

Churned Customer Profile



1869

Customers at risk

\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

2173

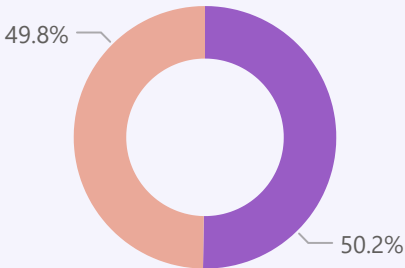
Number of Tech Tickets

885

Number of Admin Tickets

Demographics

Female Male



25%

Senior-Citizen

36%

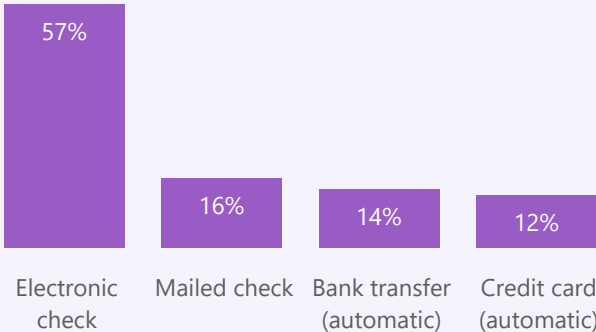
Partner

17%

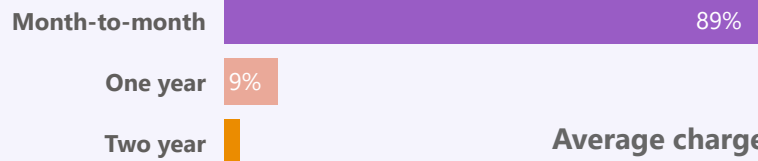
Dependents

Customer account information

Payment method



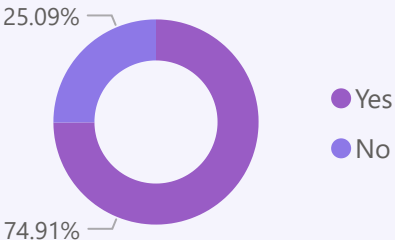
Type of contract



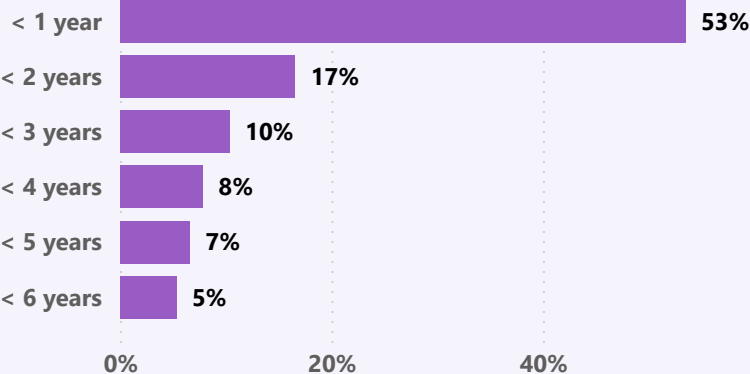
Paperless billing

\$74.44
Monthly
\$1,531.80
Total

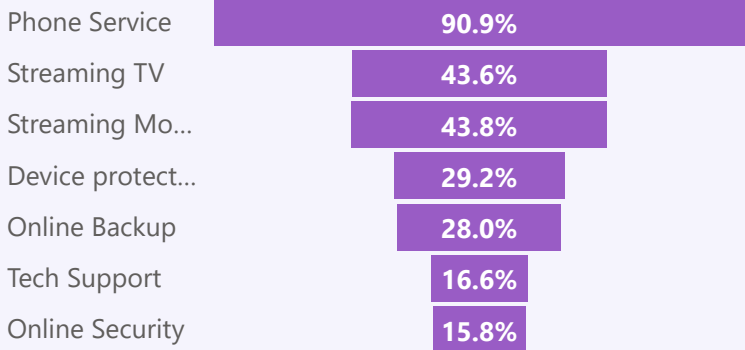
Average charges



Subscription time



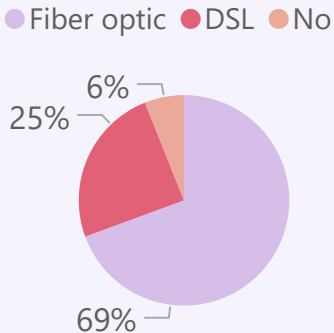
Services customers signed up for



Multiple Lines?

