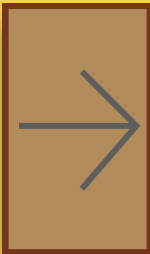




Customer Retention Analysis

(Created by Jayanta Roy)
www.github.com/jayanta-roy-1979
www.linkedin.com/in/jayanta-roy-25th1979



No. of Customers

7043

Churn Count

1869

Total Revenue

€ 13.19M

Total Loss

€ 2.86M

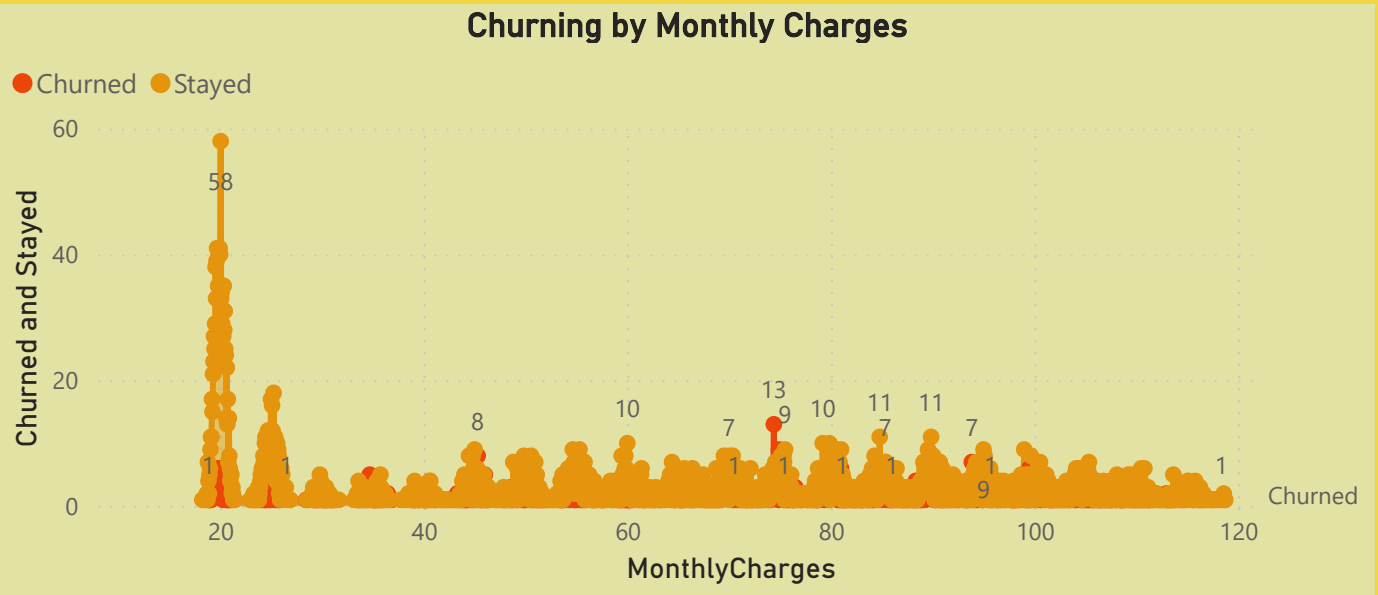
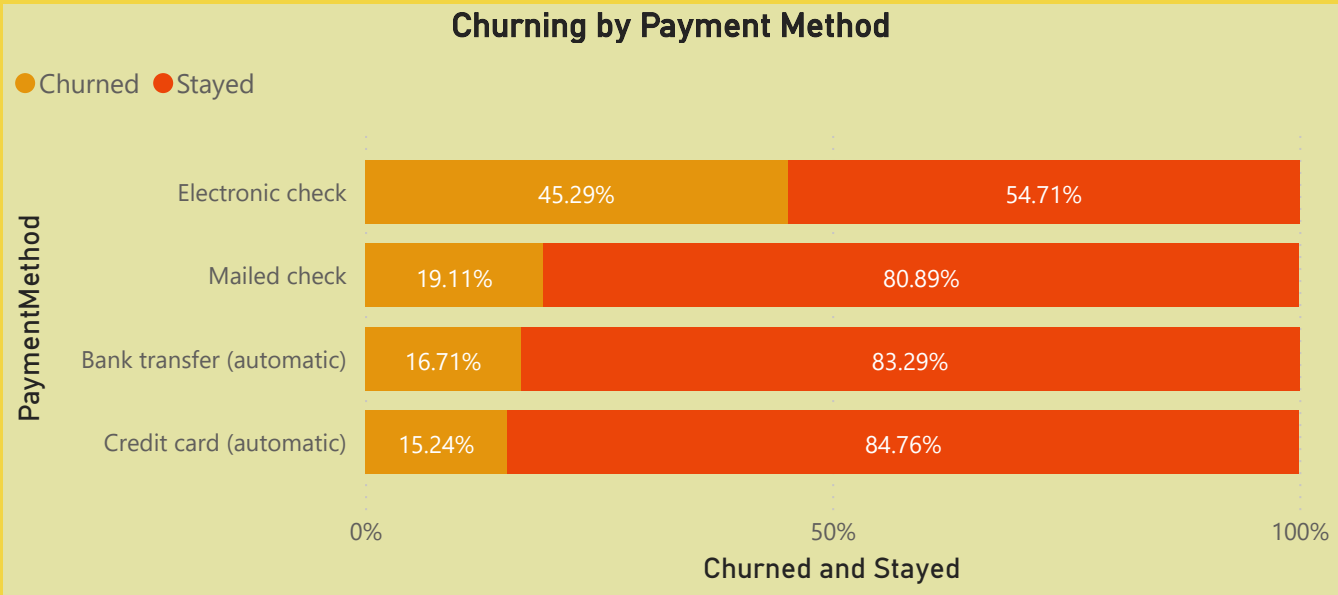
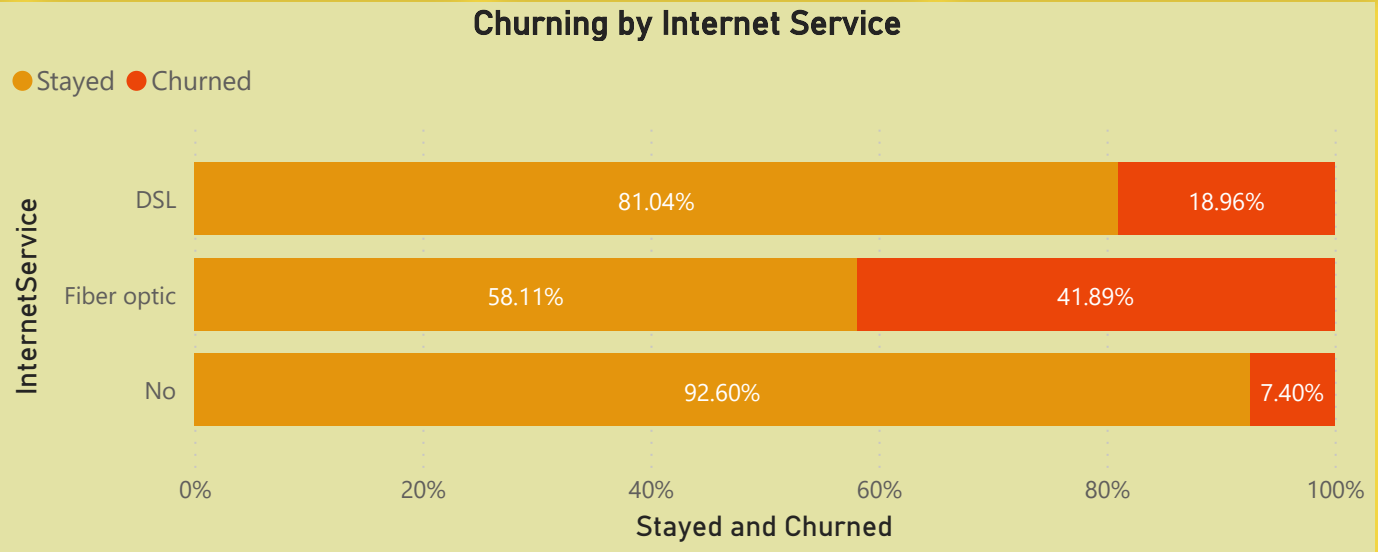
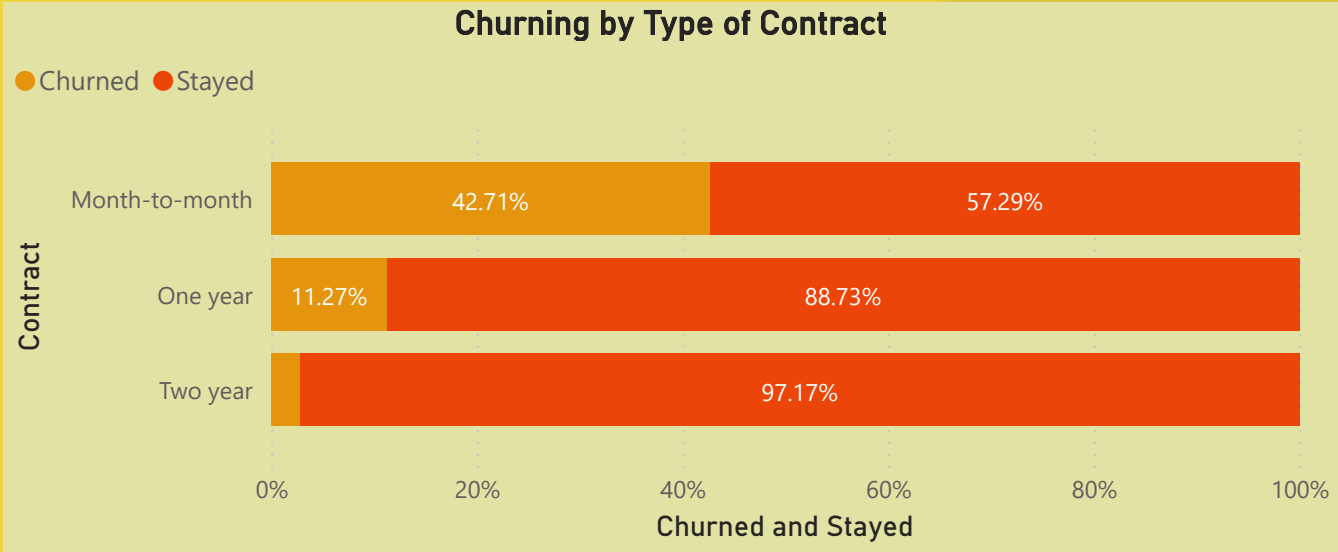
Duration (Months)

