

TELECO CHURN ANALYSIS

Tracking a telco company's customer churn based on various possible factors



General Insights



Customer Demographics



Service and Contract



Churn and Revenue

Lost One

OVERVIEW

7043

Total Customers

21.37M

Total Revenue

16.06M

Total Charges

1869

Total Churned Customers

General Insights

General insights about the dataset

Show Totals

Hide Filters



Churned	Joined	Stayed
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Churn Rate Over



Revenue Trend



Customer Satisfaction Score

Score 1:
922

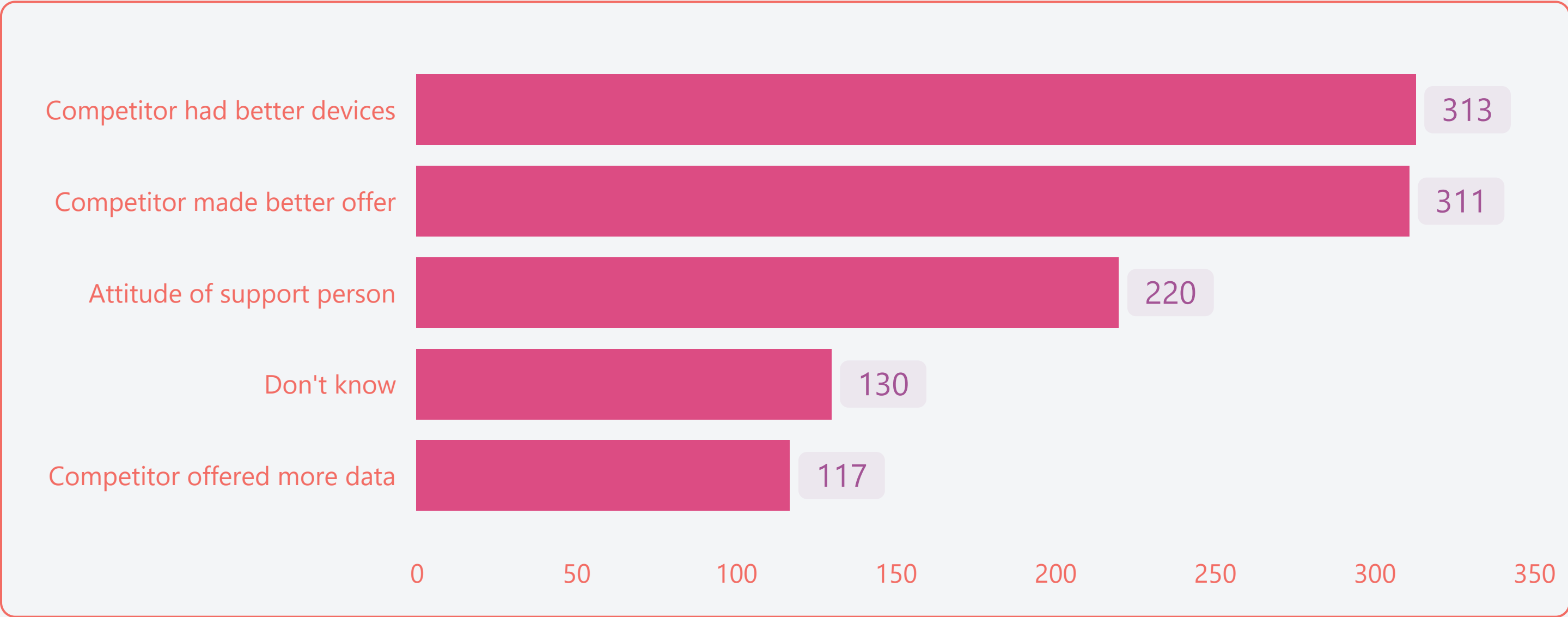
Score 2:
518

Score 3:
2665

Score 4:
1789

Score 5:
1149

Top 5 Churn Reasons





Customers Demographics

