



Telecom Customer Churn Dashboard

Total customers

7043

Churn rate

26.54

Revenue loss

3.68M

High value customers rate that pays 95\$ or more per month is 18.33

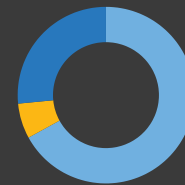
50.89 percent of the high value customers are married.



● % Female
● % male

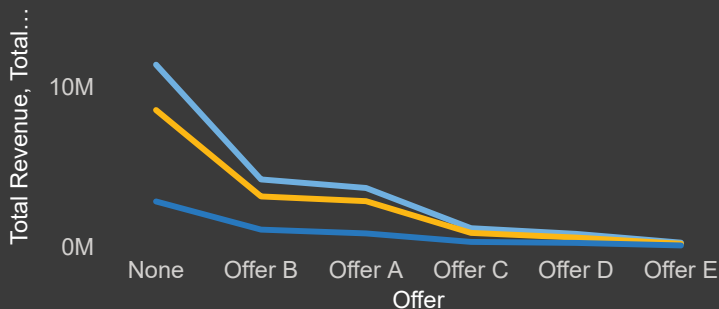


● % Single
● % Married



● % Stayed
● % Joined
● % Churned

● Total Revenue ● Total Charges ● Total Long Distance Charges



Contract

Month-to-Month

Two Year

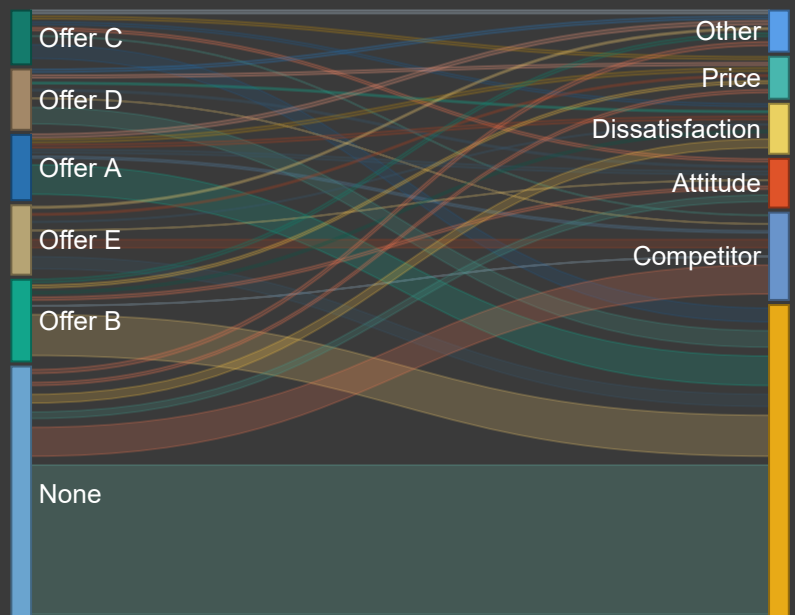
One Year

0.0M 0.2M 0.4M
Monthly Charge, Avg Monthly GB Download and Av...

Churn Reason

Percentage

Attitude of service provider	73.46%
Attitude of support person	1.33%
Competitor had better devices	3.12%
Competitor made better offer	4.44%
Competitor offered higher download speeds	4.42%
Competitor offered more data	1.42%
Deceased	1.66%
Don't know	0.09%
Extra data charges	1.85%
Lack of affordable download/upload speed	0.55%
Lack of self-service on Website	0.43%
Limited range of services	0.41%
Long distance charges	0.53%
Moved	0.91%
Network reliability	0.65%
Poor expertise of online support	1.02%
Poor expertise of phone support	0.44%
Price too high	0.17%
Product dissatisfaction	1.11%
Service dissatisfaction	1.09%
	0.89%



Recommendations:

- Customers who are charged monthly are paying a very high price; thus, the business should provide a discount on this offer and encourage customers to sign an annual contract. In this way, the business can assist customers in saving money while also retaining devoted clients.
- improve the customers support service in order to satisfy and the maintain enrolled customers.
- Study the competitive market and offer devices, plans, price based on the actual market.
- More that 50 percent of the population are married. The company has to offer a custom plans for people married to improve the number of customers joining the company. Example: 15% off when customer buy two lines.
- Remove Offer D and E.