



CUSTOMER CHURN ANALYSIS



NAVIGATION

Overview

Services and
Billing

Tenure and
Support

Insights

Total Customers

7043

Average Tenure

32.37

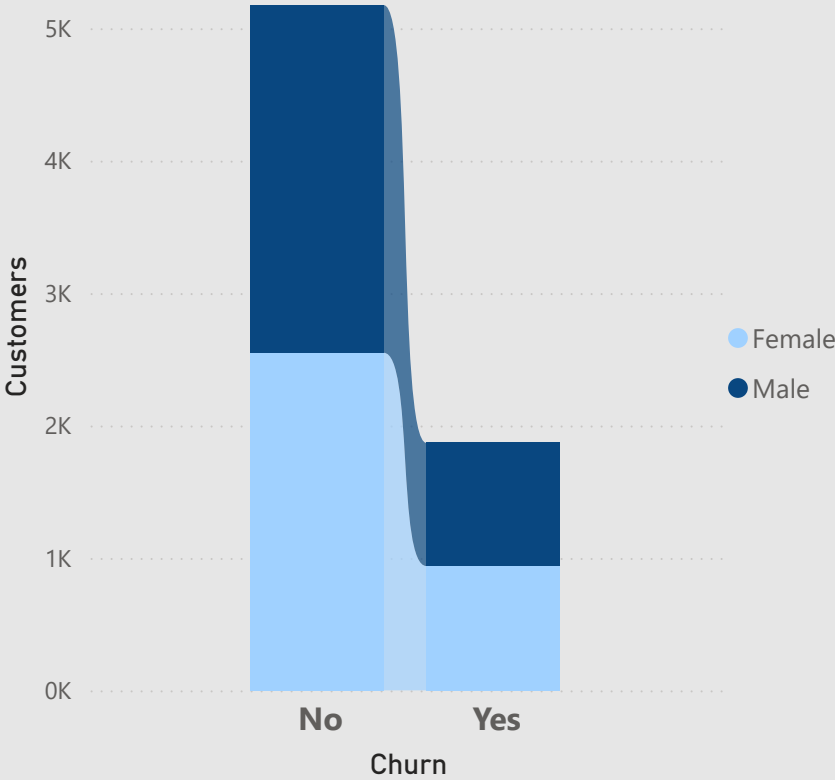
Churn Rate

27%

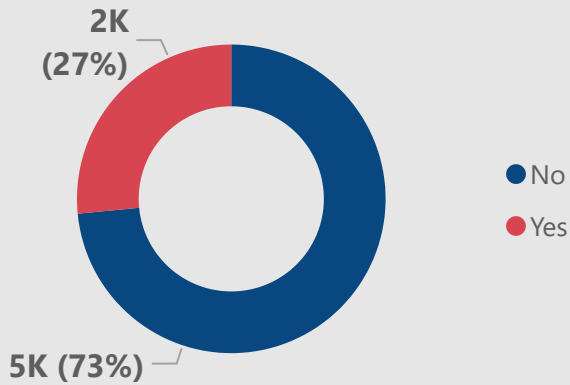
Churned Customers

1869

Total customers by Churn and gender



Churn Distribution



Payment Method

- ☐ Bank transfer (automatic)
- ☐ Credit card (automatic)
- ☐ Electronic check

Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Contract

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

Total Revenue

\$16M

Average Monthly
Charges

\$65



SERVICES AND BILLING IMPACT



NAVIGATION

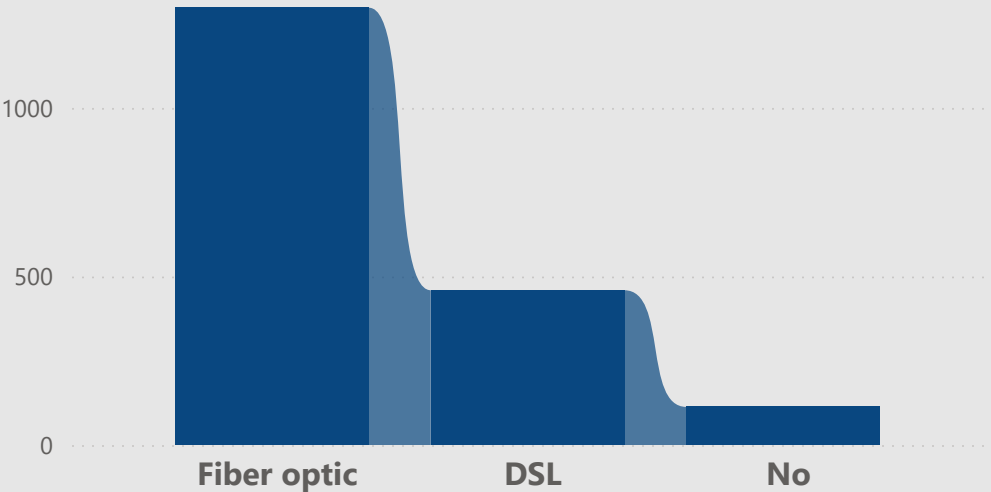
Overview

Services and
Billing

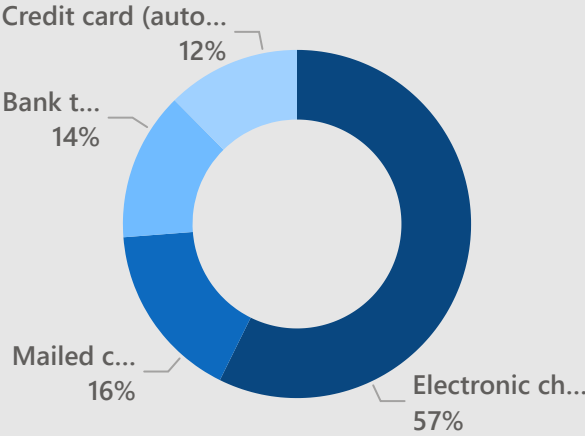
Tenure and
Support

Insights

Churned Customers by Internet Service



Churned Customers by Payment Method



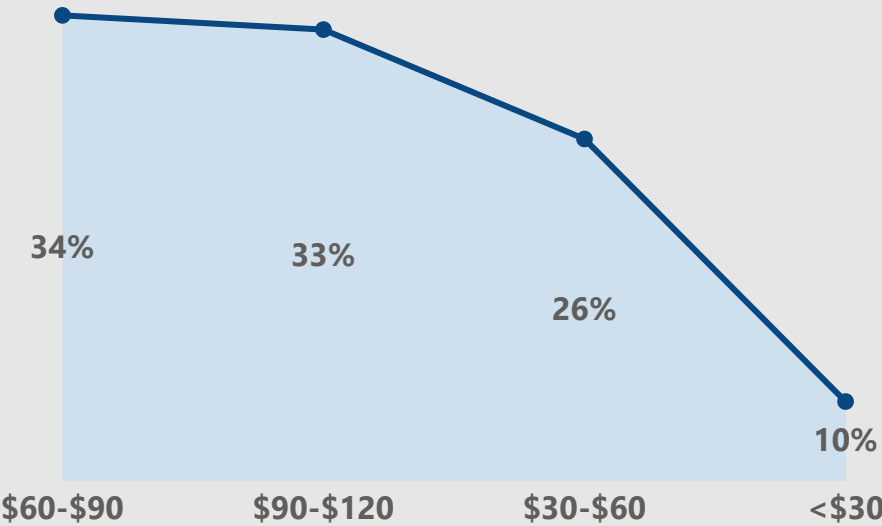
Tenure

