Customer Churn Analysis

What is customer churn?

Customer churn, or churn rate, is a measure of the percentage of customers who stop using a product or service within a specific time period. It reflects the rate at which customers discontinue their relationship with a business, and a higher churn rate typically indicates a higher level of customer attrition.
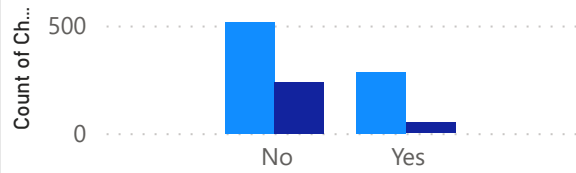
paras-dahiya03

Importance of Customer Churn Analysis

- **Revenue Impact:** High churn can lead to loss of income; retaining customers preserves revenue streams.

- **Business Sustainability:** Retaining existing customers is often more cost-effective than acquiring new ones.

- **Customer Lifetime Value:** Churn analysis contributes to estimating the total revenue expected from a customer over their entire relationship.

- **Enhanced Customer Experience:** Identifying and addressing churn factors leads to improved products and services, fostering satisfaction and loyalty.

- **Competitive Advantage:** Proactively managing churn provides a competitive edge in the market.

- **Data-Driven Decision Making:** Churn analysis relies on data, enabling businesses to make informed decisions and interventions.

Customer Churn Analysis

Count of Churn by Dependents and Churn

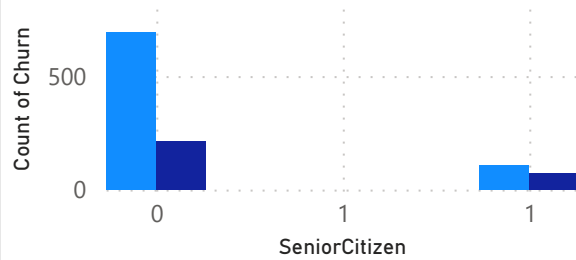**Churn** ● No ● Yes

1089
Total_customer

288
Churn_number

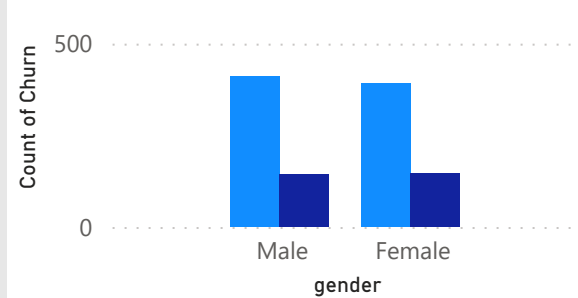**26.45**
churn_rate

Count of Churn by SeniorCitizen and Churn
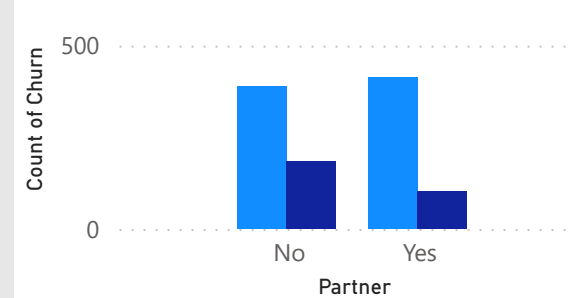
Churn ● No ● Yes

Count of Churn by gender and Churn
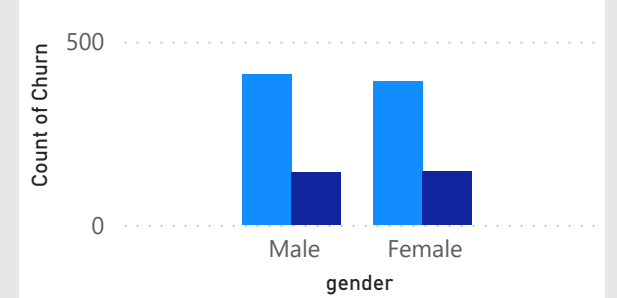
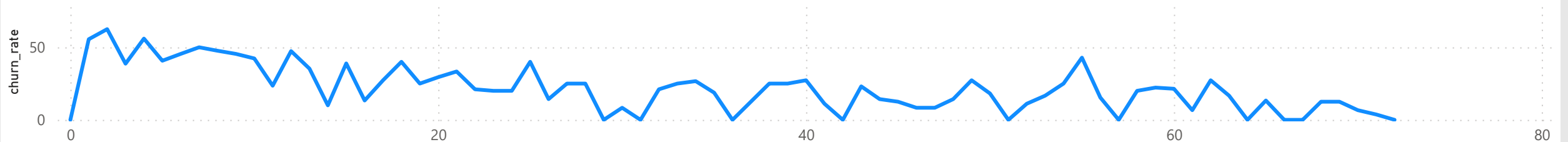**Churn** ● No ● Yes

