

# Churn Analysis Dashboard

7043

Total Customers

1869

Customer Churn

5174

Retained Customer

27%

Churn %

73.46

Retained %

16M

Total Revenue

456K

Total Monthly Charges

Gender

All

Contract

All

Age Group

All

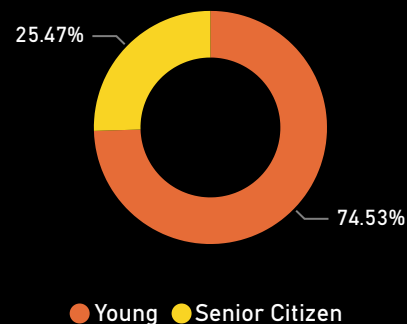
Partner

All

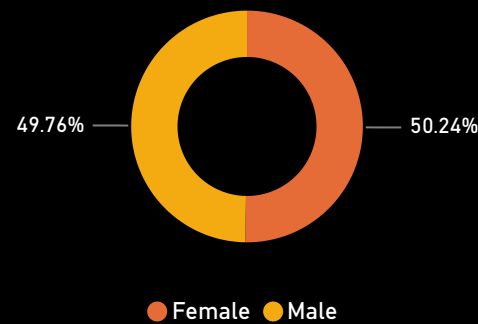
Dependents

All

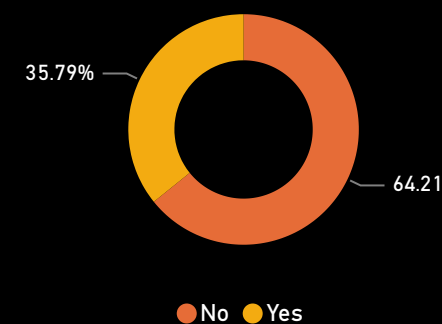
Customer Churn by Age Group



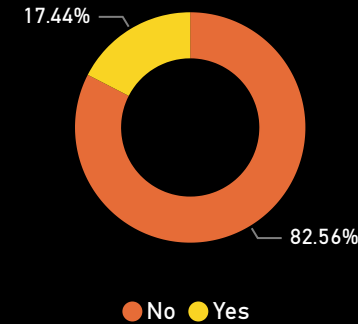
Customer Churn by Gender



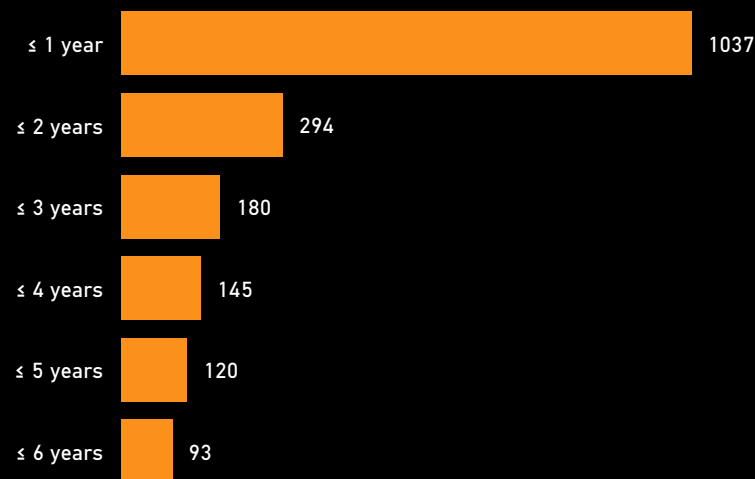
Customer Churn by Partner



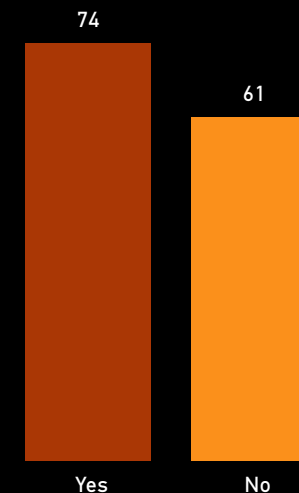
Customer Churn by Dependents



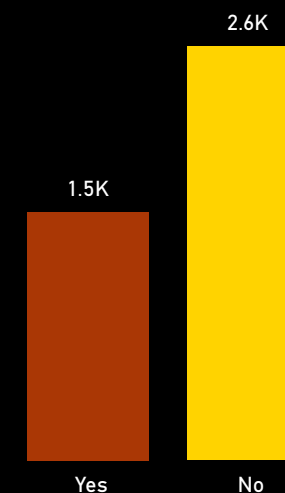
Customer Churn by Tenure



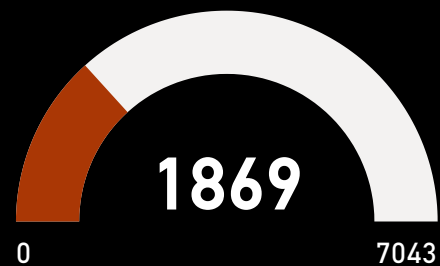
Monthly Average Charges of Churned Customers



