



DETAILED ANALYSIS



BILLING AND  
PAYMENT ANALYSIS



SERVICE USAGE



CHURN PROFILE



OVERVIEW

**CAPSTONE PROJECT**

***Tele-Com Churn  
Analysis***

Total Customers

7032

Total Revenue

16.06M

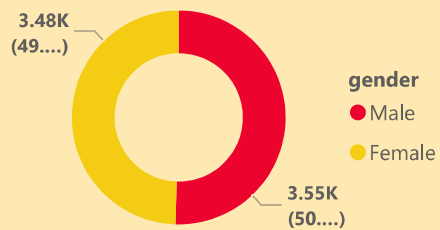
Customers Retained

5163

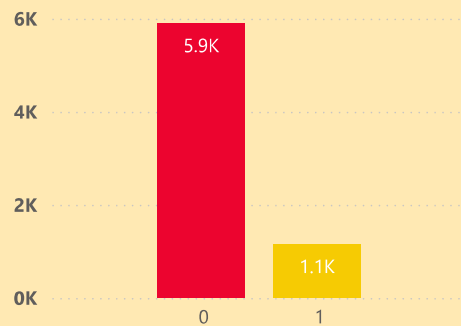
Customers Churned

1869

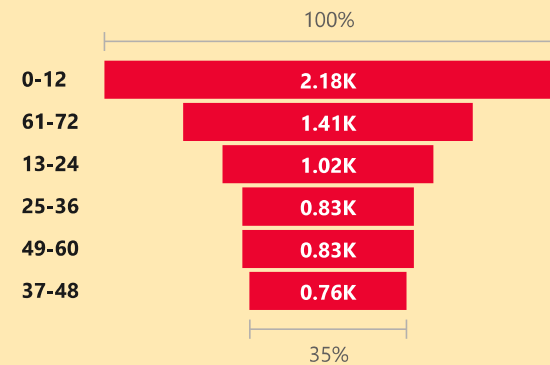
Customers by gender



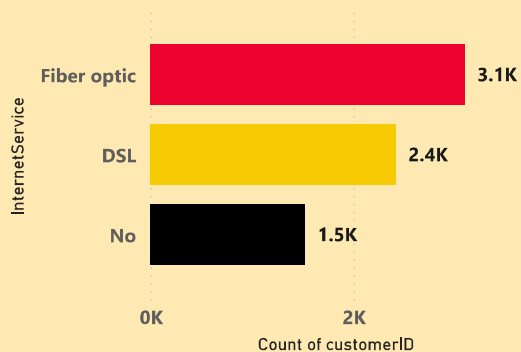
Young vs Senior Citizens



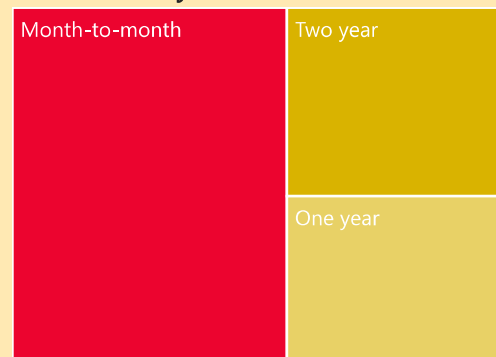
Customers by Tenure group



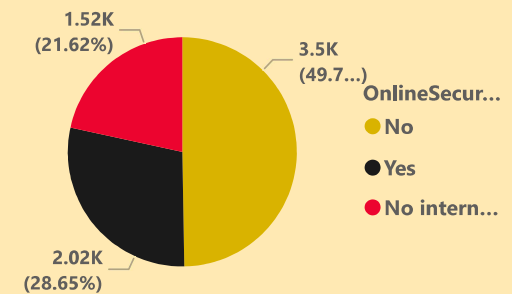
Customers by InternetServices



Customers by Contract



Customers using Online security



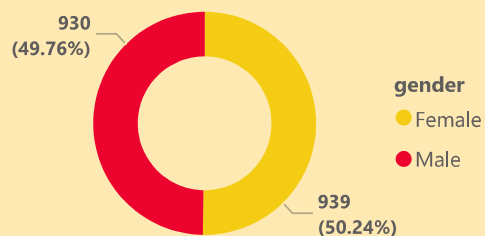
Customers Churned  
1869

Monthly Revenue Loss  
139.13K

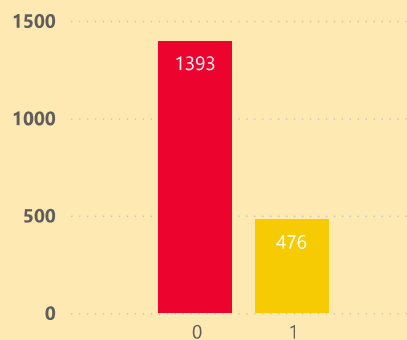
Churn Rate  