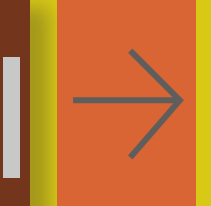
72

Gender

Female

Male





No. of Customers
7043

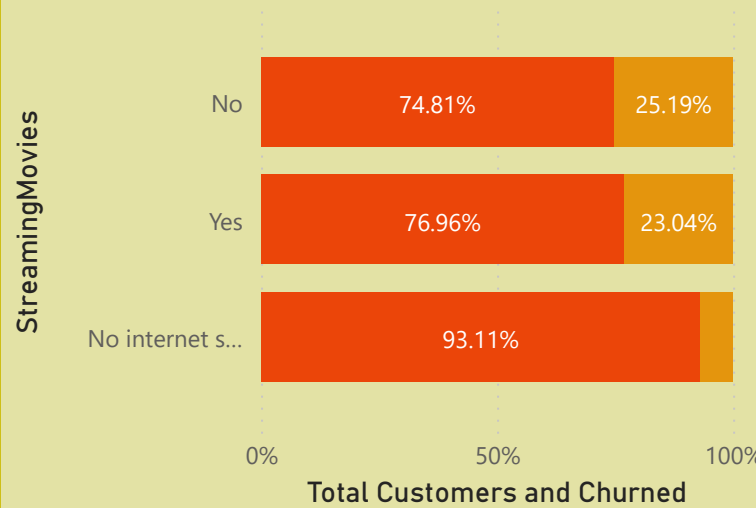
No. of Customers
1869

No. of Customers
5174

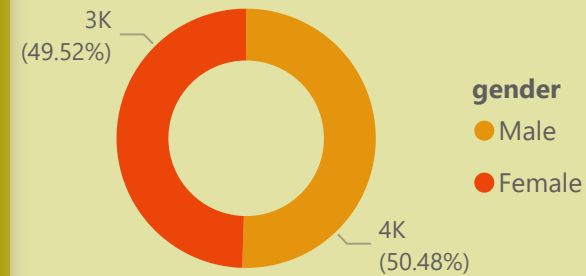
Percent of Churn %
26.54

Total Customers & Churned by Streaming Movies

● Total Customers ● Churned

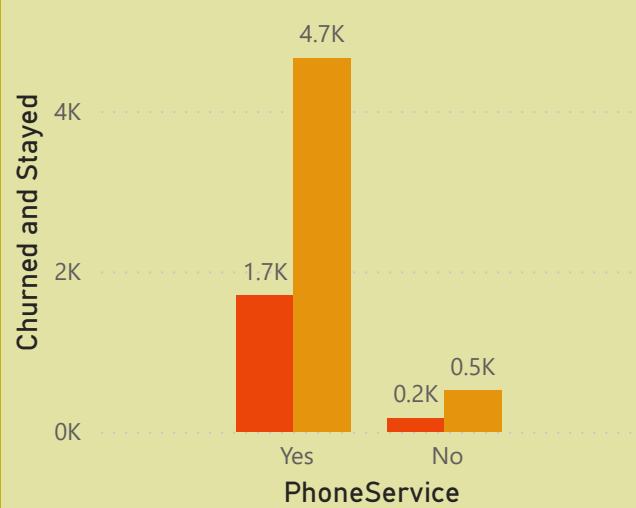


Customers distribution by gender



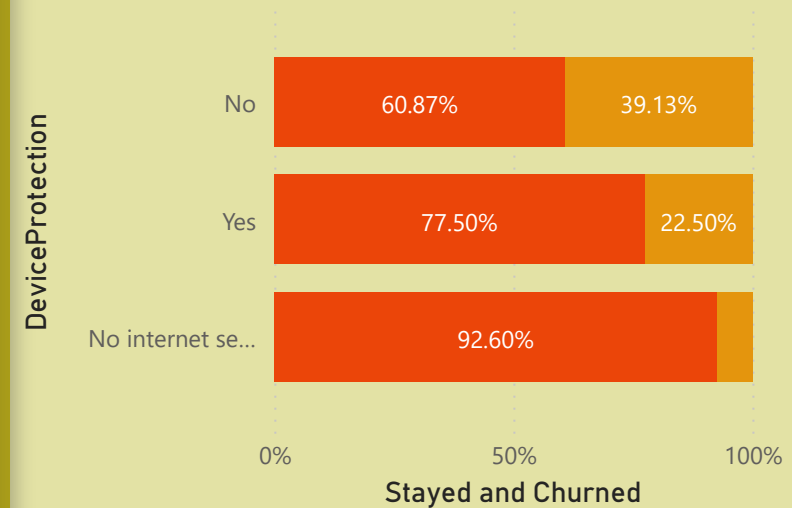
Churned and Stayed by Phone Service

● Churned ● Stayed



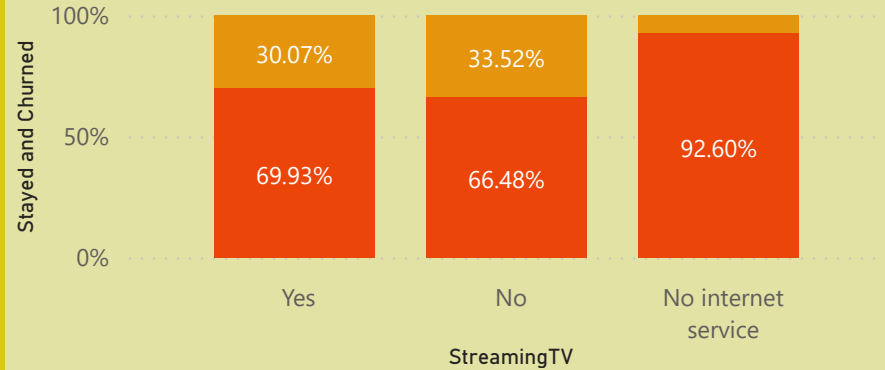
Customers distribution by Contract Type

● Stayed ● Churned



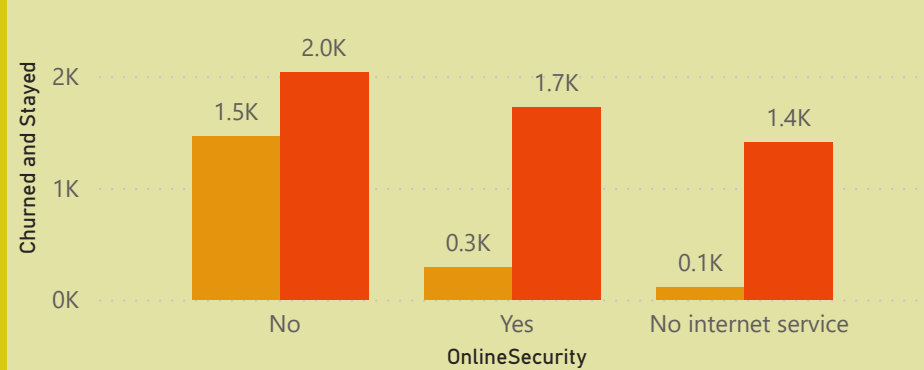
