

UNDERSTANDING CUSTOMER CHURN

Data-driven insights to reduce
customer attrition.



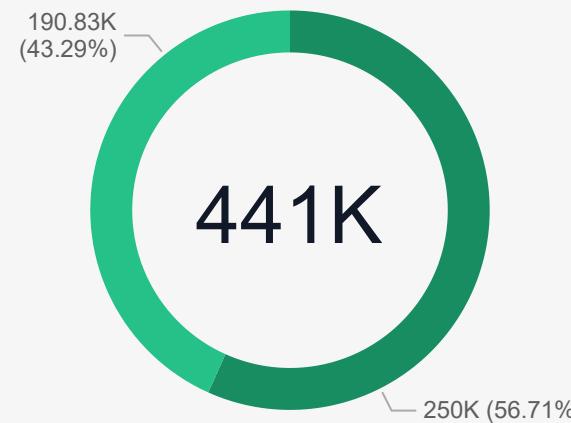
By Prafull Wahatule



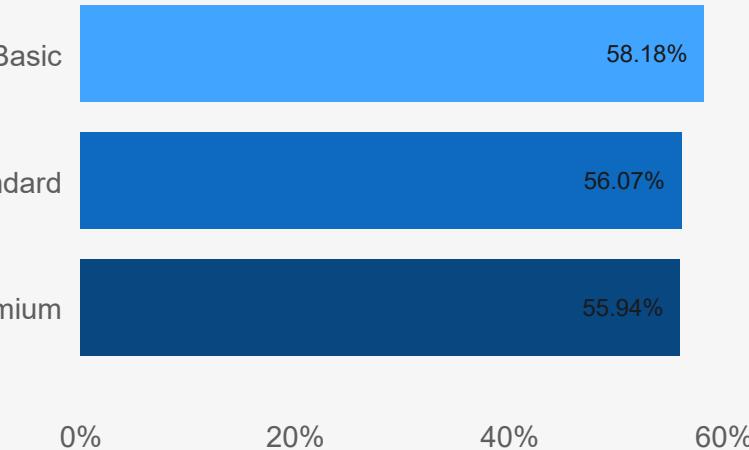
Executive Overview



Total Customers by Churn



Churn Rate by Subscription Type



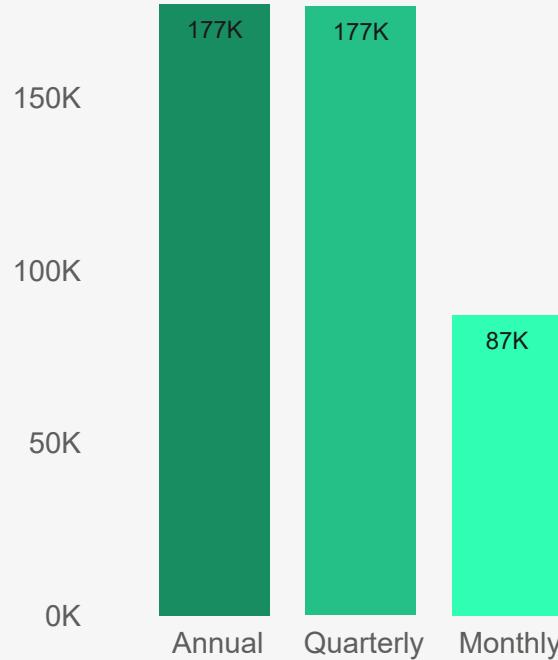
Total Customers

441K

Retention Rate

43.29%

Customers by Contract Length



Churn Trends

Active Customers

441K

Average Tenure

31.26

Churned Customers

250K

Average Total Spend

631.62

Churn Drivers

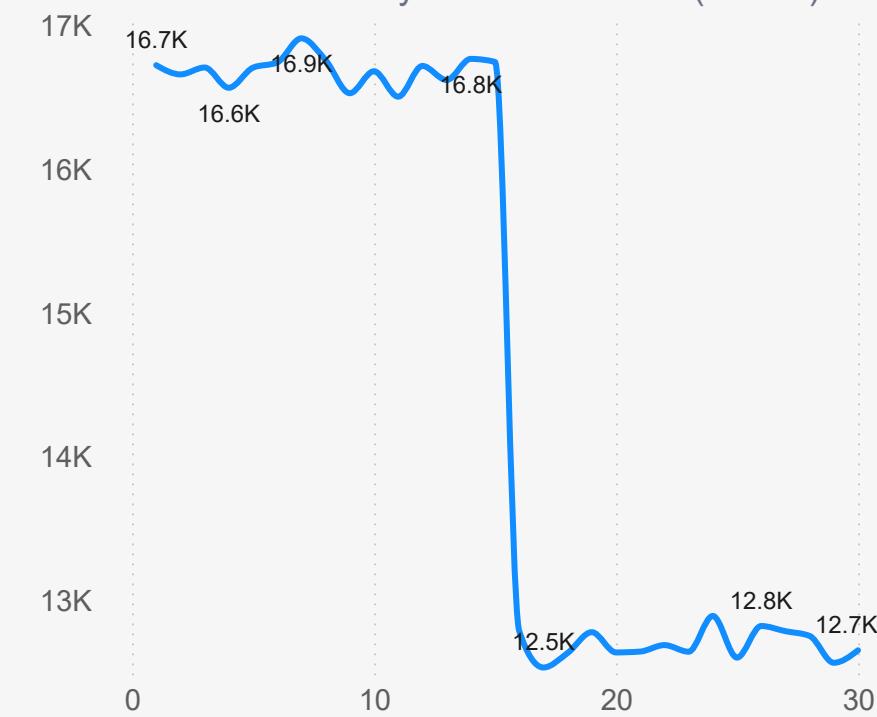
Churn Rate

56.71%

CLV (Simple)

19.74K

Customer Count by Last Interaction (Month)





