



MAVEN Churn Analysis

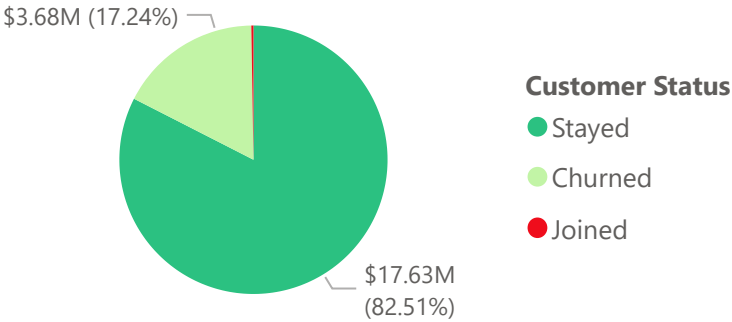
Total Strength

7043

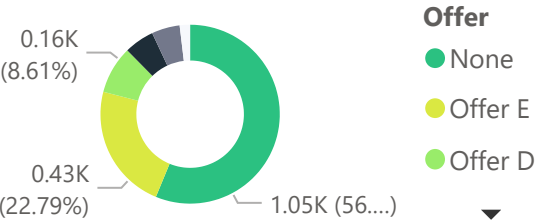
Total Revenue

\$21.37M

Revenue Proportion



Churned Customers by Offer



Churned Customers

1869

Churned Revenue

\$3.68M

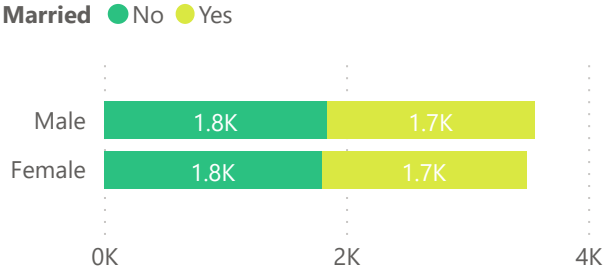
Total Avg Revenue

\$3.03K

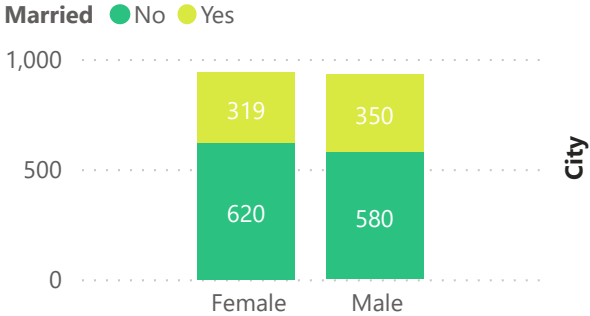
Churned Avg Revenue

\$1.97K

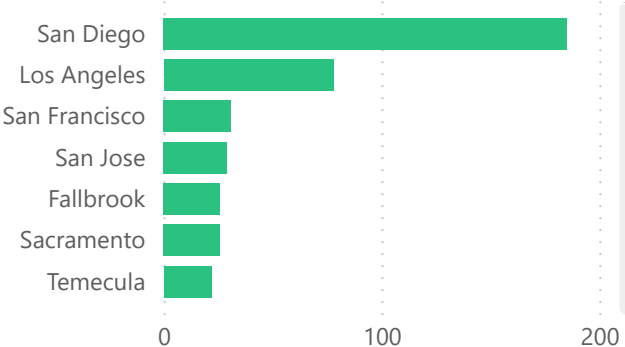
Total Customers



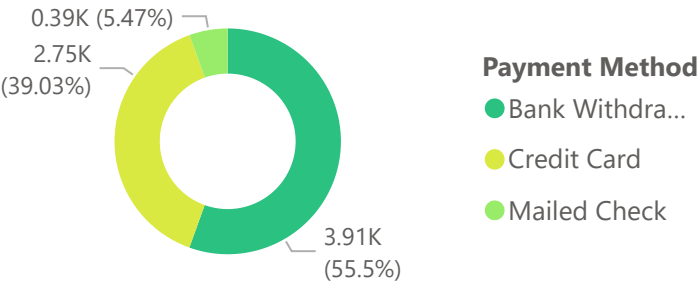
Churned Customers



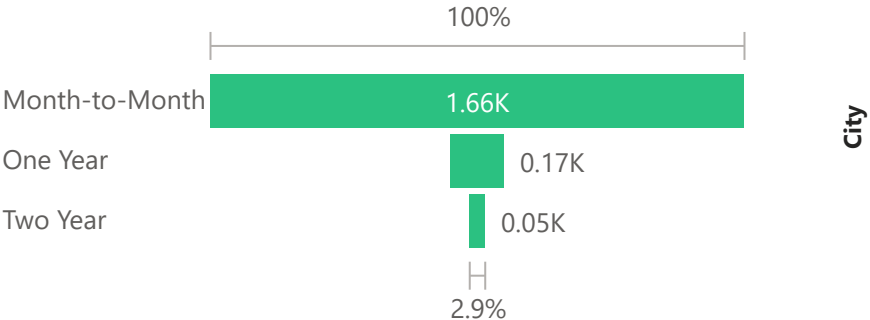
City wise Churned customers