49.97%
No

50.03%
Yes

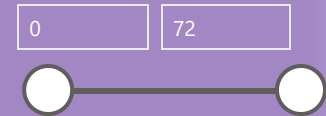


Customer Risk Analysis

Risk of churn

- ☐ No
- ☐ Yes

Subscribed (Month)

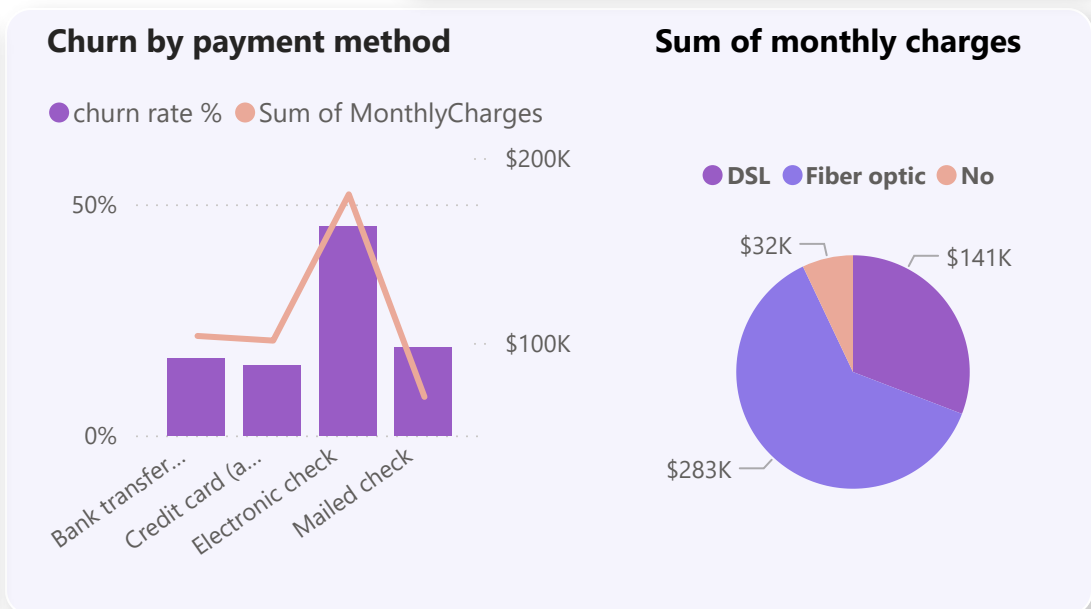
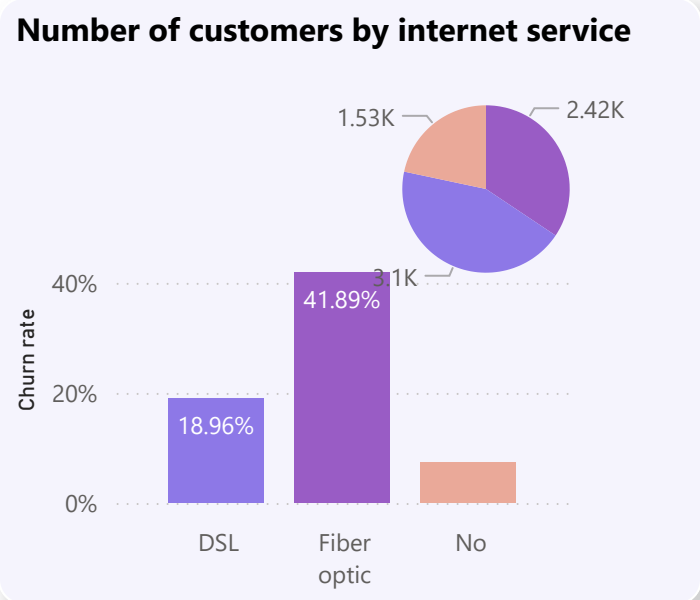
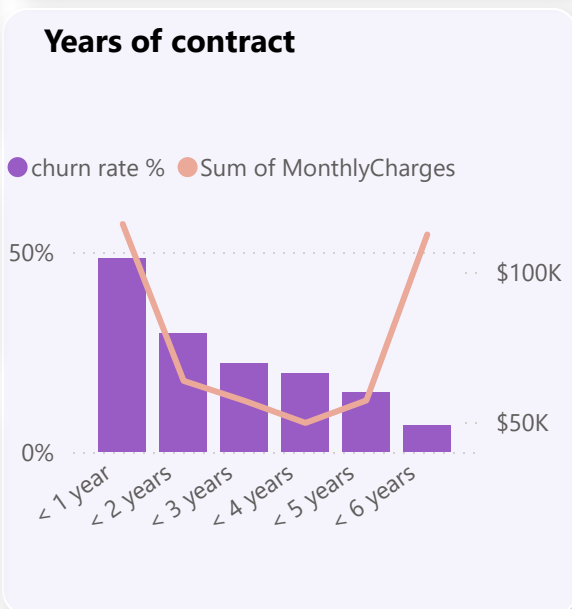
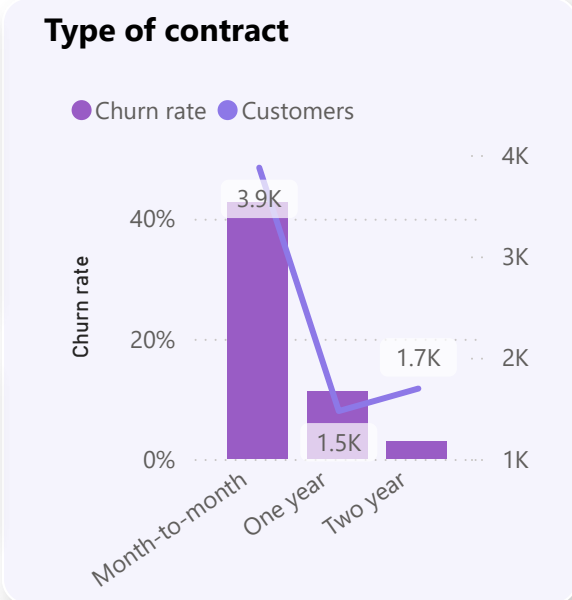
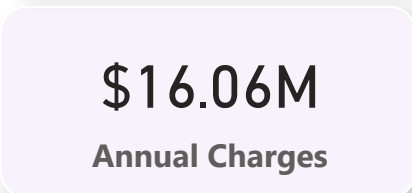
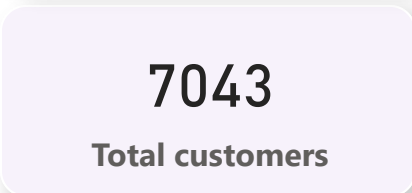
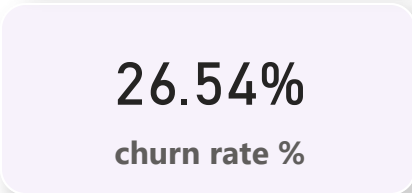
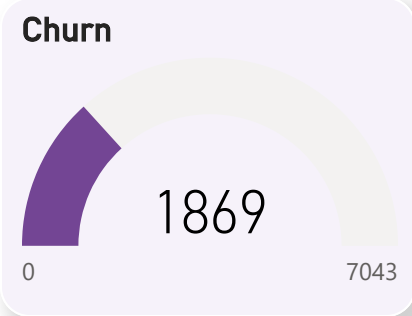


Contract type

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

Internet service

- ☐ DSL
- ☐ Fiber optic
- ☐ No



Insights:-

➤ **Customer Overview :**

- . There are total 7,043 customers subscribed to the client, out of which 3,555 are Males & 3,488 are Females, & the revenue earned is \$16.1M
- . By tenure, 31% customers are subscribed to below 12 months, as a result there are more customers with month-to-month contract
- . Most customers have Fiber optic internet for which they are paying high charges.
- . 73.5% of customers have been retained i.e. 5,174

➤ **Churn Customers :**

- . 1,869 customers have churned i.e. 26.5% , out of which 380 customers churned last month itself.
- . Revenue lost due to churn is \$2.9M.
- . Gender is not the major factor of churning as ratio of Males and Females is same.
- . 1037 customers with less than 12 months tenure have churned, whereas customers with 61-72 months of tenure are just 93.
- . 89% customers churned had month-to-month contract.
- . Customers paying high charges have churned the most i.e.1274, along with customers with fiber optic internet have also churned the most

➤ **Churning factors are :**

- . Customers with tenure of last than 12 months
- . Customers with month-to-month contract
- . Customers subscribed to fiber optic
- . Customers paying high charges

