



# Customer Churn Retention Analysis

Customer churn demographics and Insights

Customer Churn

Customer Risk

Services

Insights

Presented by Kalpesh Nardekar



Churn

All

1869

Customer Churn

\$16.06M

Yearly Charges

\$456.1K

Monthly Charges

3632

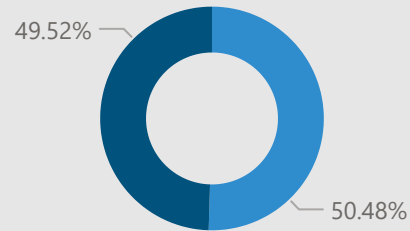
Admin Tickets

2955

Tech Tickets

## Gender

Male Female



7043

Senior Citizen

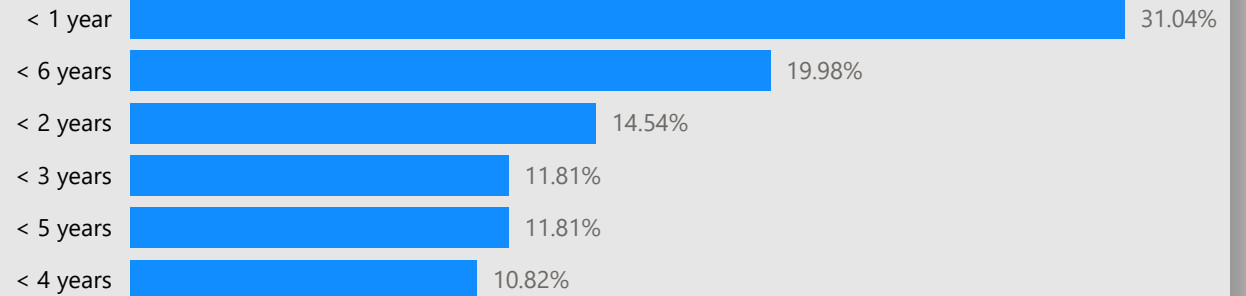
0.36

Partner in %

0.17

Dependent in %

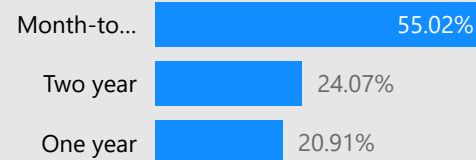
## Churn by Yearly



## Payment Method



## Contract Type



\$64.76

Avg. of Monthly ...

\$2,283.30

Avg. of Total Charg...

0.91

Phone service%

0.44

Streaming TV%

0.44

Streaming Movie...

0.29

Device protection...

0.28

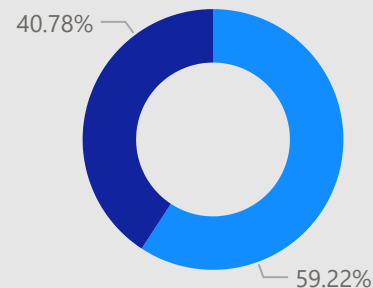
Online backup%

0.16

Online security%

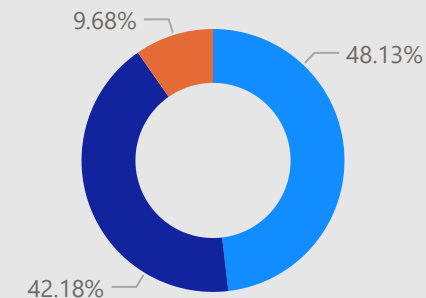
## PaperlessBilling

Yes No



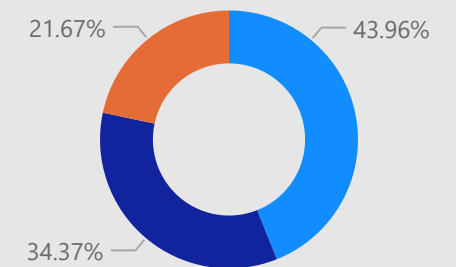
## Multiple Lines

No Yes No phone service



## Internet Service

Fiber optic DSL No

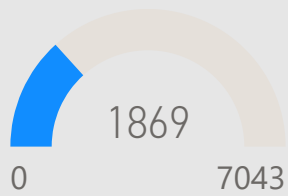




# Customer Risk Dashboard

[Customer Churn](#)[Customer Risk](#)[Services](#)[Insights](#)