- ☐ 0-1 Year
- ☐ 1-2 Year
- ☐ 2-4 Year
- ☐ 4+ Year

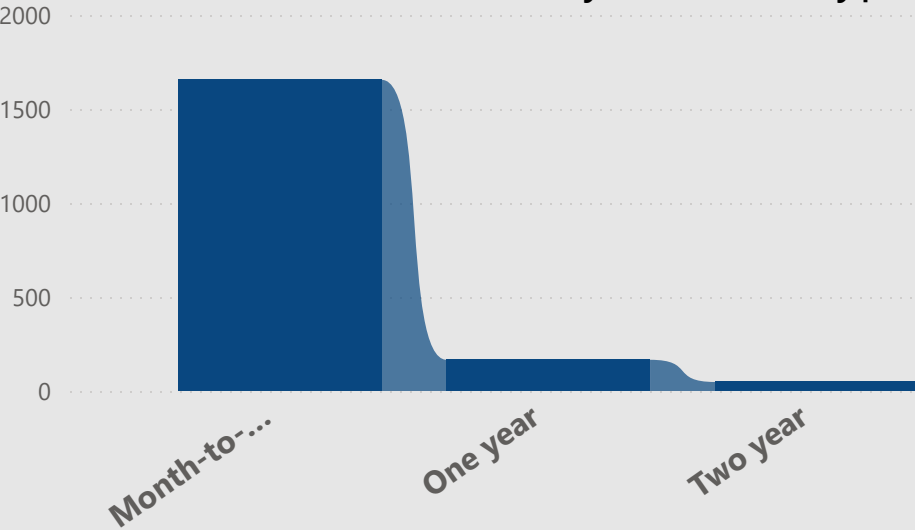
Gender

- ☐ Female
- ☐ Male

Churn Rate by Monthly Charges



Churned Customers by Contract Type





TENURE AND SUPPORT



NAVIGATION

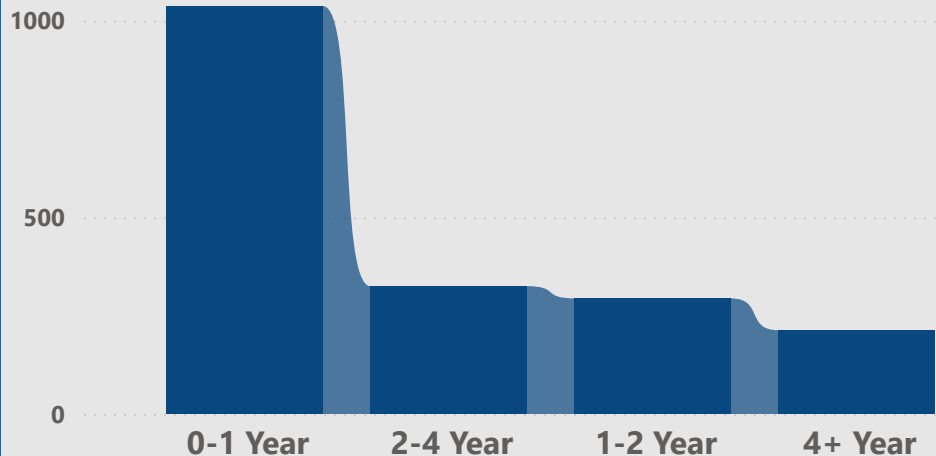
Overview

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Churned Customers by Internet Service



Total Customers

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Churned Customers

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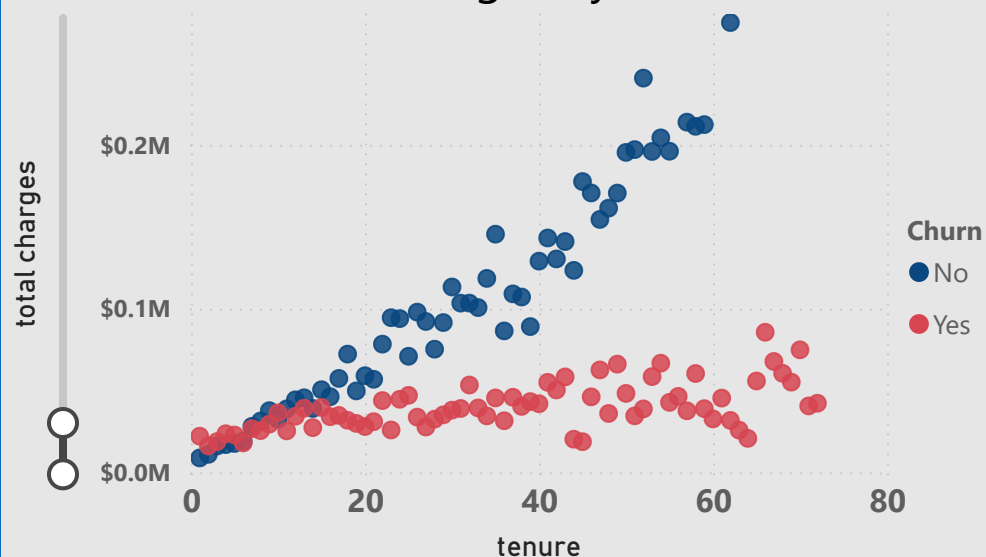
Support Tickets -
Churned

3058

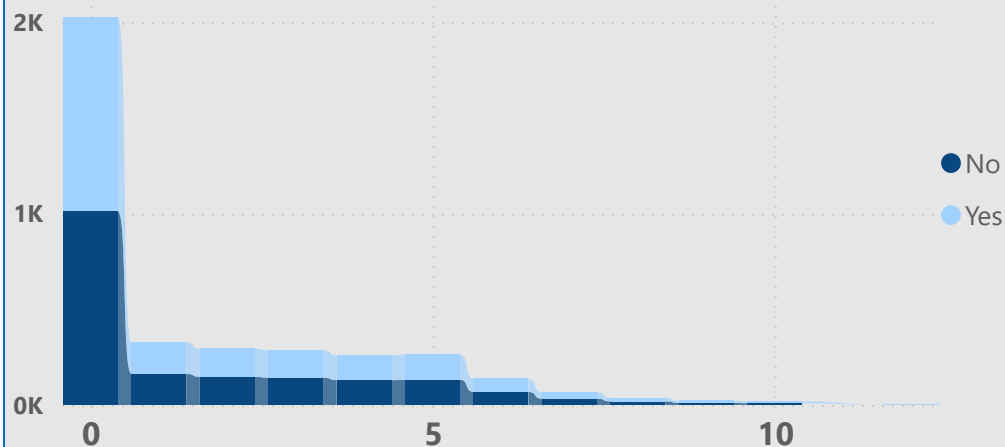
Support Tickets - Not
Churned

3529

Total Charges by Tenure



Impact of Support Activity on Churn





INSIGHTS AND RECOMMENDATIONS



NAVIGATION

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Tenure and
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Insights

Who churns the most?

- . Customers on month-to-month contracts, especially those with fiber optic internet and electronic check payments, show the highest churn rate.
- . Senior citizens and customers without dependents also tend to churn more than other groups."

Which service or payment types are risk factors?

- . Fiber optic users and customers paying via electronic check are at greater risk.
- . Customers without tech/admin support history often churn early, possibly due to unresolved issues or lack of engagement.

How to retain high-risk customers?

- . Offer **incentives for longer-term contracts** (e.g., discounts on yearly plans)
- . Encourage **auto-payments** or credit card options over electronic checks
- . Launch **proactive support campaigns** for fiber optic users
- . Identify customers with **low tenure + high charges** and flag for outreach
- . Educate customers on **value-added services** to improve stickiness