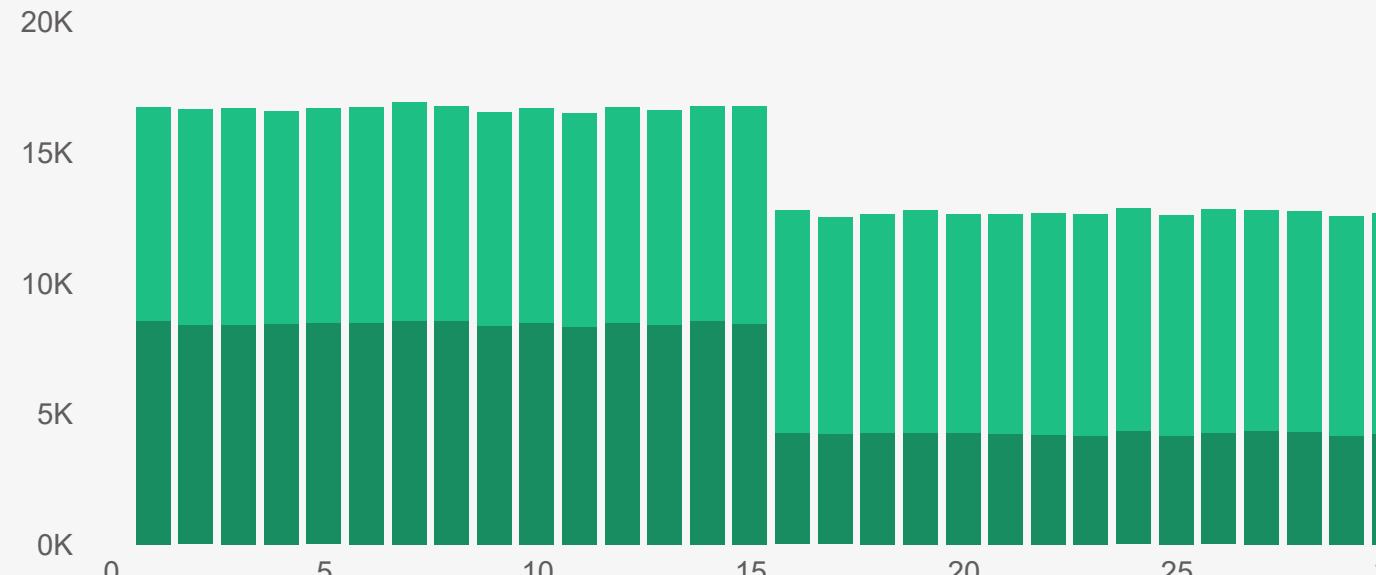
Churn Trends

Executive Overview

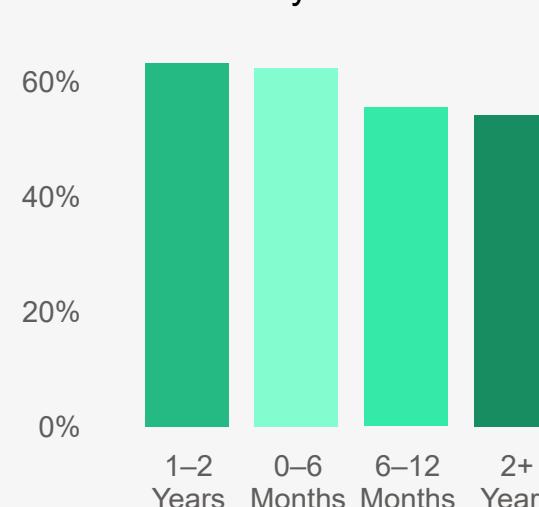
Cust Segmentation

Churn Drivers

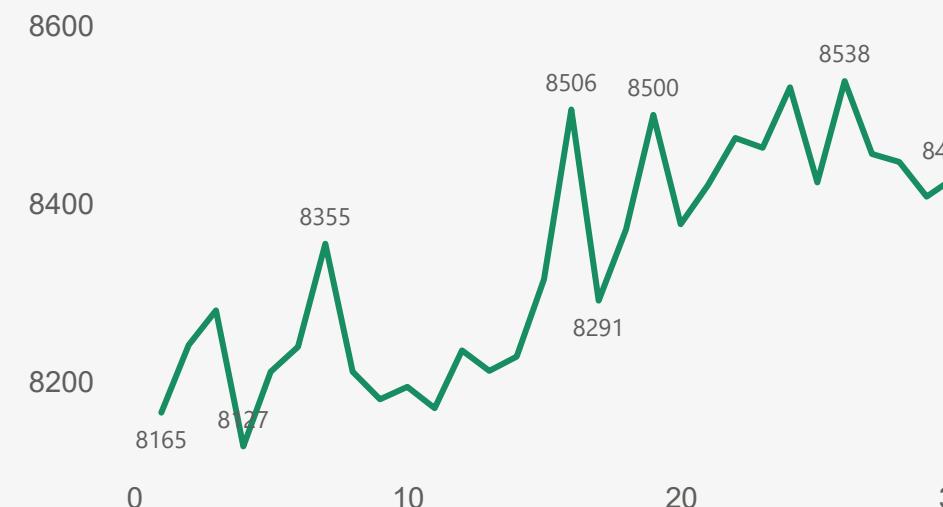