## Churn



7043

Total Customer Churn

0.27

Churn Rate %

\$456.1K

Monthly Charges

\$16.06M

Yearly Total Charges

Churn Risk

All

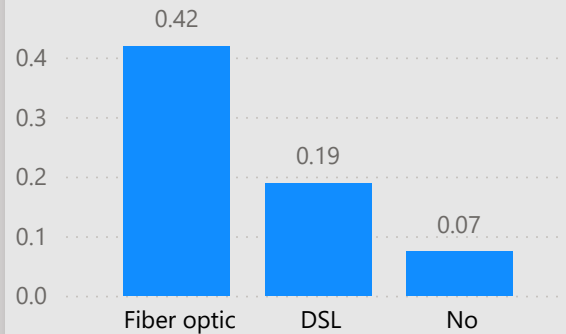
Internet Service

All

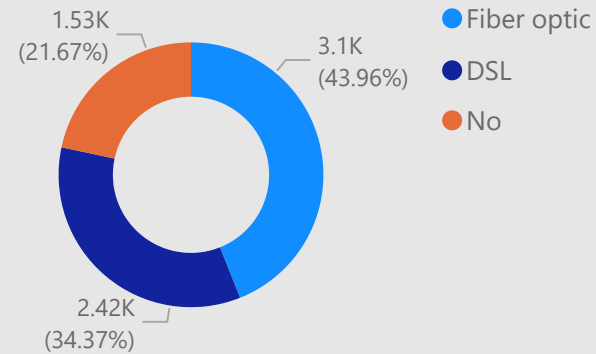
Contract

All

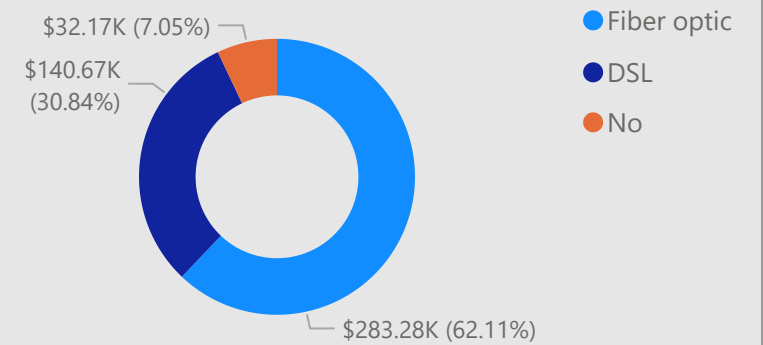
### Churn by Internet Service



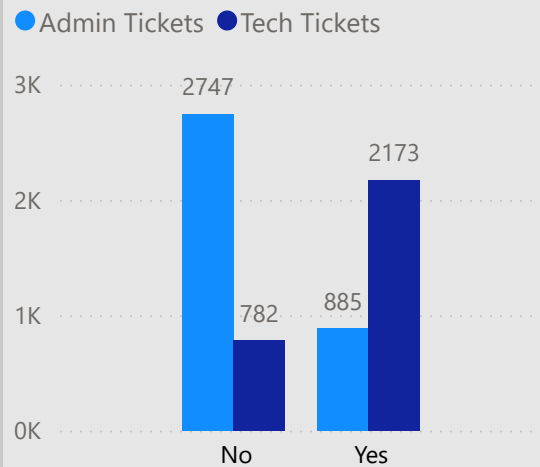
### Customer by Internet Service



### Monthly Charges by Internet Service



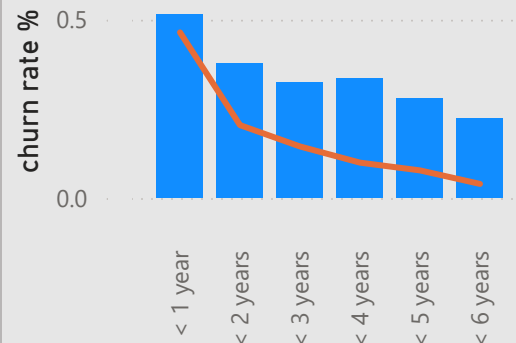
### Admin Tickets and Tech Tickets by Churn