Stayed and Churned by StreamingTV

● Stayed ● Churned



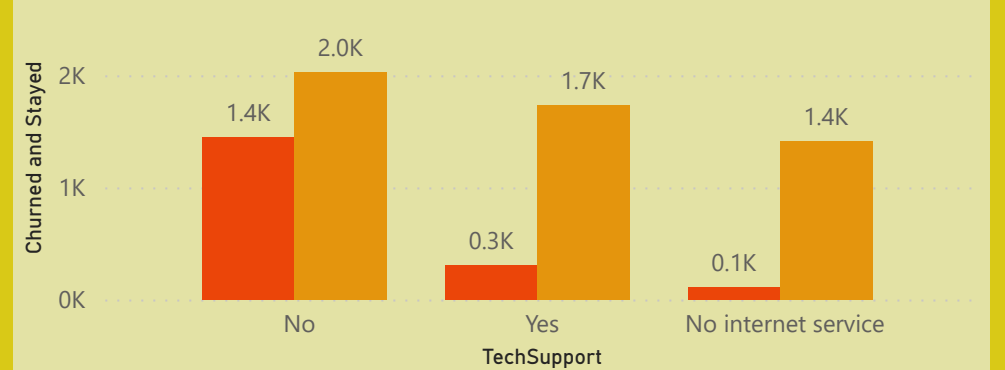
Churned and Stayed by OnlineSecurity

● Churned ● Stayed



Churned and Stayed by TechSupport

● Churned ● Stayed



The Gender distribution of our customers is even. A large percentage of our customers signed up a a month-to-month contract with us. Of the 7093 customers 3875 which sum to 55.02% of our customers.



Revenue and Loss

(Created by Jayanta Roy)

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www.linkedin.com/in/jayanta-roy-25th1979



Total Charges

16.06M

Total Revenue

€ 13.19M

Total Loss

€ 2.86M