Active vs Churned Over Time



Churn Rate by Tenure Bucket



Churn Trend Over Time



Churned Customers...

250K

Churn Rate

56.71%

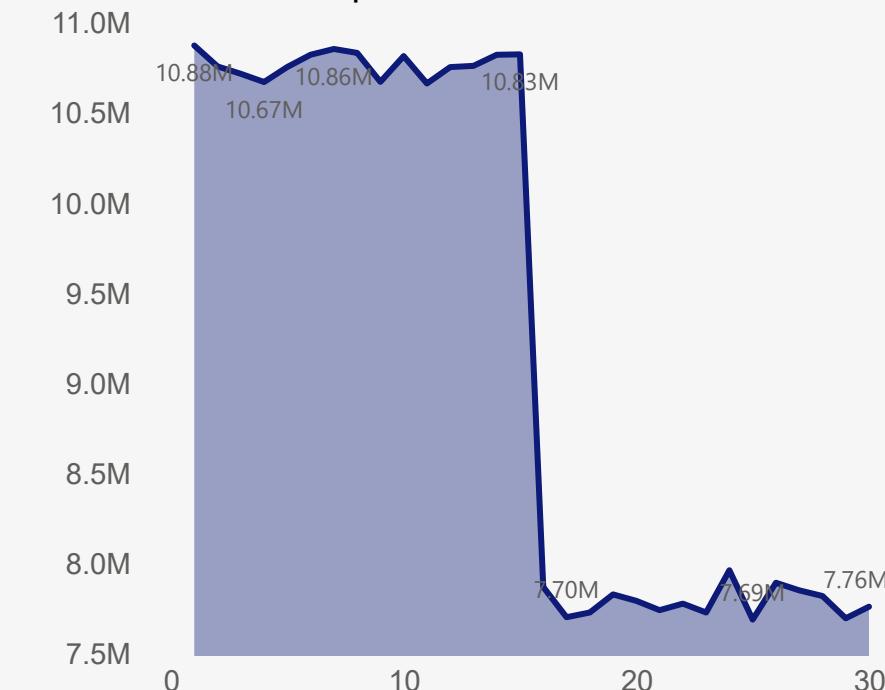
Avg Spend (Churned)