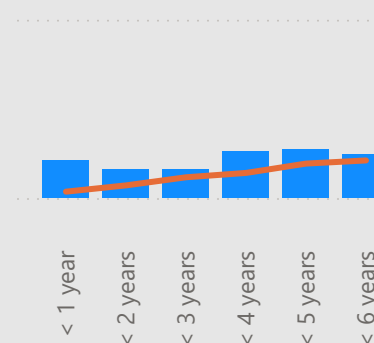
### Churn rate % and Monthly Charges by Year and Contract

● churn rate % ● Monthly Charges

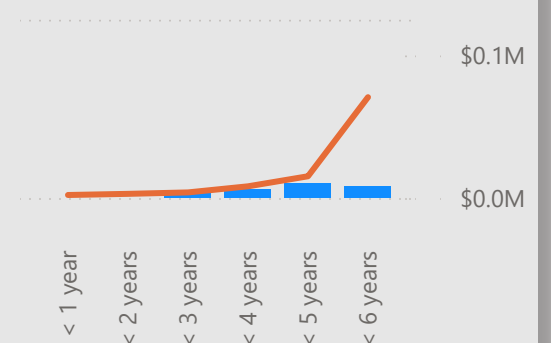
#### Month-to-month



#### One year



#### Two year





Churn

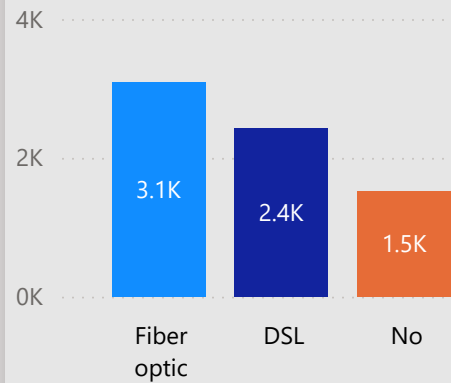


All



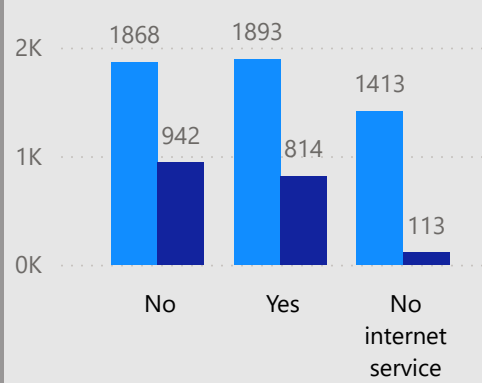
### Internet Service

Fiber optic DSL No



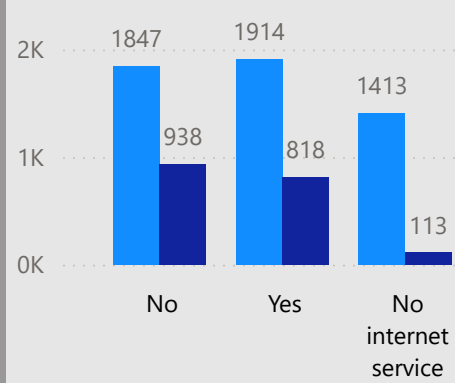
### Streaming TV

No Yes



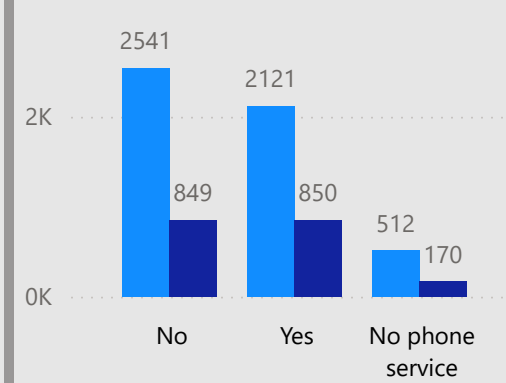
### Streaming Movies

No Yes



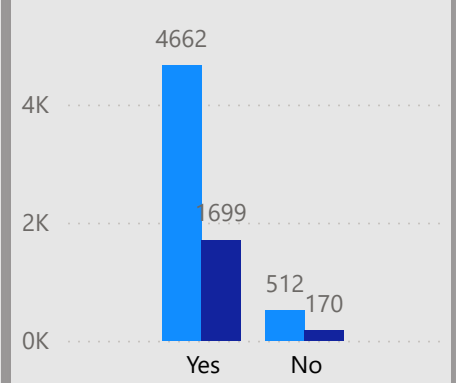
### Multiple Lines

No Yes



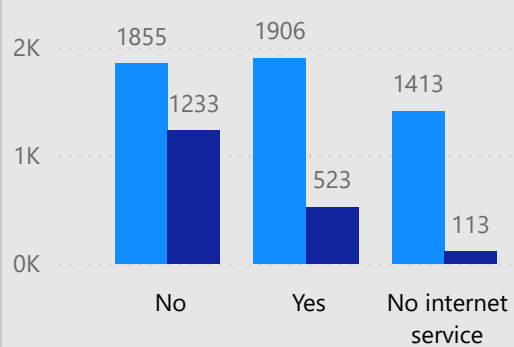
### Phone Service

No Yes



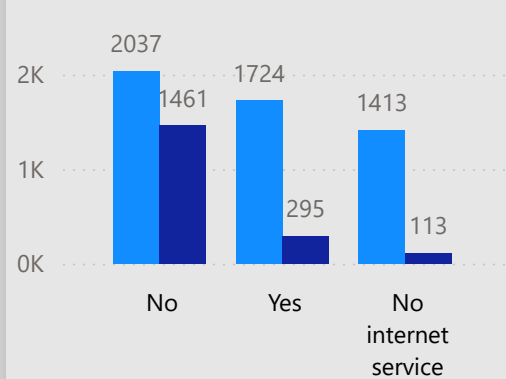
### Online Backup

No Yes



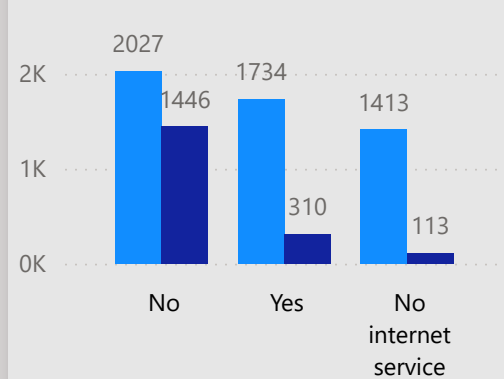
### Online Security

No Yes



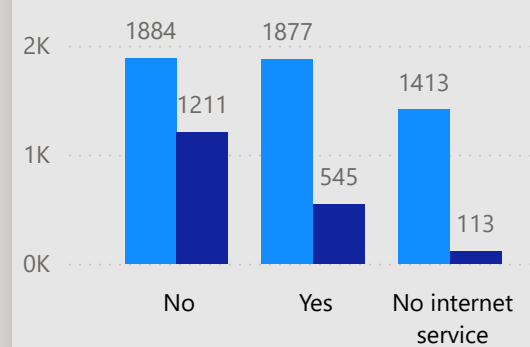
### Tech Support

No Yes



### Device Protection

No Yes





## Insights:

As shown the data Visualization, It can be deduced that:

- Customers on the Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract joined the company.
- The company is at risk of losing recently joined customers. based on the results from analysis.. if they decided to month-to-month contract.
- **7043** customers are at the risk of churn. and The churn rate is **27%** and yearly charges is **\$16.06M** charges. and Monthly Charges is **\$456.12K** monthly charges.
- **2955** tech tickets were opened and **3632** admin tickets were opened.
- Most of the churned customers did not sign up for Online Security and tech support and also did not sign up for Phone Services.
- It a lot of customers had an issue with Fiber Optic . Up to **42%** of the customers churned were using Fiber Optic as their Internet Services.

## Recommendation:

- The Company could try convincing customers to subscribe to One-Year and Two-Year contract. The contract are not favorable to customers as they tend to pay more monthly.
- Giving the discount to customers based on the some specific tasks is also good wat retaining them, specially those month-to-month contract.
- From analysis majority customers who churned did not sigh up for Online Security and Tech Support. These are the important services that customers should customers signup for. The company should educate customers on the benefits of signing up for these services.
- Increase sale of 1 and 2 year contract by **5%** each and Yearly increase of automatic payments by **5%**.