Total Average Charges of Churned Customers



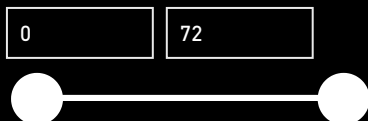
## Customer Churn



## Churn



## Months Subscribed



3632

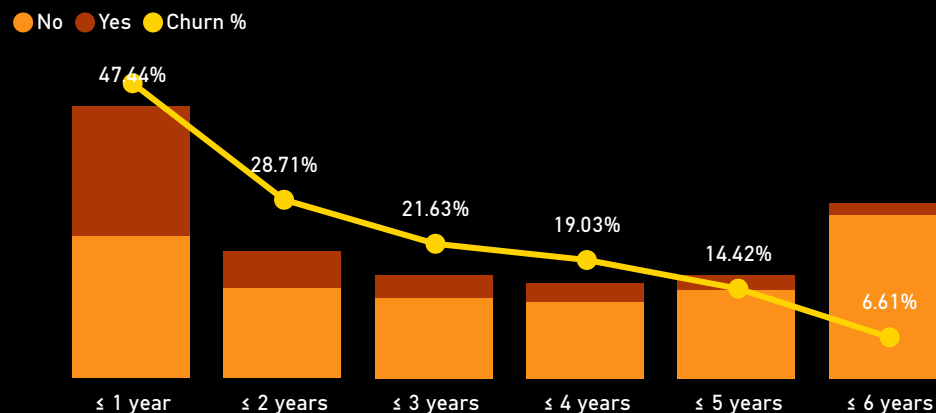
Total Admin Tickets

2955

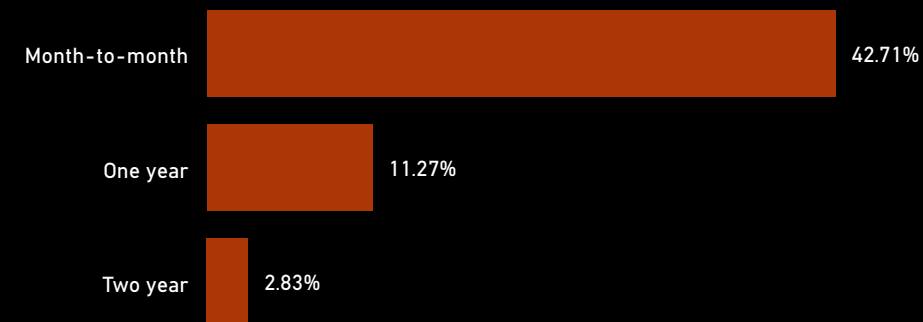
Total Tech Tickets

# Customer Churn Risk Analysis

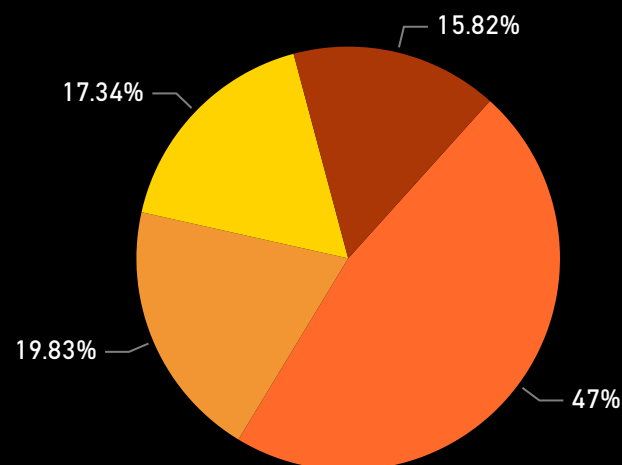
### Customer Churn by Tenure



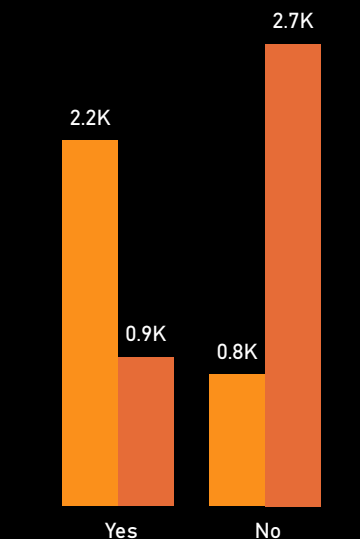
### Churn % by Contract



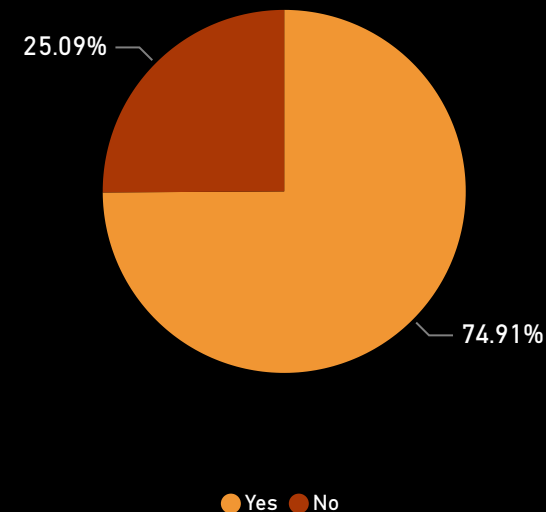
### Churn % by Payment Method



### Customer Churn by Tickets



### Customer Churn by Paperless Billing



Electronic check Mailed check Bank transfer (automatic) Credit card (automatic)