541.29

Avg Tenure (Churned)

30.47

Total Spend vs Churn Trend



Cust Segmentation


[Executive Overview](#)
[Churn Trends](#)
[Churn Drivers](#)

Total Customers (Segment)

441K

Churn Rate (Segment)

56.71%

Avg Usage Frequency

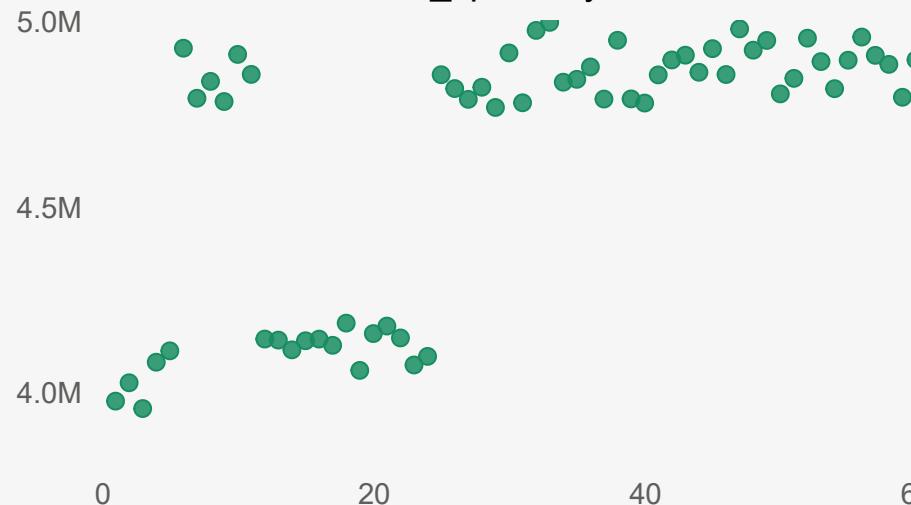
15.81

Average Total Spend

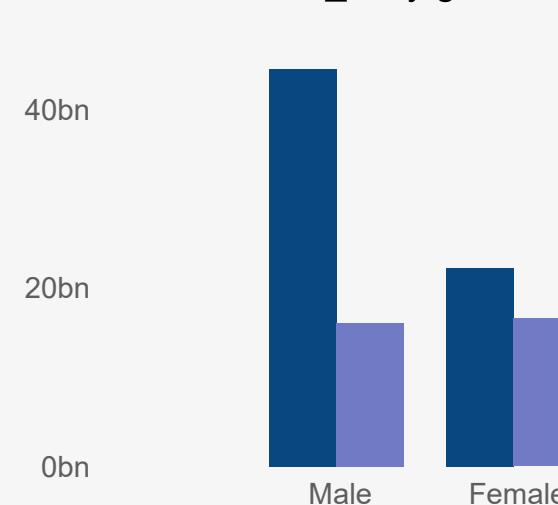
631.62

contract_length	Annual			Monthly			Quarterly			Total	
subscription_type	Total Customers	Churn Rate		Total Customers	Churn Rate		Total Customers	Churn Rate		Total Customers	Churn Rate
Basic	57355	47.45%		29050	100.00%		56621	47.59%		143026	58.18%
Premium	59828	45.39%		29069	100.00%		59781	45.08%		148678	55.94%
Standard	60015	45.45%		28985	100.00%		60128	45.50%		149128	56.07%
Total	177198	46.08%		87104	100.00%		176530	46.03%		440832	56.71%

