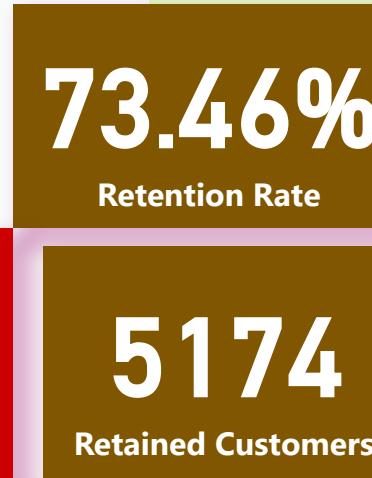


Telco Churn: Save \$150K by Targeting At-Risk Segments

Executive Summary Churn Drivers Summary Drill Through-details Recommendations What If

RFM_Segment ▾ Contract ▾ Risk_Segment ▾

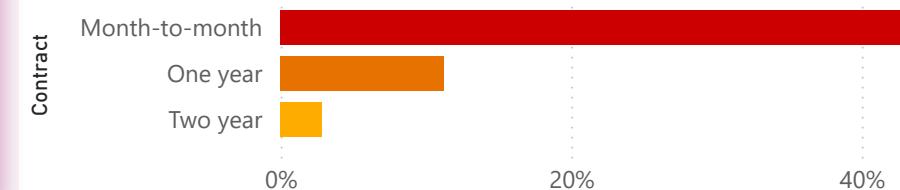
All All All

Churn Reduction

20

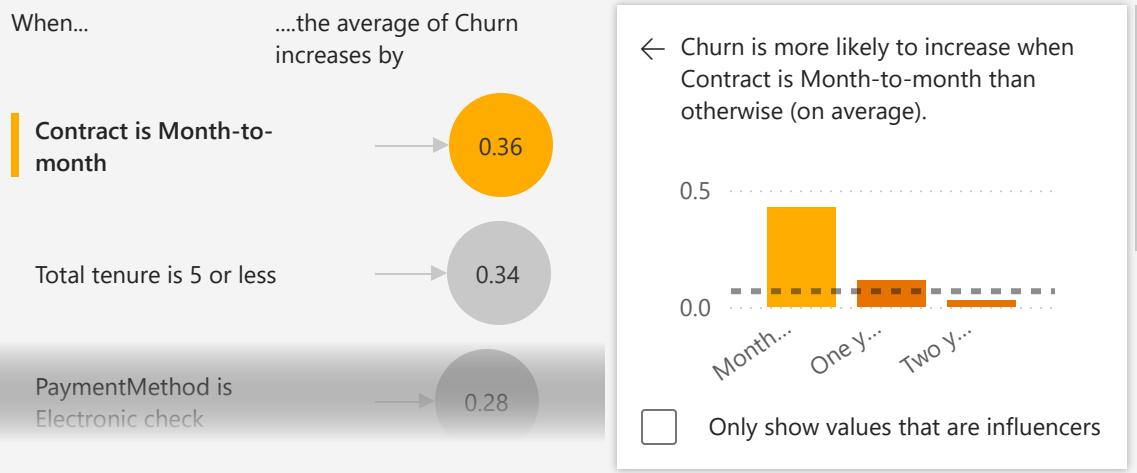
Churn Rate by Contract



Key influencers Top segments



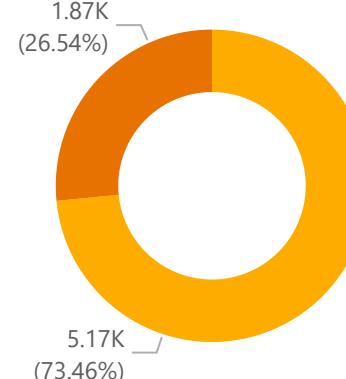
What influences Churn to ?



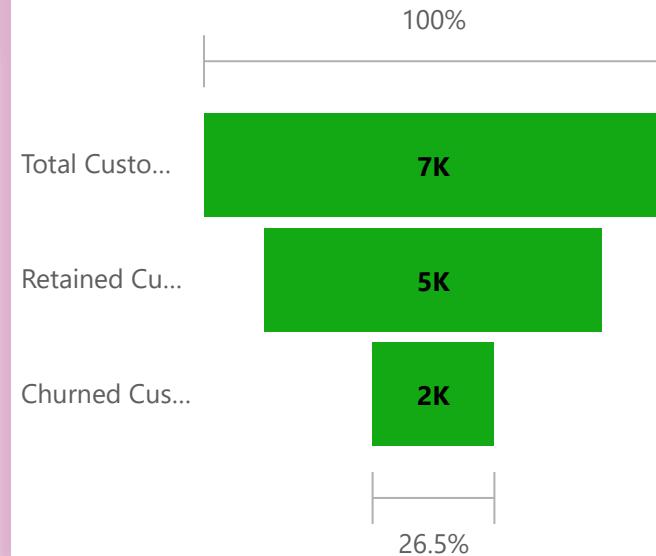
Avg Tenure Avg Monthly Charges Total Churned