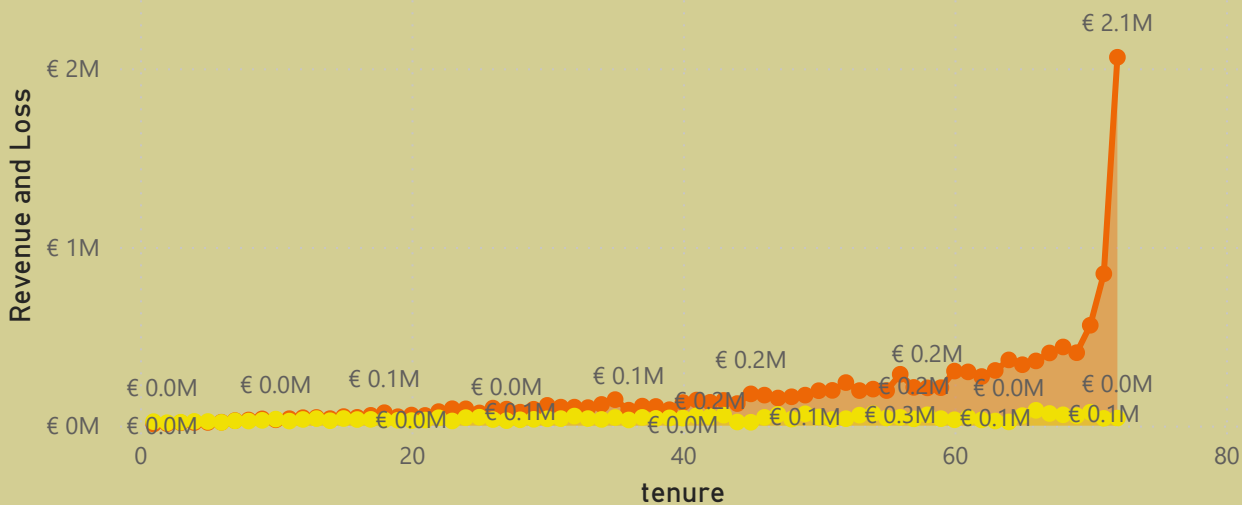
Loss Rate (%)

21.70

- ➡ Customers who has been with us for 4-5 +years are our top customers with the percentage revenue form 4-5 years at is 31.11% while 5+ years is 50.66%.
- ➡ The Highest Percentage of of loss recorded is form our customers who has been with us for 4-5 years with 36.82% loss (Churn).
- ➡ Knowing that most of our customers use Electronic Check as a means of payment , it contributing 25.60% to our Revenue shows we need to find out issue with our Electronic Check and have it fixed.

Revenue and Loss by tenure

● Revenue ● Loss



Revenue and Loss by PaymentMethod

● Revenue ● Loss