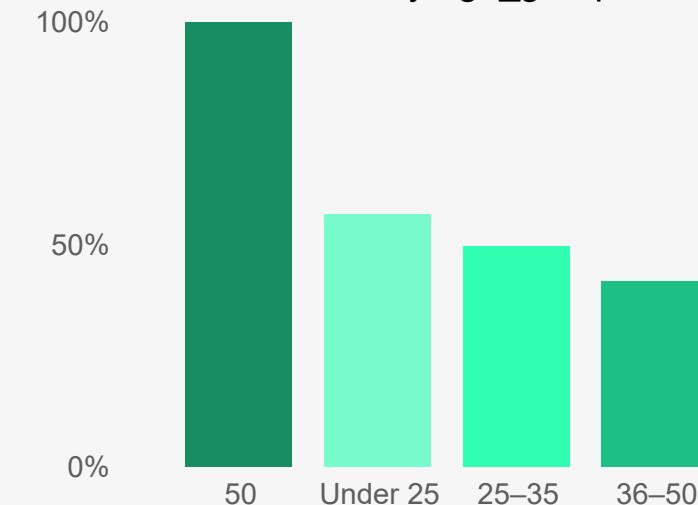
Sum of total_spend by tenure



Sum of customer_id by gender and churn



Churn Rate by age_group





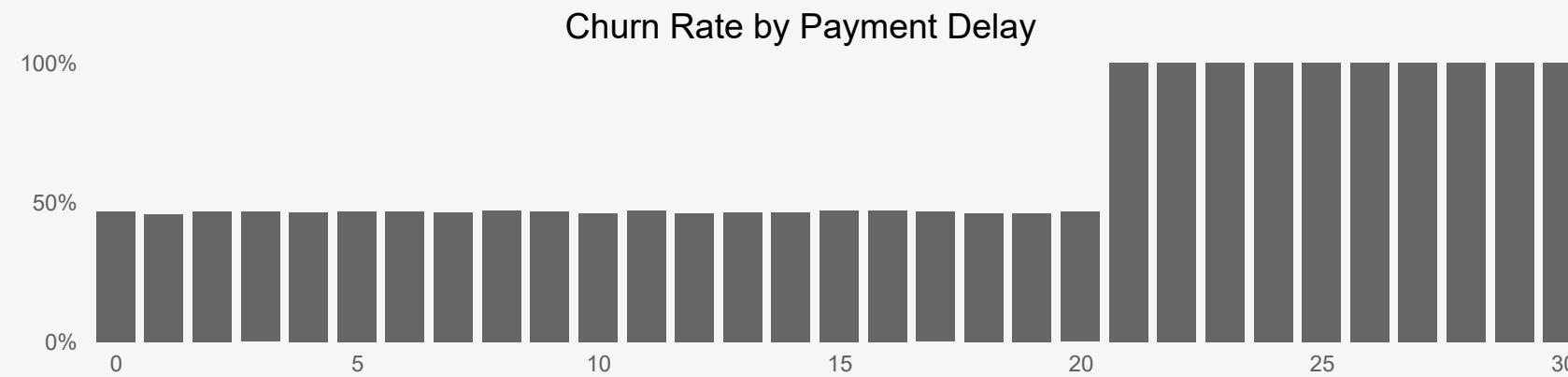
Churn Drivers

Executive Overview

Churn Trends

Cust Segmentation

Recommendations



High Risk Customers

12K

Churn Rate (High Risk)

