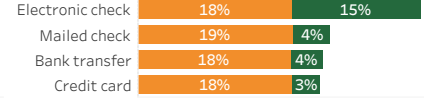
85% of churns have contract Month to-month

BY INTERNET SERVICE



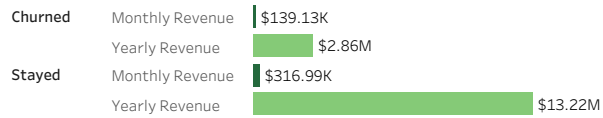
67% of churns who left used Fiber optic

BY PAYMENT METHOD



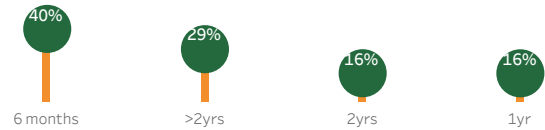
56% of churned customers used Electronic check Payment

CUSTOMER REVENUE



lost 30% of Monthly revenue and 18% of yearly revenue by Churned customers

CHURNED TENURE



40% of churns only stayed 6monthes or less



SERVICE USAGE & CHURN BEHAVIOR



SERVICES IMPACT ON CHURN

ONLINE SECURITY



78% of churned customers don't use online security

TECH SUPPORT



77% of churned customers don't use Technical support

DEVICE PROTECTION



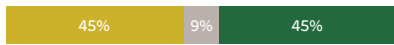
65% of churned customers don't use Device protection

ONLINE BACKUP



66% of churned customers don't use online backup

MULTIPLE LINES



45% of churned customers don't use multiple line

STREAMING TV

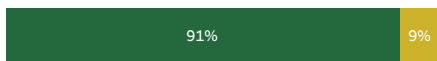


50% of churned customers don't use streaming TV



RISKY SERVICES- BUSINESS TRIGGERS

PHONE SERVICE



91% of churned customers caused by phone service

PAPERLESS BILLING



75% of churned customers caused by paperless billing



CUSTOMER DEMOGRAPHICS



Total Customers

7,043



Churned CNT

1,869

Senior Citizen CNTD

1,142



Churned Senior Citizen CNT

476

Avg.Tenure in Months

32



Churned Avg Tenure in months

18

CHURN BY PARTENER



64% of churned customers don't have Partners

CHURN BY DEPENDENTS



83% of churned customers don't have dependents

CHURN BY GENDER



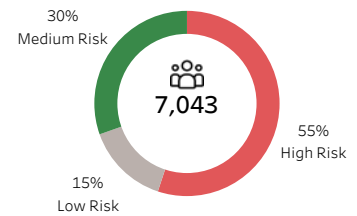
50.2% of churned customers were Female

CHURN BY AGE



42% of churned customers were Senior citizen

HIGH-VALUE CUSTOMERS



Based on churned details and service usage, 55% of high-Value customers are at High Risk of churning .



Business recommendations



1. Improve Customer Retention Strategies



Focus on reducing churn among **month-to-month contract customers**, as they represent over **85% of churned users**.

2. Promote Optional Services



Encourage the use of **online security, tech support, and device protection**. These services are often **absent among churned customers**, indicating low engagement.

3. Reassess Phone Service Quality



With **91% of churned customers using phone service**, investigate potential dissatisfaction or service-related issues.

4. Optimize Billing Experience



75% of churned customers used paperless billing. Review the paperless billing process and offer clearer, user-friendly billing methods...

5. Retain High-Risk Customers



Target **high-value customers** with loyalty programs or personalized offers — especially those with **low tenure, no tech support, and fiber optic internet**.

6. Focus on Vulnerable Demographics



Senior citizens represent **42% of churned customers** — consider simplified service offerings.

Customers without **partners or dependents** may churn mo..

Next Steps:



Based on the insights uncovered in this analysis, the following actions are recommended:

- **Conduct customer satisfaction surveys** and analyze feedback for **phone service users**.
- Run **targeted campaigns** for **high-risk customers**.
- **Offer bundles** with optional services.
- Contact customers with **month-to-month contracts** and offer **loyalty discounts**.
- A/B test **paperless billing** communication .

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