Data about the customers

Show Totals

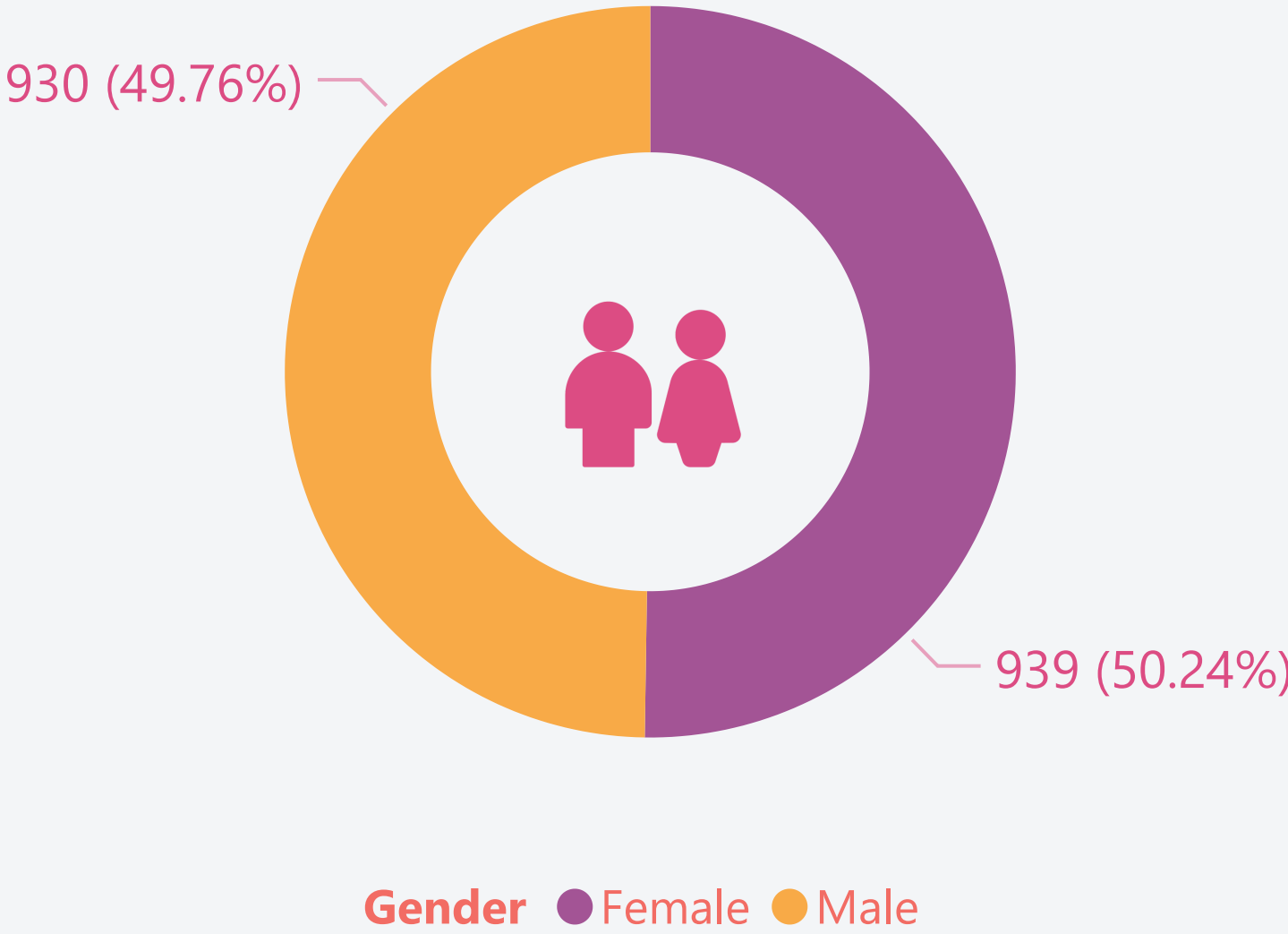
Hide Filters

Churned

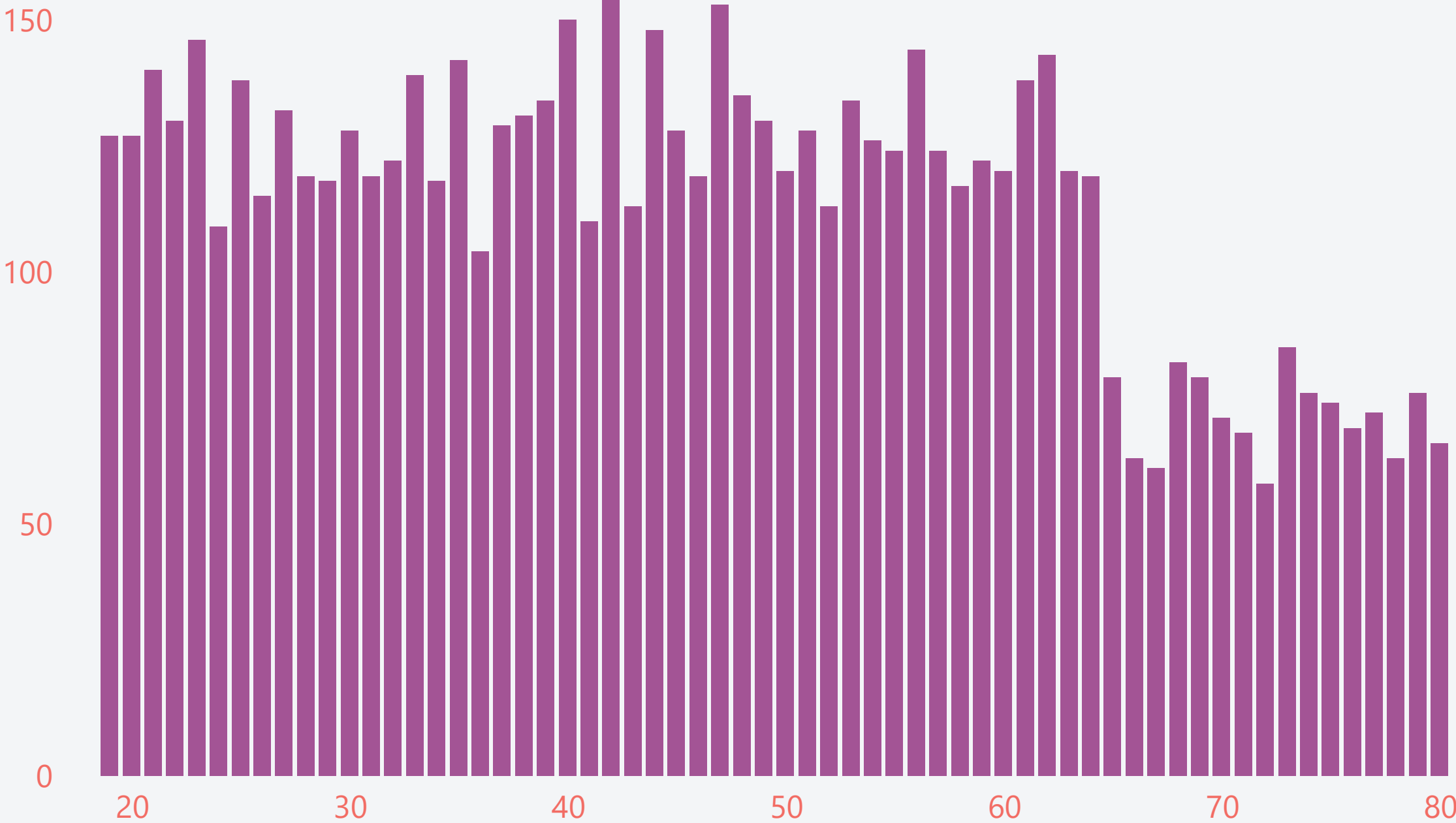
Joined

Stayed

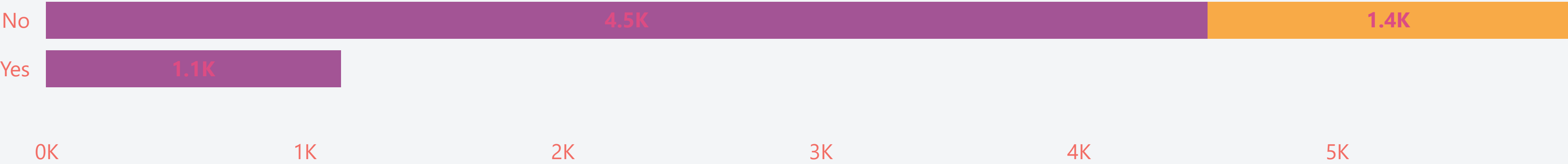
Gender Distribution



Age Distribution



Under 30 ? ● No ● Yes



Churn and Revenue

Service and Contract

Customer Demographics

General Insights