Tech Tickets Admin Tickets

Yes No

# Service-wise Churn Analysis

94%

Internet Services

91%

Phone Service

45%

Multiple Lines

29%

Device Protection

17%

Tech Support

44%

Streaming Movies

16%

Online Security

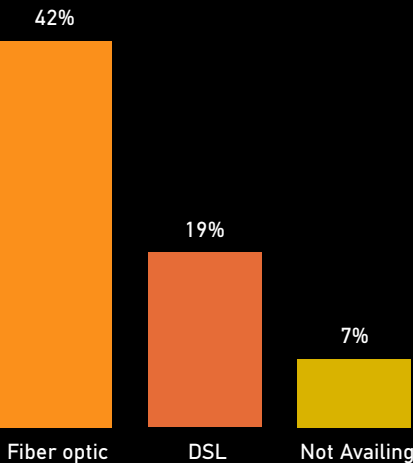
28%

Online Backup

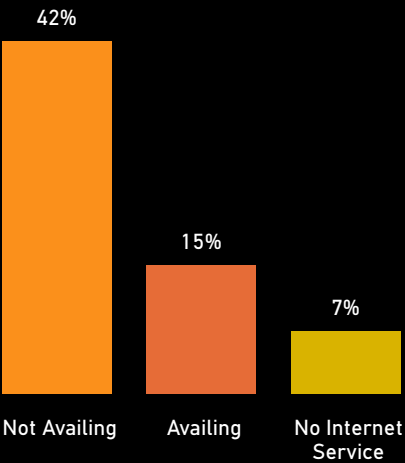
44%

Streaming TV

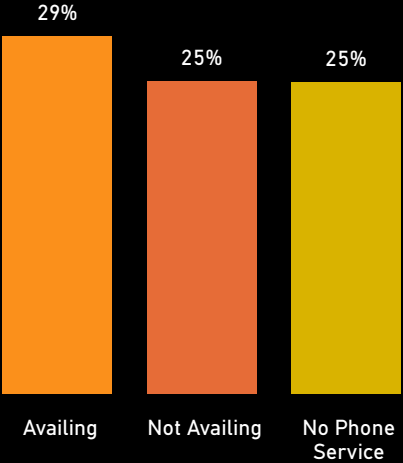
Internet Service



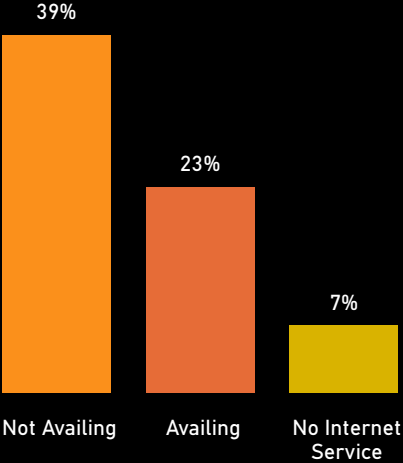
Tech Support



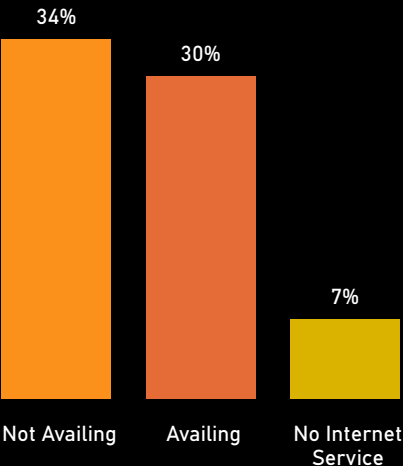
Multiple Lines



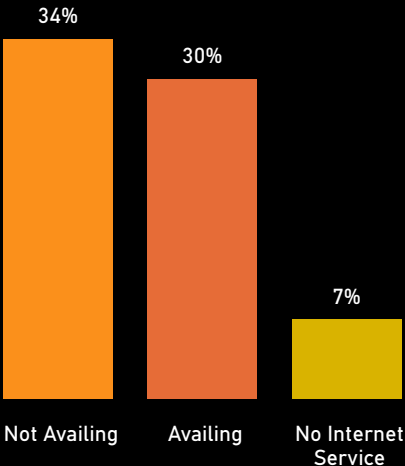
Device Protection



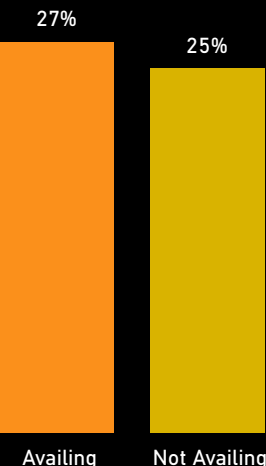
Streaming TV



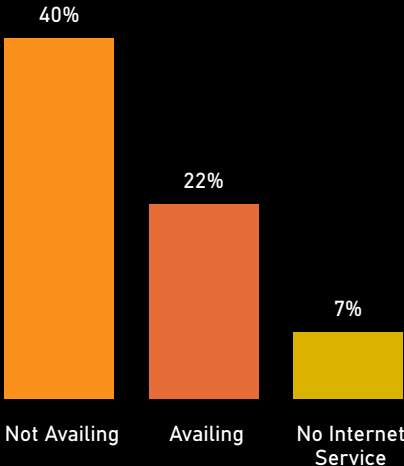
Streaming Movies



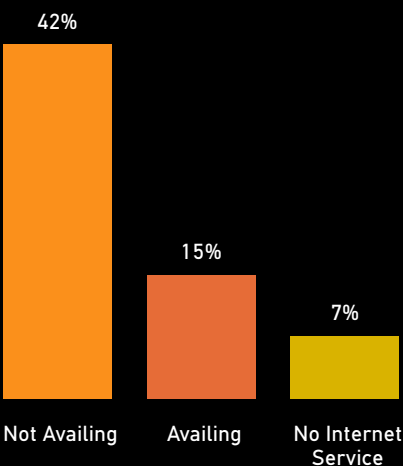
Phone Service



Online Backup



Online Security



## Insights:

- As shown in 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 decide to do month-to-month contract.
- There are total 7043 customers, out of which 1869 customers are at the risk of churn. The churn rate is 27%, overall total yearly charges are \$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 Online Backup.
- It seems a lot of customers had an issue with Internet and Phone Services as many churned customers were availing Internet & Phone Services.

## Churn Rate Reduction Strategy:

- Offer personalized assistance and discounts to senior citizens to increase retention.
- Create exclusive loyalty programs for singles to strengthen their connection with the service.
- Provide additional benefits or cost savings for customers who opt for longer than 1-year contracts.
- Invest in improving fiber optic infrastructure and provide faster, more reliable internet service.
- Prioritize resolving admin tickets promptly to show attentive customer care.
- Offer personalized retention offers based on individual customer needs and preferences.
- Address any issues related to the electronic check payment process. Encourage more customers to use credit cards by providing incentives such as rewards, cashback, or discounts on their subscriptions. This can help improve customer retention.