



Customer Churn Analysis



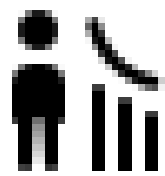
Total Customers
7K



Total Revenue
16.06M



Churn Rate
26.54%



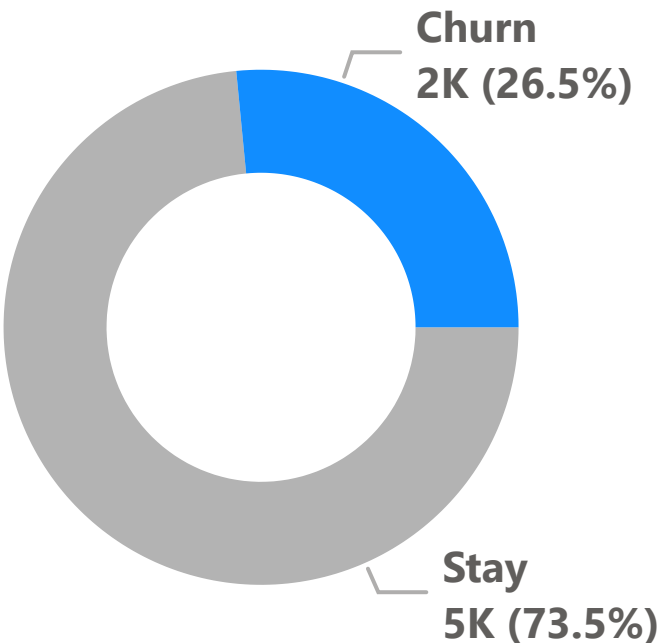
Average Monthly Charges
\$64.76



Median Tenure (Mths)
29

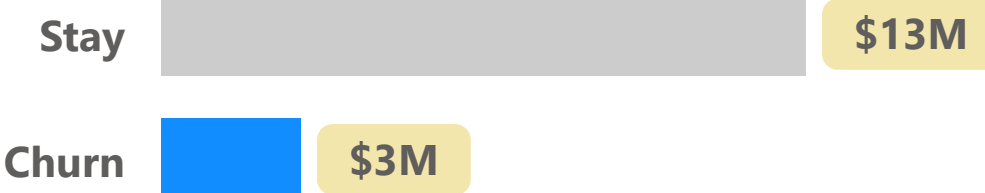


Customer Breakdown



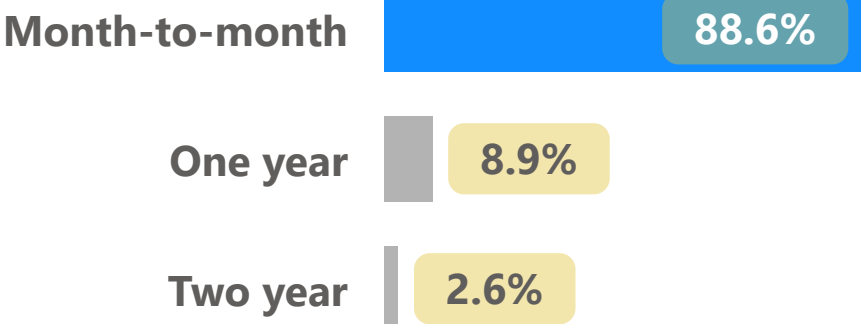
Total Revenue