Service and Contract

Data about the contract and provided services

Show Totals

Hide Filters

Churned

Joined

Stayed



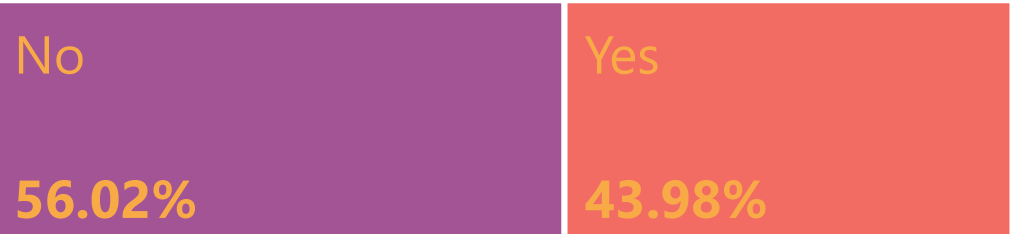
Customers Have Internet



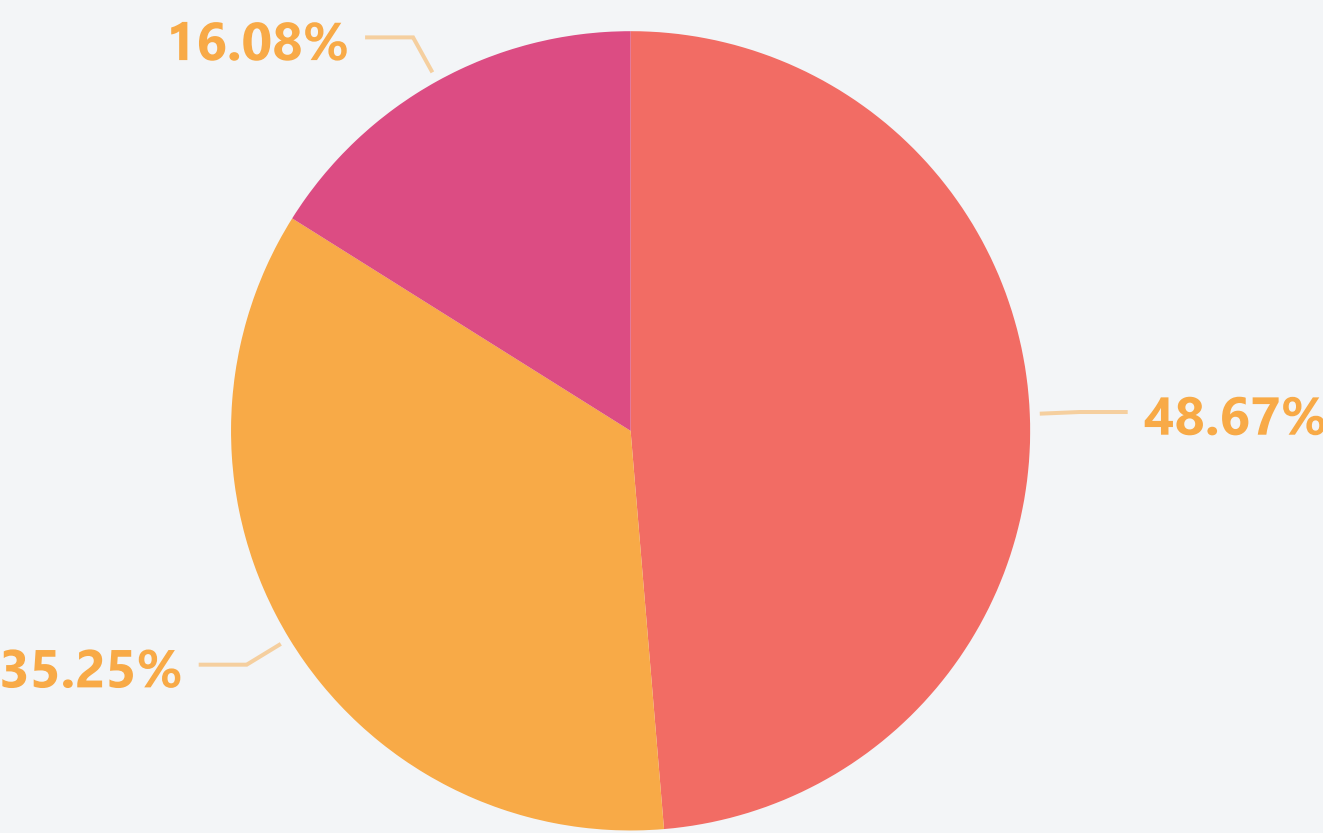
Customers Have Phone



Customers Have Multi-lines

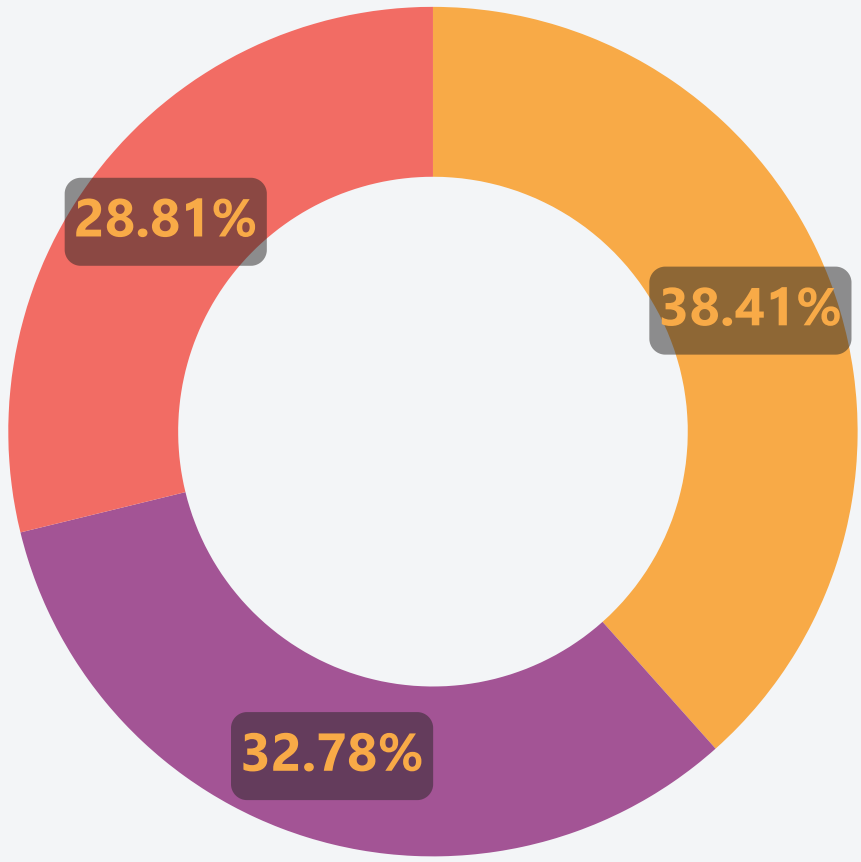


Type of Internet