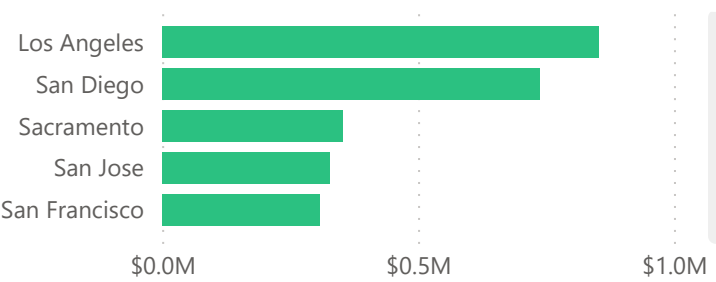
Payment Methods



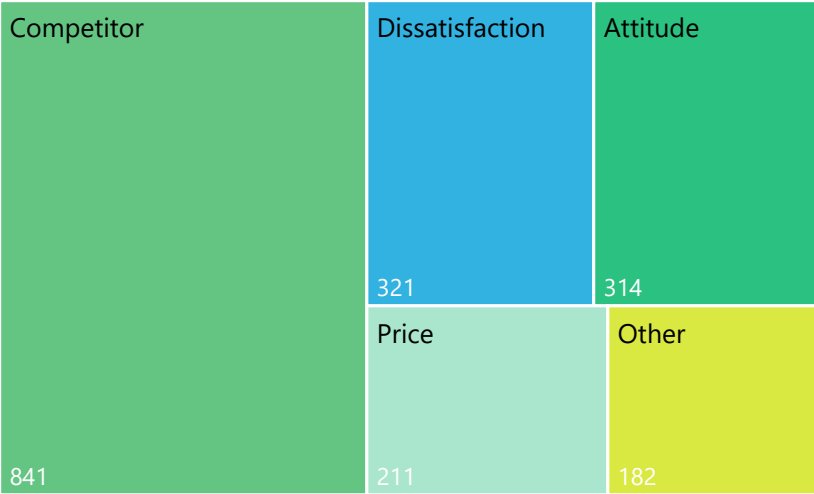
Churn by Contract



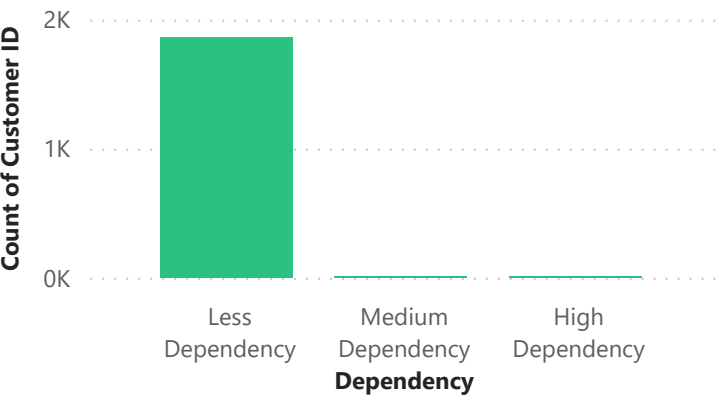
City wise Revenue



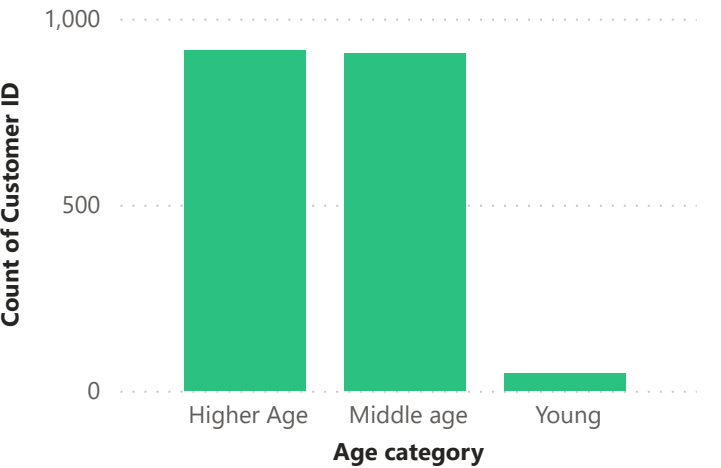
Churn Reason



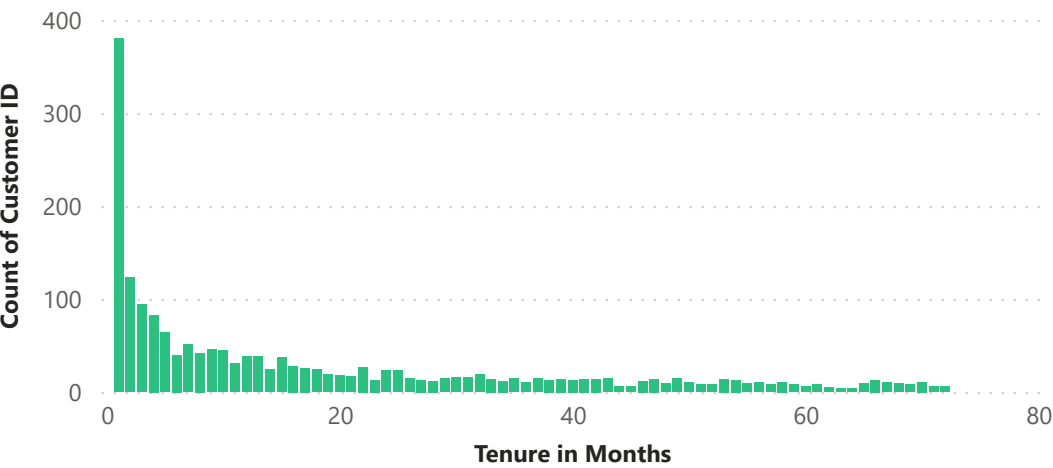
Facors of Age and Dependency in Churners



Age category in Churners



Churned Customer by Tenure in Months



The **Inferences** and the **Insights** from the visualizations of the data are :

- The **Gender, Martial Status** does **not** play a big role in Churn or stay analysis.
- The city **San Diego** has the **highest** number of **Churned** Customers with strength of 185 and **loss** of **385.4k \$**, followed by **Los Angeles** and **San Francisco**.
- Out of all the **contact types** , the **highest Churners** were **Month to Month** type.
- **The total Loss of Revenue from Churning** is almost **18% on whole**.
- **Most of the Churners** were of **less Dependency** having **less than three Dependents**.
- The Main reason stated for Churning was the better options provided from the **Competitor**, followed by the **Dissatisfaction and Attitude** of the Team.