Around \$3M will lost together with 26.5% customer leaving us



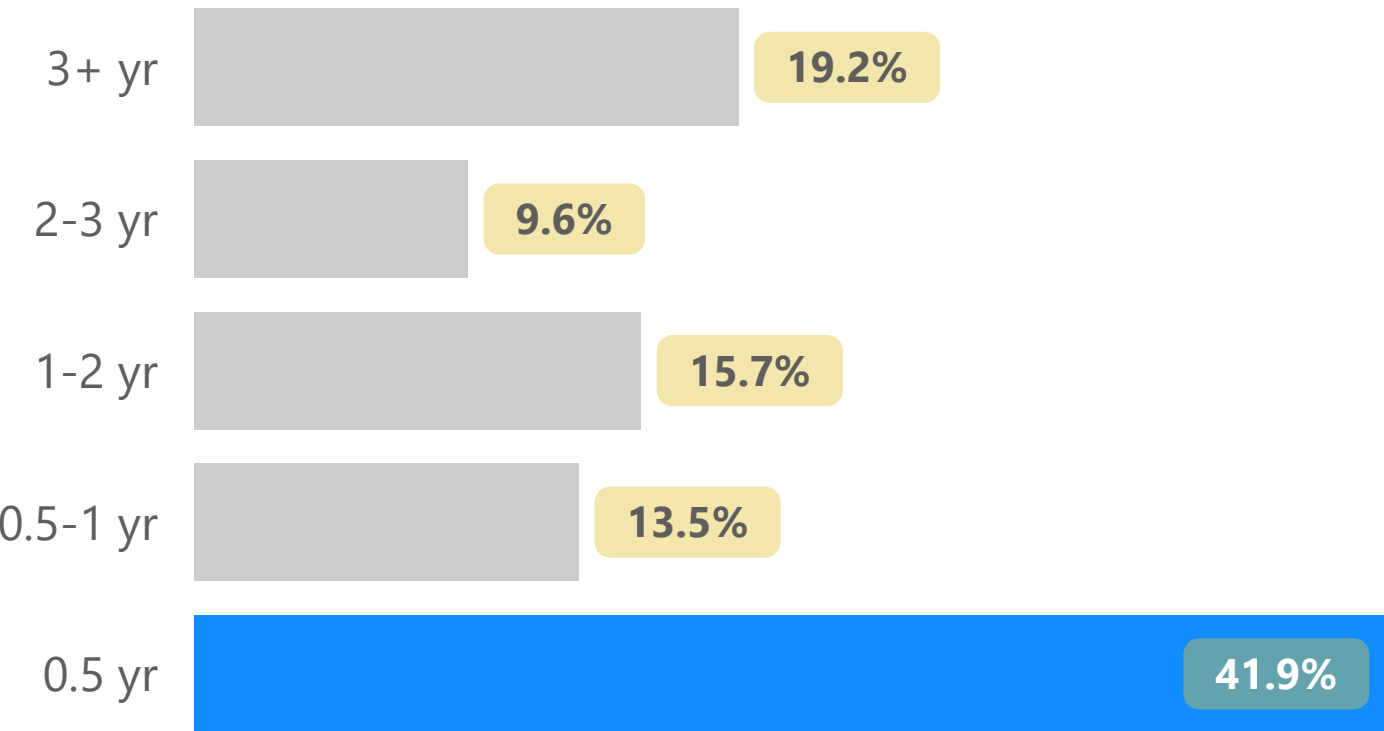
Contract Type of Churn Customers

Near 90% Churn Customers are on Month to Month Contract showing less retentions.



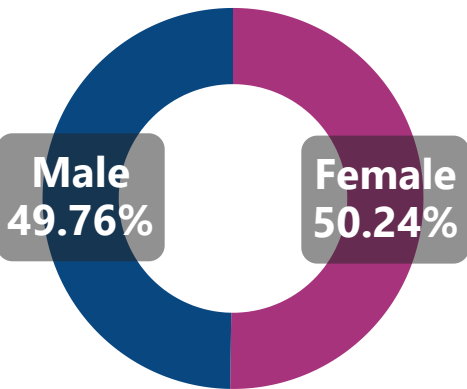
Tenure for Churned Customers

More than 40% customer churn in first 6 Months. This is most critical period.