26.58%

Average Tenure  
32.42

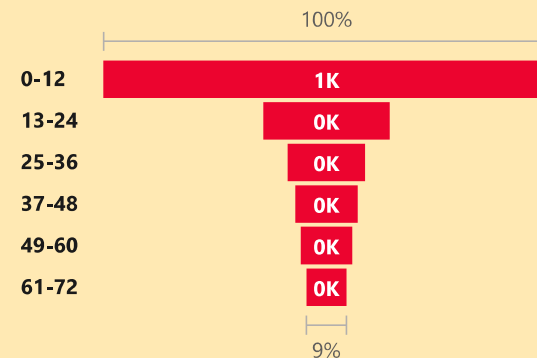
Churns by gender



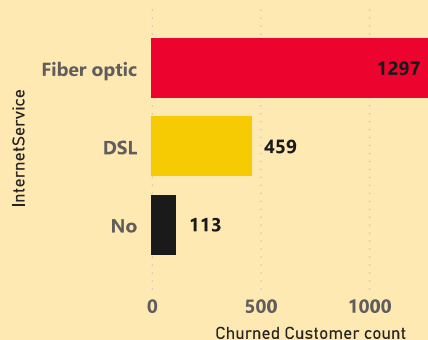
Young vs Senior Citizens



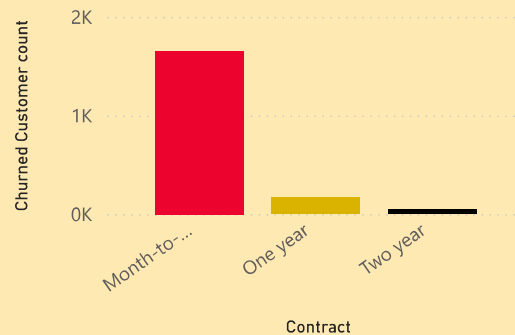
Churns by Tenure group



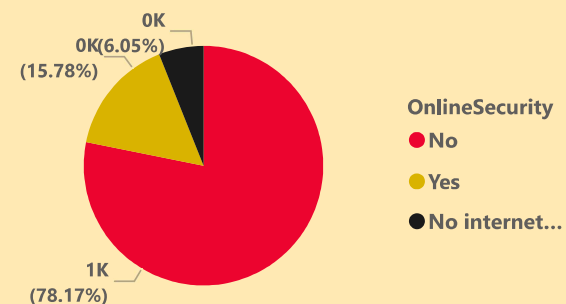
Churns by InternetServices



Churns by Contract



Churns they used OnlineSecurity



Device Protection(%)

34.39%

Multiple lines (%)

42.19%

Online Backup(%)

34.49%

Online Security(%)

28.65%

Streaming Movies(%)

38.84%

Streaming TV (%)

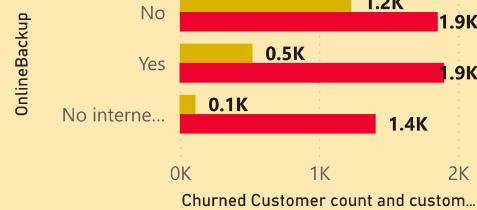
38.44%

Tech Support(%)

29.01%

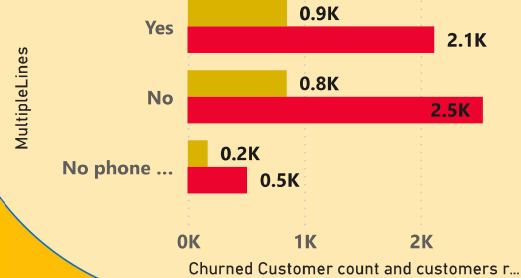
### Customers who used and using OnlineBackup

● Churned Customer count ● customers retained



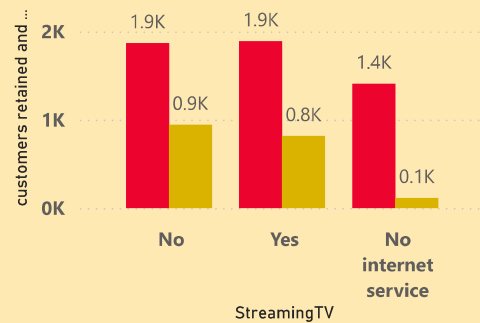
### Customers who used and using Multiplelines

