

Customer Retention Dashboard

Total Customers

7043

Churn Rate (%)

26.54

Retention Rate (%)

73.46

Customer Lifetime Value

16.06M

Average Tenure (Months)

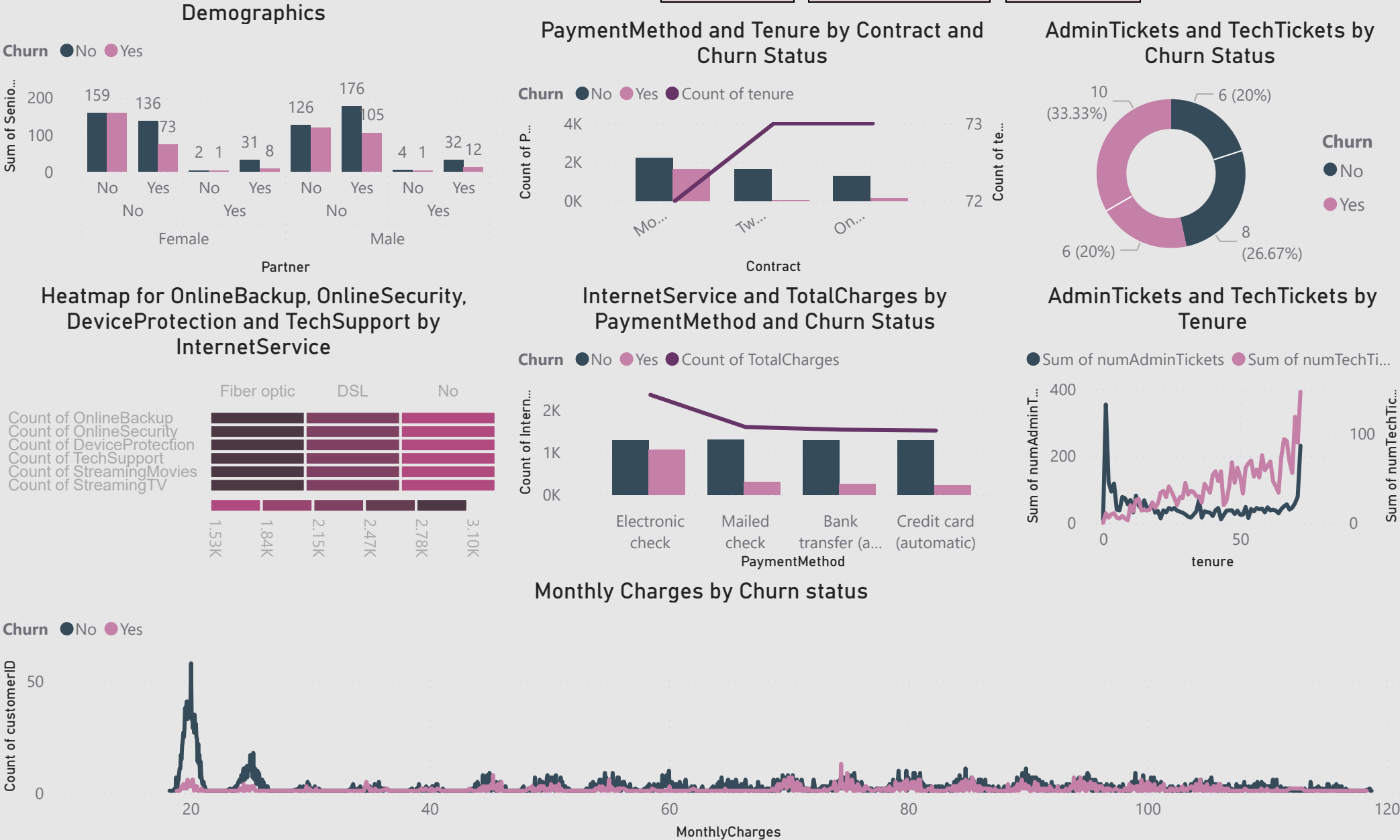
32.37

Monthly Revenue

456.12K

Tickets Per Customer

1



PaymentMethod and Tenure by Contract and Churn Status

Churn

☐ No

☐ Yes

☐ Count of tenure

Count of P...

4K

2K

0K

Mo...

Tw...

On...

Contract

AdminTickets and TechTickets by Churn Status

Churn

☐ No

☐ Yes

10

(33.33%)

6

(20%)

8

(26.67%)

6

(20%)

Heatmap for OnlineBackup, OnlineSecurity, DeviceProtection and TechSupport by InternetService

Count of OnlineBackup

Count of OnlineSecurity

Count of DeviceProtection

Count of TechSupport

Count of StreamingMovies

Count of StreamingTV

Fiber optic

DSL

No

1.53K

1.84K

2.15K

2.47K

2.78K

3.10K

InternetService and TotalCharges by PaymentMethod and Churn Status

Churn

☐ No

☐ Yes

☐ Count of TotalCharges

Count of Intern...

2K

1K

0K

Electronic check

Mailed check

Bank transfer (a...

Credit card (automatic)

PaymentMethod

AdminTickets and TechTickets by Tenure

Sum of numAdminTickets

Sum of numTechTi...

400

200

0

0

50

100

tenure

Monthly Charges by Churn status

Churn

☐ No

☐ Yes

Count of customerID

50

0

20

40

60

80

100

120

MonthlyCharges

Summary of Findings and Recommendations

I have reviewed the data, and here is a summary of key insights along with recommendations for potential improvements:

Payment Method and tenure trends

- findings: The total count of PaymentMethod was significantly higher for "No" (5,174) compared to "Yes" (1,869). Additionally, the count of PaymentMethod and total count of tenure were negatively correlated.
- recommendations: Focus on retention strategies, especially for customers with shorter tenures.

Churn rate for Month-to-month contract

- findings: Month-to-month customers in Churn "No" represented 31.52% of the total PaymentMethod count.
- recommendations: Explore targeted incentives to encourage these month-to-month customers to switch to longer-term plans, potentially reducing churn.

Internet Service Count

- findings: The average count of InternetService was higher for "No" (1,293.50) than "Yes" (467.25), with the largest divergence observed when PaymentMethod was "Credit card (automatic)."
- recommendations: Promote automatic payment methods through educational campaigns or discounts.

Technical and Administrative Ticket Trends

- findings: When Churn was "Yes," the count of numTechTickets exceeded numAdminTickets by 4.
- recommendations: Focus on reducing technical issues, as they may directly impact customer churn. Implement proactive monitoring and faster resolution processes to improve customer satisfaction.