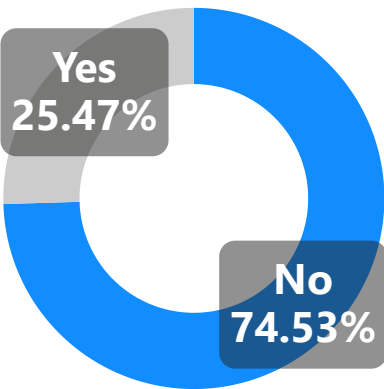


Churn Customers Demographic

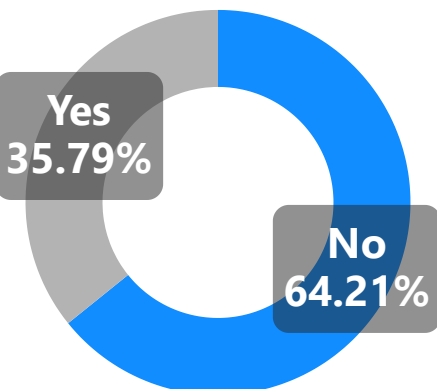
Gender



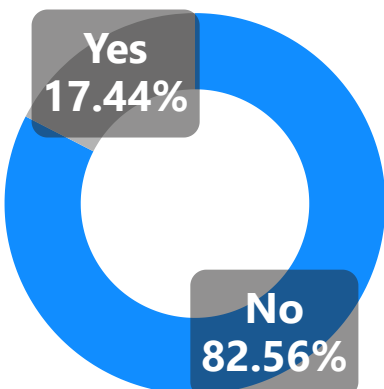
Is Senior Citizen



Any Partner

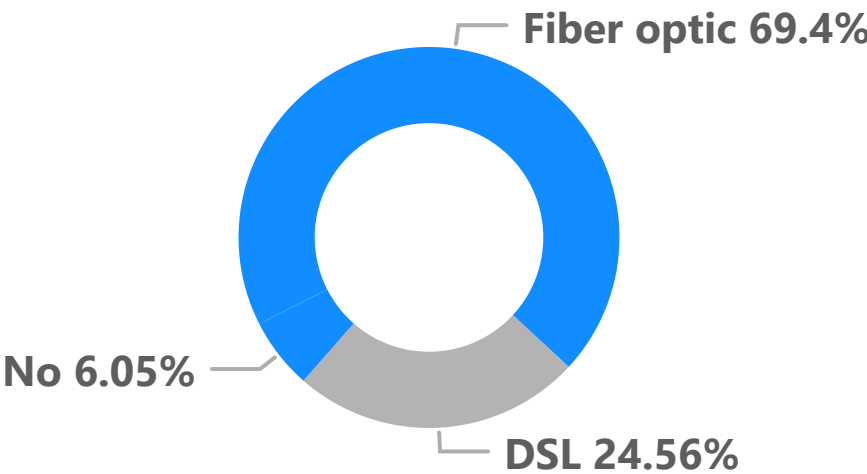


Any Dependents

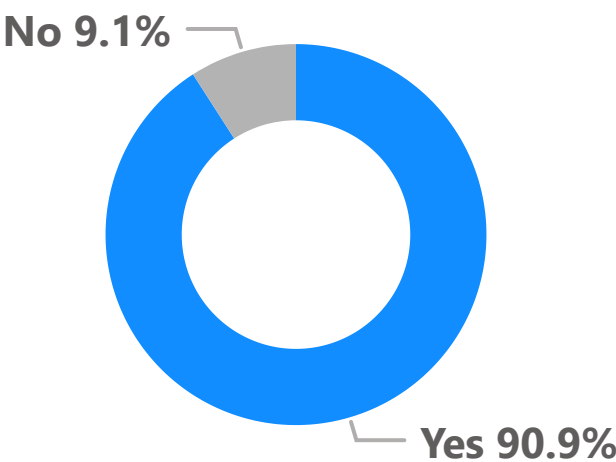


Service Churned

Internet Service - Churned



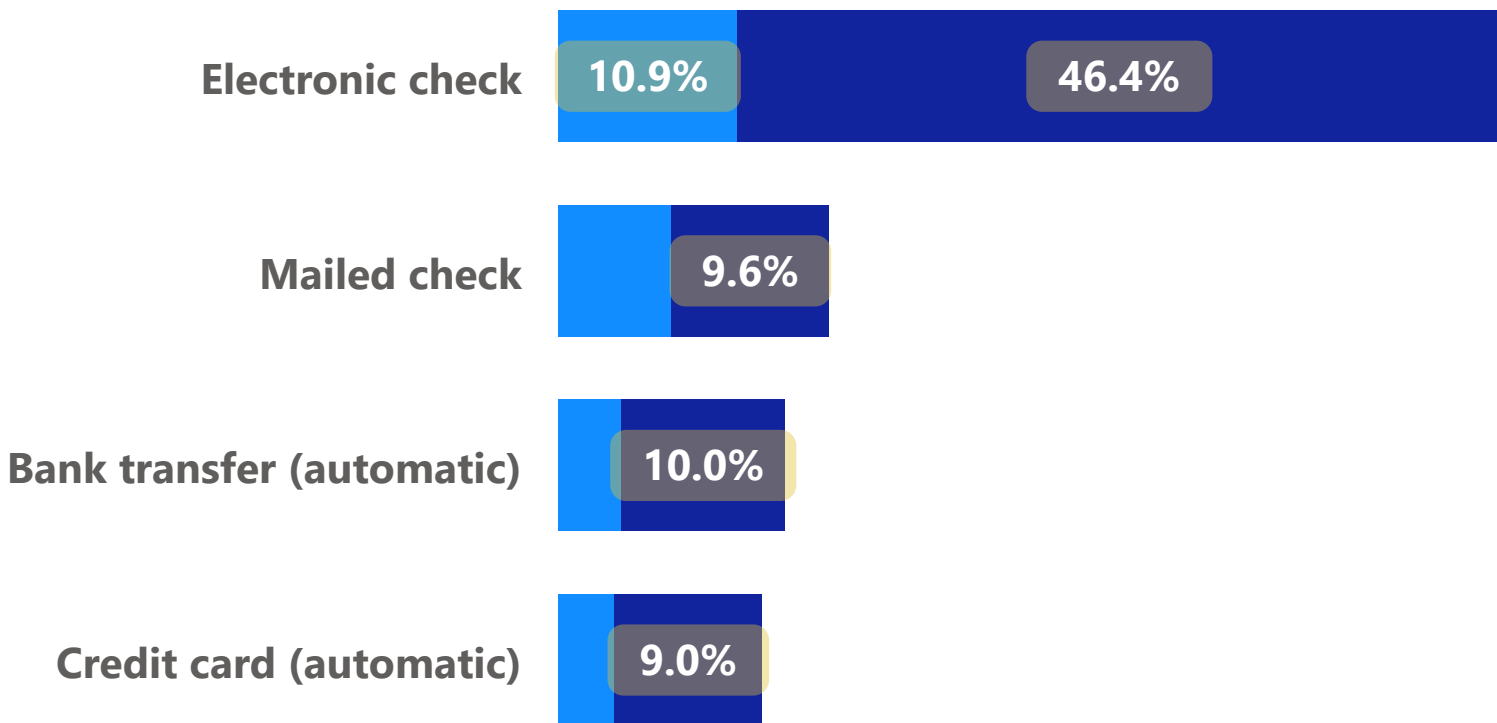
Phone Service - Churned



Payment and Billing Preference for Churned Customers

Electronic Check with paperless billing has highest churn rate

Paperless Billing ● No ● Yes



Key Insights

No Dependents = Higher Churn:

Only 17% of churned customers have dependents.

Tenure < 6 Months = Risk Zone:

42% of churn happens within first 6 months.

Non Senior Citizens = Higher Churn:

Around 75% of churn are non-Senior Citizens.

Electronic Check = Risky:

Nearly 46% of churned customers paid via electronic check.