Internet Type ● Fiber Optic ● DSL ● Cable

Contract Type



Contract ● Two Year ● Month-to-Month ● One Year

Churn and Revenue

Service and Contract

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Churn and Revenue

Data about the churn causes



Hide Totals

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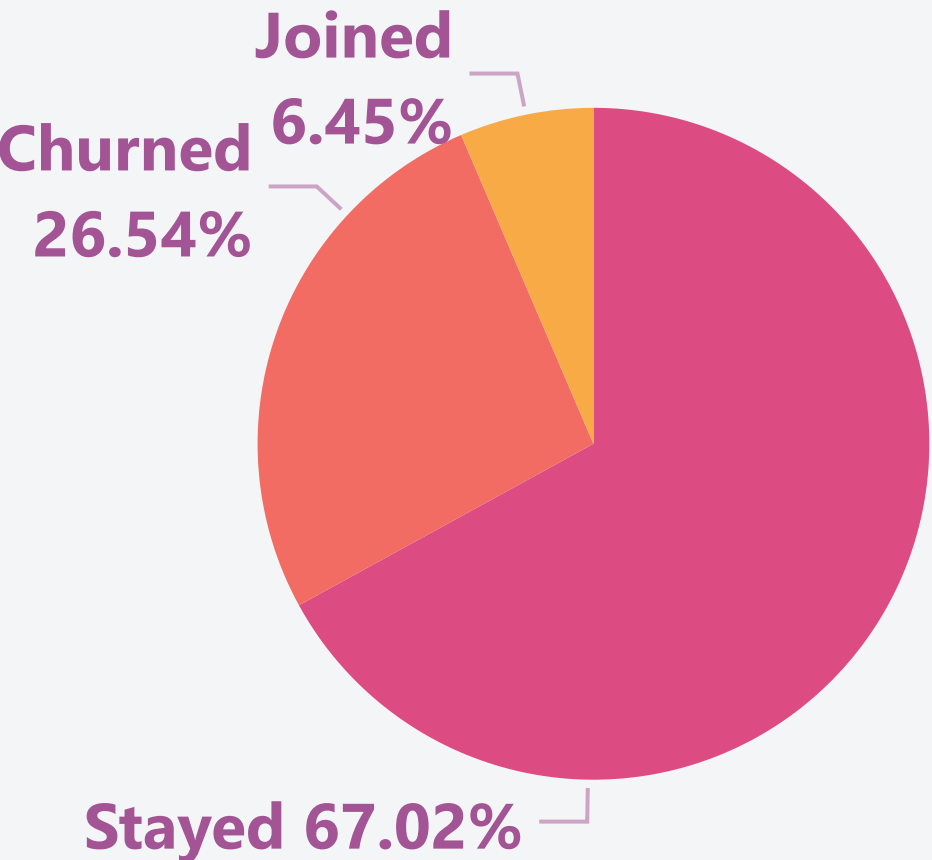