● Churned Customer count ● customers retained



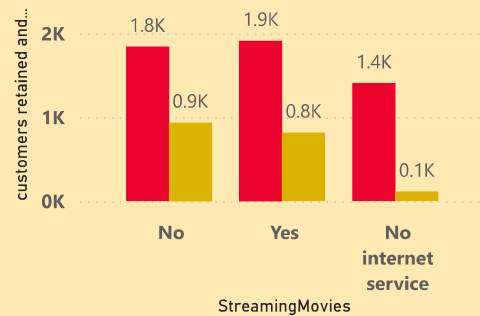
### Churners vs retained(StreamingTv)

● customers retained ● Churned Customer count



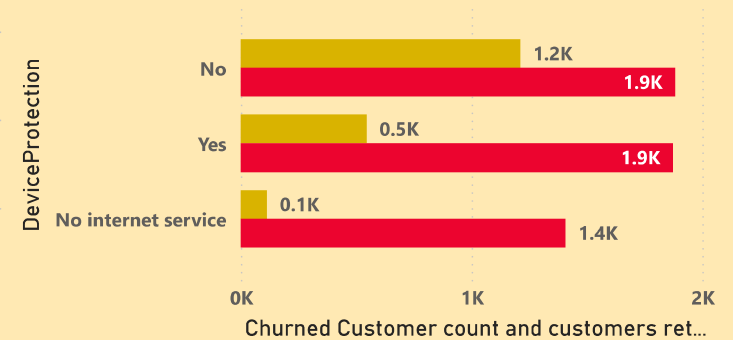
### Churners vs retained(StreamingMovies)

● customers retained ● Churned Customer count



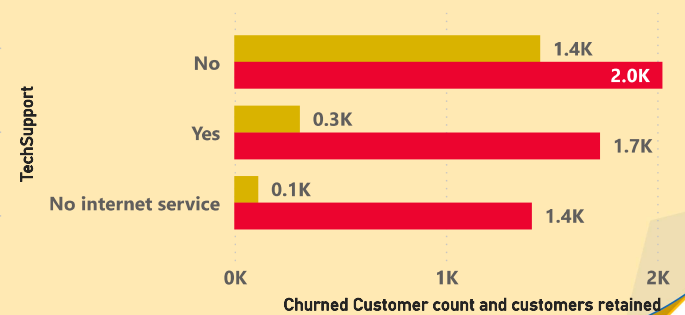
### Churners vs retained(DeviceProtection Usage)