Count of Churn by Partner and Churn

Churn ● No ● Yes

Count of Churn by gender and Churn

Churn ● No ● Yes

churn_rate by tenure

Customer Churn Analysis

2.50M

Sum of TotalCharges

72.34K

Sum of MonthlyCharges

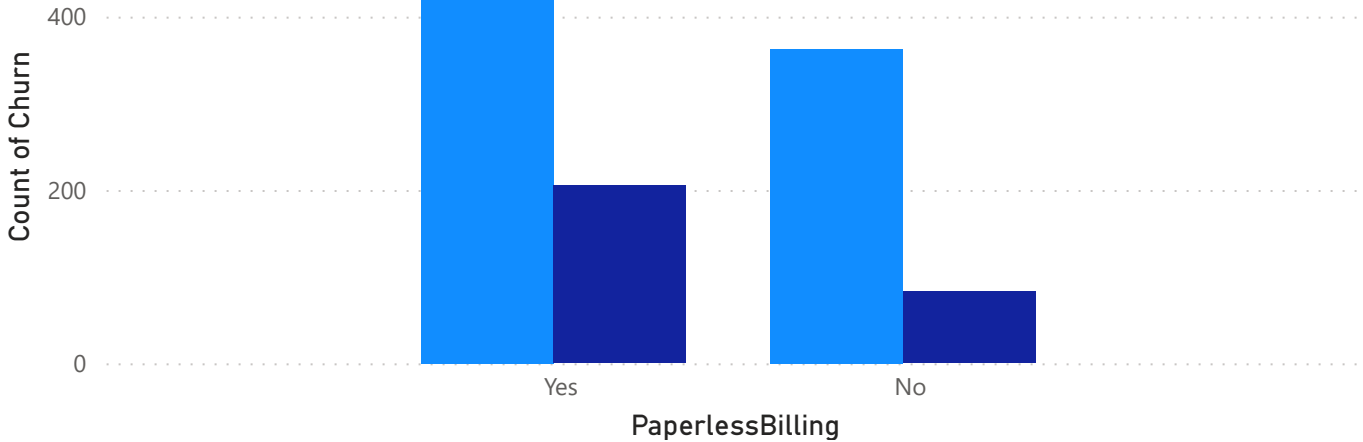## Count of Churn by PaymentMethod

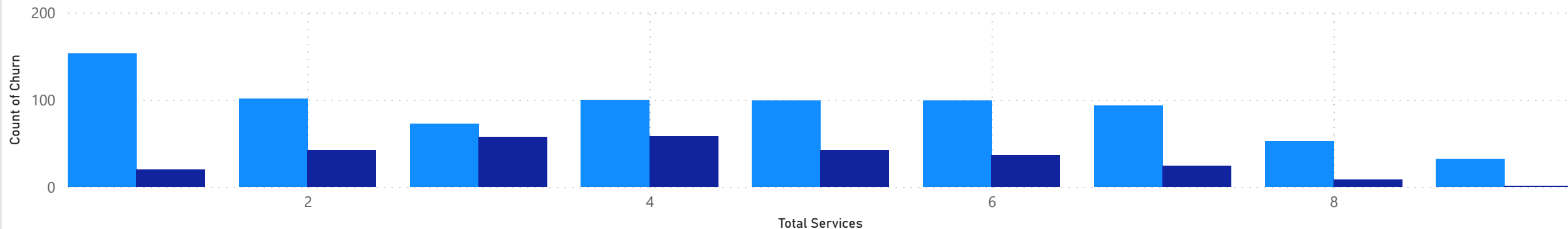| Electronic check | Bank transfer (automatic) |
| Credit card (automatic) | Mailed check |

Count of Churn by PaperlessBilling and Churn

Churn ● No ● Yes

Customer Churn Analysis

Count of Churn by Total Services and Churn

Sum of PhoneService, Sum of InternetService, Sum of MultipleLines, Sum of OnlineBackup, Sum of OnlineSecurity, Sum of DeviceProtection, Sum of StreamingMovies, Sum of StreamingTV and Sum of TechSupport

329 (7.17%)
989 (21.55%)
428 (9.33%)
448 (9.76%)
868 (18.91%)
374 (8.15%)
321 (6.99%)
372 (8.11%)
460 (10.02%)

● Sum of PhoneService
● Sum of InternetService
● Sum of MultipleLines
● Sum of OnlineBackup
● Sum of OnlineSecurity
● Sum of DeviceProtection
● Sum of StreamingMovies
● Sum of StreamingTV
● Sum of TechSupport