Churned

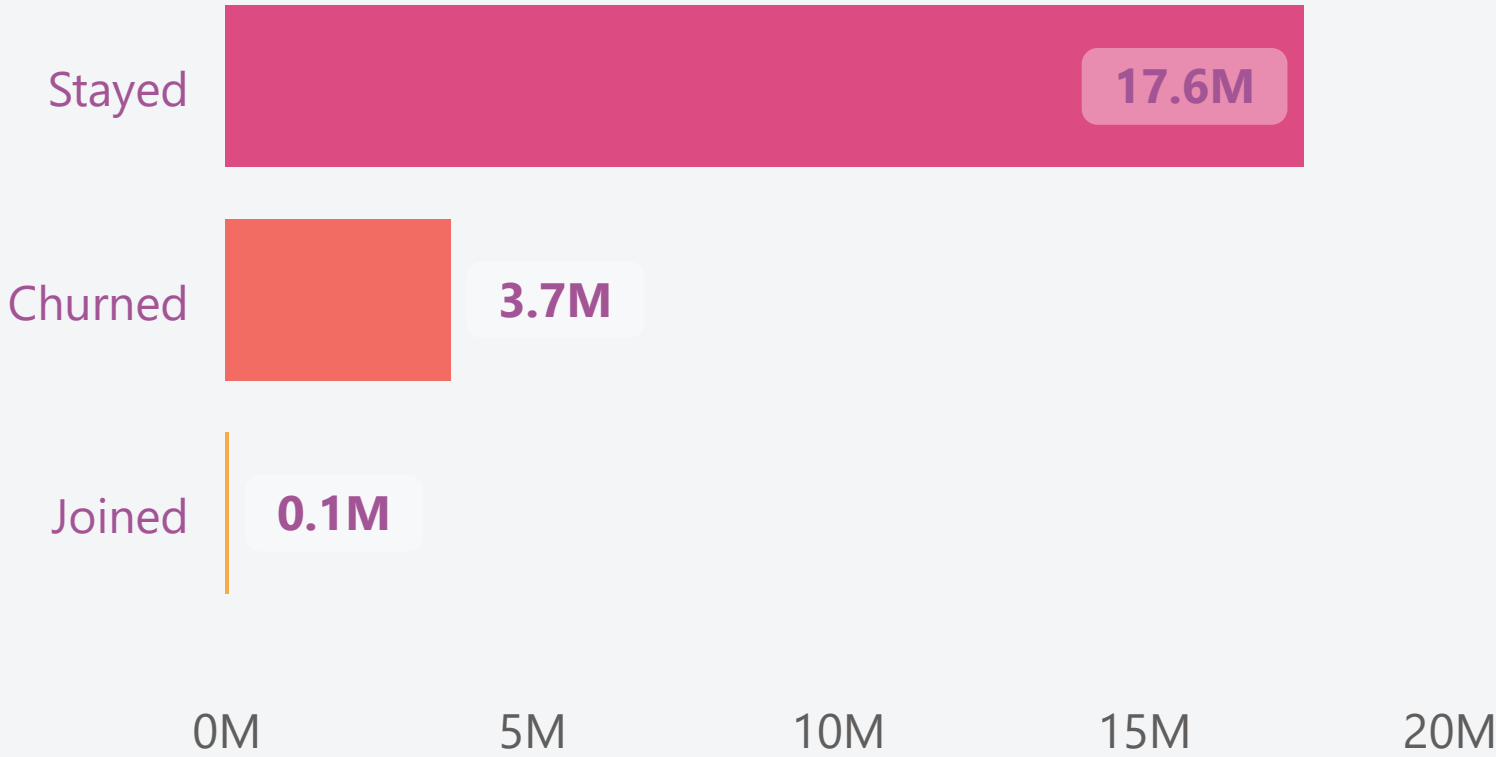
Joined

Stayed

Customers Status



Total Revenue



Detail Churners Reasons

Churn Category	Count of CustomerID
Price	211
Other	200
Dissatisfaction	303
Competitor	841
Attitude	314
Attitude of support person	220
Attitude of service provider	94
Total	1869

Number of Churner in each Churn Category



Churn and Revenue

Service and Contract

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