● Churned Customer count ● customers retained



### Churners vs retained(TechSupport Usage)

● Churned Customer count ● customers retained



Average Monthly Charge

139.13K

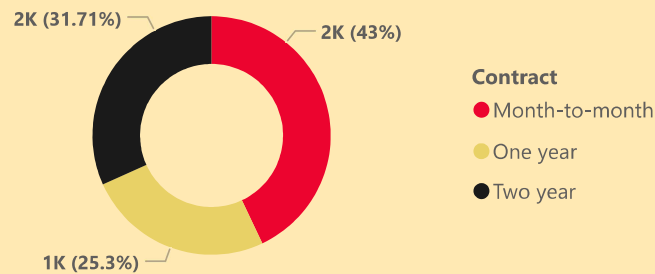
Average monthly charge

64.80

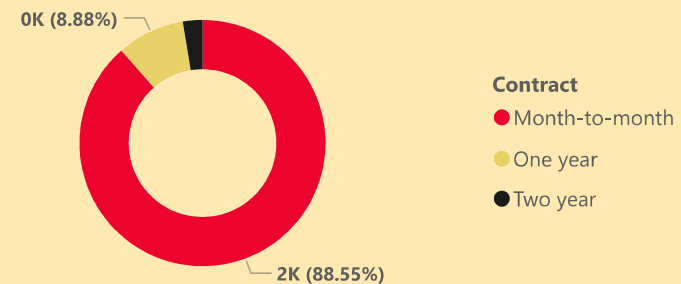
Average Monthly loss

139.13K

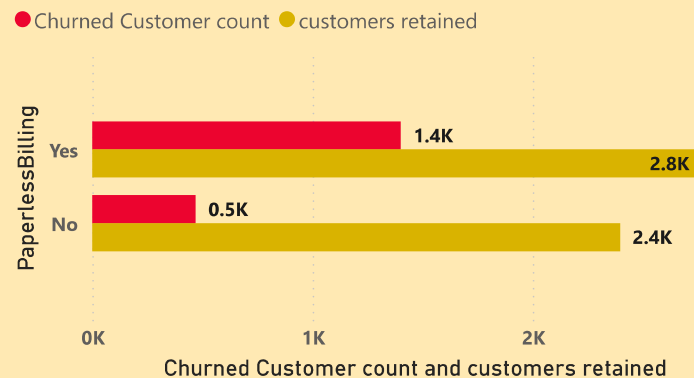
Customers retained by contract type



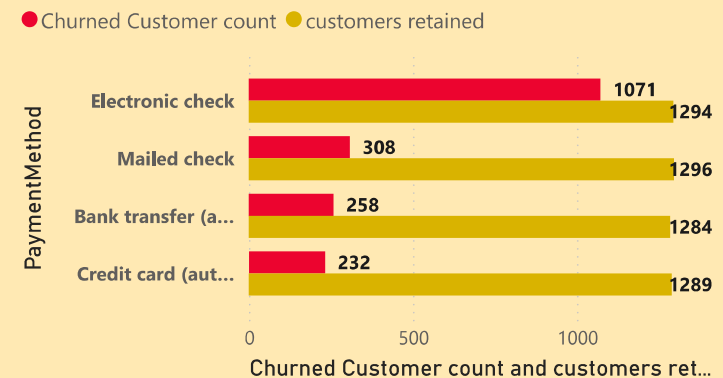
Customers Churned by contract type




Retained vs Churns by Paperlessbilling



Churns vs Retained by payment method



## Details Table

 Right click on **CustomerID** & drill through to get Customer Info

Customers retained

customerID	gender	Partner	Dependents	Churn
0002-ORFBO	Female	Yes	Yes	No
0013-MHZWF	Female	No	Yes	No
0013-SMEOE	Female	Yes	No	No
0015-UOCOJ	Female	No	No	No
0016-QLJIS	Female	Yes	Yes	No
0017-IUDMW	Female	Yes	Yes	No
0018-NYROU	Female	Yes	No	No
0019-EFAEP	Female	No	No	No
0019-GFNTW	Female	No	No	No
0020-INWCK	Female	Yes	Yes	No
0020-JDNXP	Female	Yes	Yes	No
0021-IKXGC	Female	No	No	No
0023-UYUPN	Female	Yes	No	No
0027-KWYKW	Female	Yes	Yes	No
0030-FNXPP	Female	No	No	No
0036-IHMOT	Female	Yes	Yes	No
0042-RLHYP	Female	Yes	Yes	No
0048-PIHNL	Female	Yes	No	No
0052-YNYOT	Female	No	No	No
0057-QBUQH	Female	No	Yes	No

Customers Churned

customerID	gender	Partner	Dependents	Churn
0004-TLHLJ	Male	No	No	Yes
0011-IGKFF	Male	Yes	No	Yes
0013-EXCHZ	Female	Yes	No	Yes
0022-TCJCI	Male	No	No	Yes
0023-HGHWL	Male	No	No	Yes
0023-XUOPT	Female	Yes	No	Yes
0067-DKWBL	Male	No	No	Yes
0093-XWZFY	Male	No	No	Yes
0094-OIFMO	Female	No	No	Yes
0107-WESLM	Male	No	No	Yes
0112-QWPNC	Male	Yes	No	Yes
0115-TFERT	Male	Yes	No	Yes
0122-OAHPZ	Female	No	No	Yes
0125-LZQXK	Male	No	No	Yes
0133-BMFZO	Female	No	No	Yes
0135-NMXAP	Female	No	No	Yes
0137-OCGAB	Female	No	No	Yes
0137-UDEUO	Female	No	No	Yes
0148-DCDOS	Male	No	No	Yes
0151-ONTOV	Female	No	No	Yes



Customer ID

0019-GFNTW

Tenure

56

Gender


Female

Age Category

Young

Customer ID

No

 Click on **DETAILS TABLE** to drill through other customers

### Monetary Details:

Contract Type:	Two year
Payment Method:	Bank transfer (automatic)
Monthly Charges:	45.05
Total Charges:	2,560.10

### Internet Details:

Internet Service:	DSL
Multiple Lines:	No phone service
Online Security:	Yes
Online Backup:	Yes
Device Protection:	Yes
Tech Support:	Yes