# Customer Churn Dashboard

**pwc**

## Churn Analysis

### Customer Risk Analysis

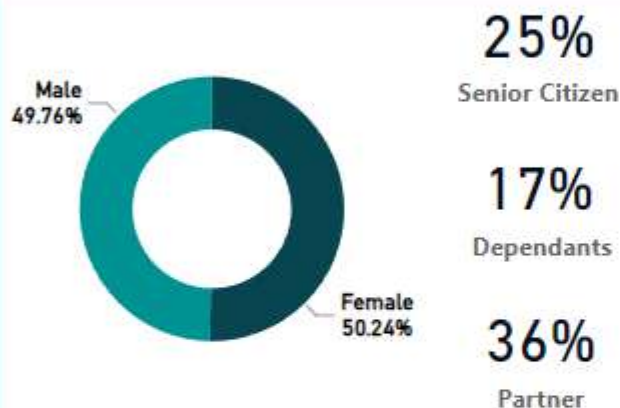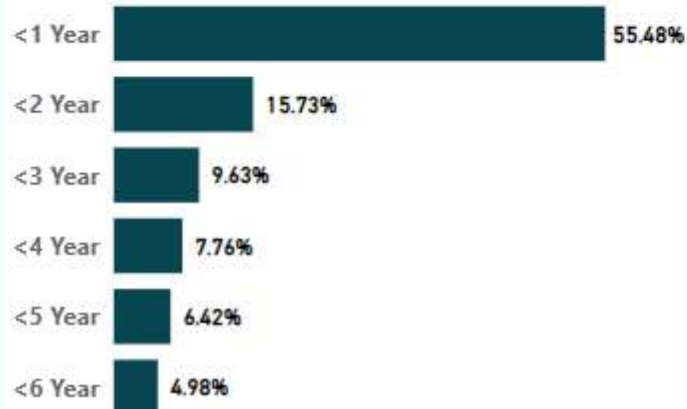| Customers at risk | No. of Admin Tickets | No. of Tech Tickets | Total Charges | Monthly Charges |
|---|---|---|---|---|
| **1869** | **885** | **2173** | **$2.86M** | **$139.13K** |

### Risk of Churn
- ☐ Yes

### Internet services
- ☐ DSL
- ☐ Fiber optic
- ☐ No

### Months Subscribed
| 1 | 72 |

### Contract Types
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

## Demographics

Male 49.76%
Female 50.24%

**25%** Senior Citizen

**17%** Dependants

**36%** Partner

### Subscription Time
- <1 Year — 55.48%
- <2 Year — 15.73%
- <3 Year — 9.63%
- <4 Year — 7.76%
- <5 Year — 6.42%
- <6 Year — 4.98%

## Customer Account Information

### Payment Method
- Electronic check — 57.30%
- Mailed check — 16.48%
- Bank transfer (a... — 13.80%
- Credit card (auto... — 12.41%
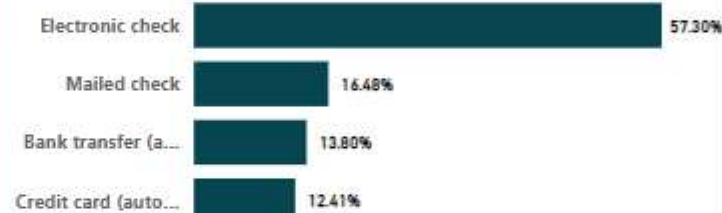
### Paperless Billing
- No 25.09%
- Yes 74.91%

### Average Charges
**$74.44** Monthly
**$1,531.80** Total
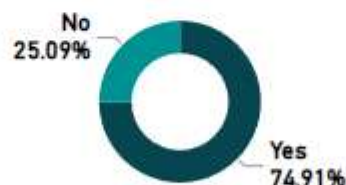
### Types of Contract
- Month-to-month — 88.55%
- One year — 8.88%
- Two year — 2.57%

## Services Customers Signed up for

- **91%** Phone Service
- **17%** Tech Support
- **44%** Streaming TV
- **44%** Streaming Movies
- **16%** Online Security
- **28%** Online Backup
- **29%** Device Protection

Multiple Lines?

**50.03%** Yes

**49.97%** No

● Fiber optic ● DSL ● No

- 0.11K
- 0.46K
- 1.3K

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| Total customers | Churn Rate % | Yearly Charges | Admin Tickets | Tech Tickets |
|:---:|:---:|:---:|:---:|:---:|
| **7043** | **26.54%** | **$16.06M** | **3632** | **2955** |