99.80%

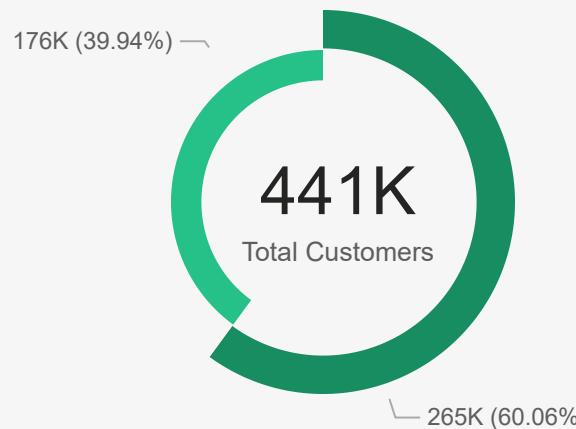
Avg Support Calls

3.60

Avg Payment Delay

12.97

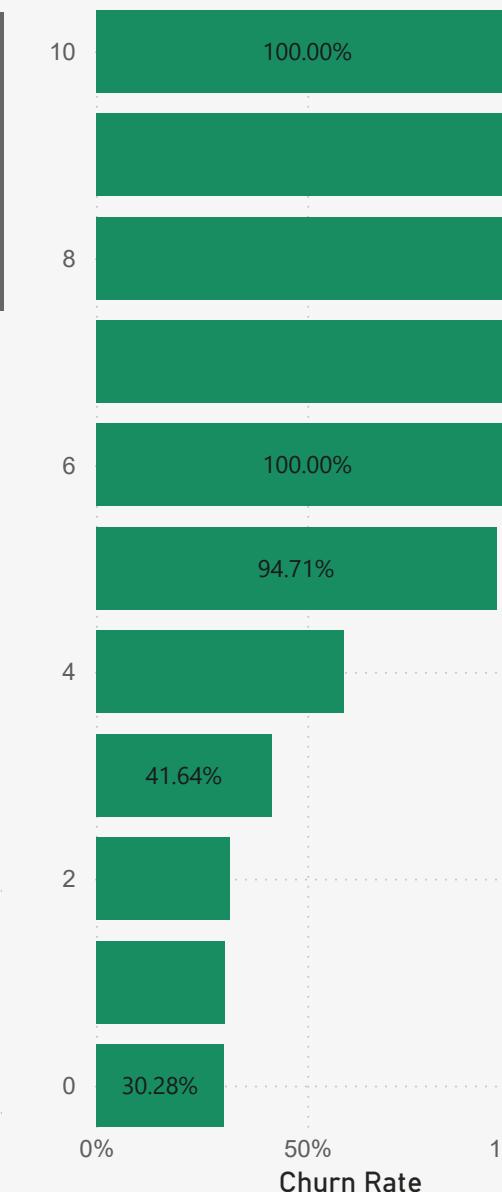
High Risk vs Normal Customers



Churn Rate by Usage Frequency



Churn Rate by Support Calls





Insights & Recommendations

Executive Overview

Churn Trends

Cust Segmentation

Churn Drivers



Churn Rate

56.71%

High Risk Customers

12K

Avg Tenure (Churned)

30.47

CLV (Simple)

19.74K

🧠 Insight 1 – Overall Churn Risk

56.71% customers have churned, indicating a serious retention challenge that directly impacts revenue and growth.

🧠 Insight 2 – Contract Length Impact

Monthly contract customers show the highest churn, while annual contracts demonstrate better retention due to long-term commitment.

🧠 Insight 3 – Support Calls as a Churn Driver

Customers with **high support calls exhibit nearly 100% churn**, highlighting service quality and customer experience issues.

🧠 Insight 4 – Payment Behavior

Payment delays strongly correlate with churn, suggesting the need for improved billing and reminder mechanisms.

🧠 Insight 5 – Early Tenure Churn

Customers in the **first 6 months of tenure churn the most**, indicating gaps in onboarding and early engagement.

✓ Recommendation 1 – Improve Early Onboarding

Introduce structured onboarding programs and early engagement campaigns for new customers.

✓ Recommendation 2 – Reduce Support Dependency

Improve product usability, FAQs, and self-service options to lower support call volume.

✓ Recommendation 3 – Payment Management Strategy

Implement automated payment reminders and flexible payment options to reduce payment-related churn.

✓ Recommendation 4 – Promote Long-Term Plans

Offer incentives and discounts for **annual subscriptions** to increase customer retention.