## Churn Analysis

### Customer Risk Analysis

**Risk of Churn**
- ☐ No
- ☐ Yes

**Internet services**
- ☐ DSL
- ☐ Fiber optic
- ☐ No

**Months Subscribed**

| 0 | 72 |

**Contract Types**
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

### Churn by Types of Internet Services

- Fiber optic: 41.89%
- DSL: 18.96%
- No: 7.40%

### Customers by Internet Services

- No 1.53K
- Fiber optic 3.1K
- DSL 2.42K

### Sum of Monthly Charges

- No $1.01M
- DSL $5.12M
- Fiber optic $9.92M

### Type of Contract

● % Churn Rate  ● Count of customerID

- Month-to-...
- One year
- Two year
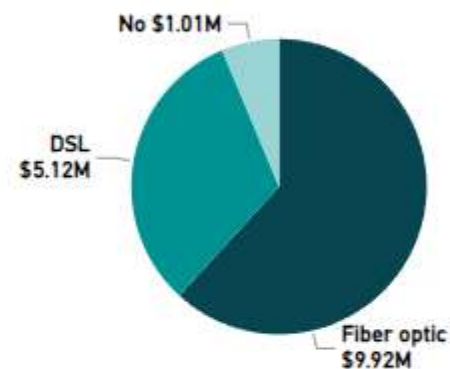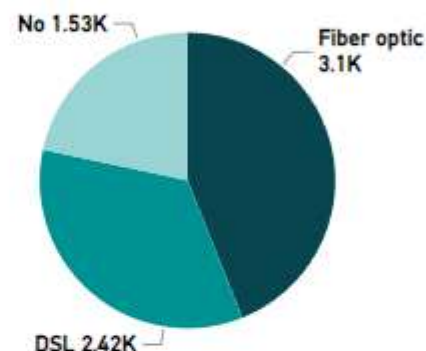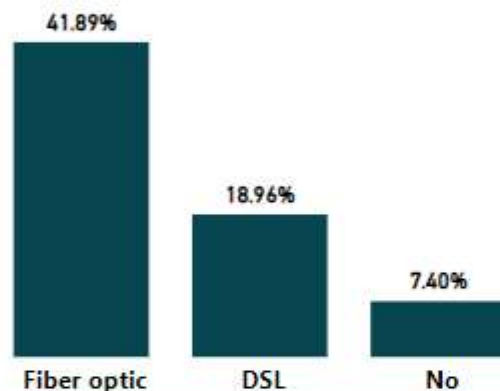
### Years of Contract

● % Churn Rate  ● Sum of MonthlyCharges

- <1 Year
- <2 Year
- <3 Year
- <4 Year
- <5 Year
- <6 Year
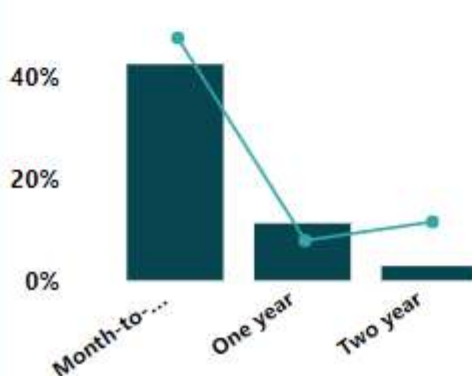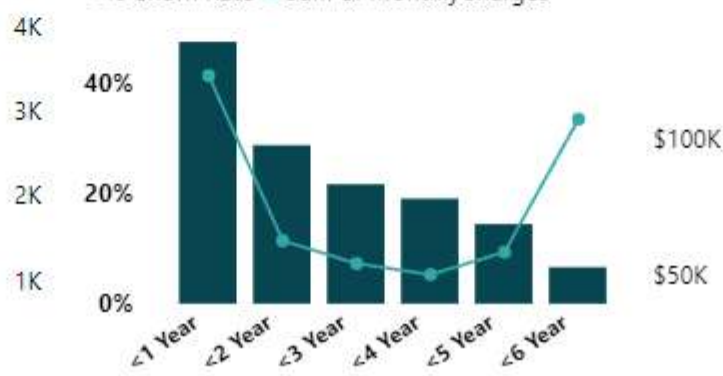
### Churn by Payment Method

● % Churn Rate  ● Sum of MonthlyCharges

- Electro... check
- Mailed check
- Bank transfer (autom...
- Credit card (autom...
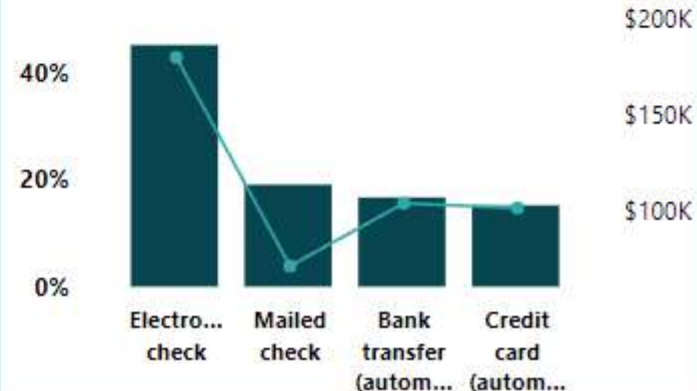
# 💡 Insights :

### ➡️ Overview :
- Total customers are 7043 with number of retained customers is 5174 & customers churned are 1869.
- The rate of retained customers is 73.46% & the rate of churned customers is 26.54%, amounting to $16.06M yearly charges and $456.12K monthly charges.
- 2955 tech tickets and 3632 admin tickets opened.
- There are about 16.21% customers who are senior citizens & percentage of senior citizens in churned customers is 25.46%.

### ➡️ Demographics :
- Churn rate is higher for customers who have opted for Internet Services. Customers with Fiber Optic services have higher churn rate that is 69.39%.
- Average Tenure of customers is 32.37% & Average Tenure of churned customers is 17.89.
- It is observed that ,customers with low tenure are churned more.

### ➡️ Subscription :
- Tech support should be improved more.
- Company should focus on customers with shorter customers ass they are more likely to be churned.
- As the churn rate is higher for internet services in fiber optic, telecom company should focus more on retaining those customers and improve in that area.
- Customers should be subscribed to more services & plans with longer tenures which are offered by the company's.