32.37 64.76 1869

Churn vs. Retained



Total Customers, Retained Customers and Churned Customers

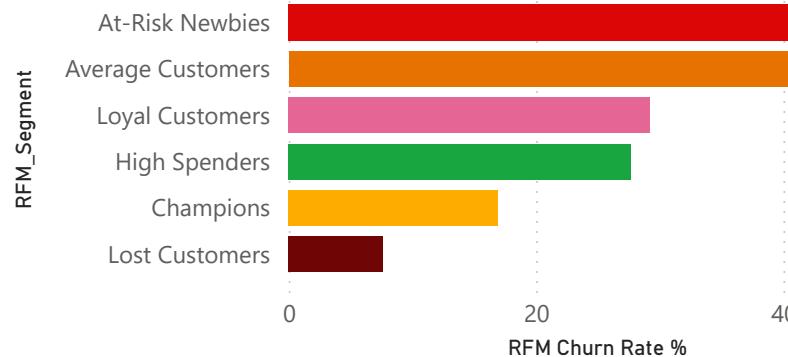




Why Churn Happens: Contracts & New Customers Drive Risk

[Executive Summary](#)[Churn Drivers](#)[Summary](#)[Drill Through...](#)[Recommendations](#)[What If](#)

RFM Churn Rates

[Contract](#)

All

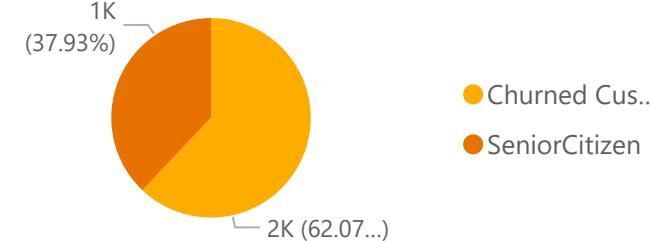
[RFM_Segment](#)

All

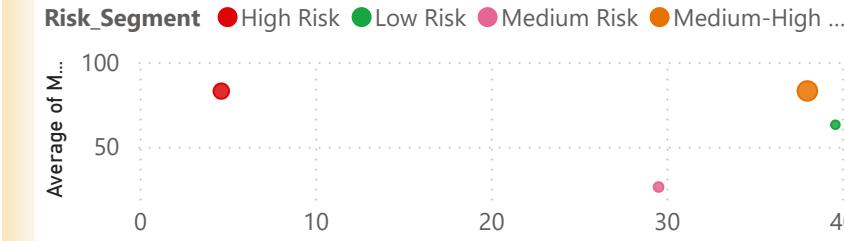
[Risk_Segment](#)

All

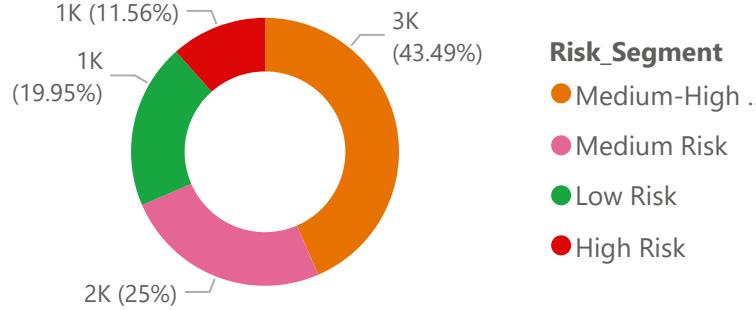
Churned Customers and SeniorCitizen



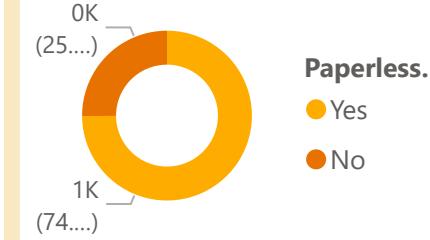
Tenure vs. Charges



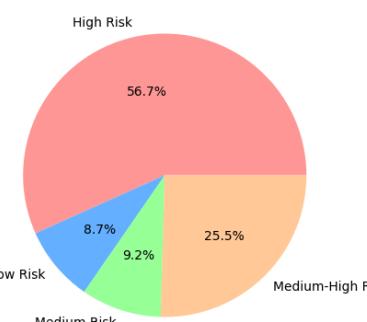
Risk Segment Distribution



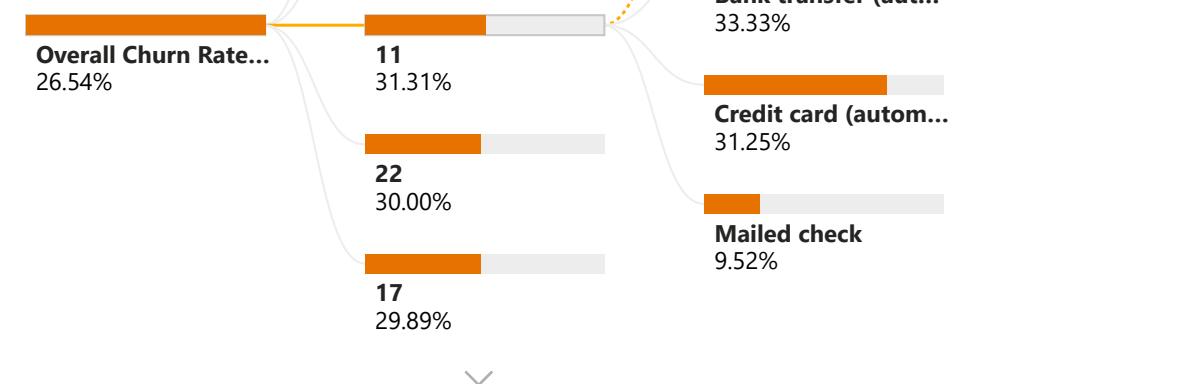
Churned Customers by PaperlessBilling



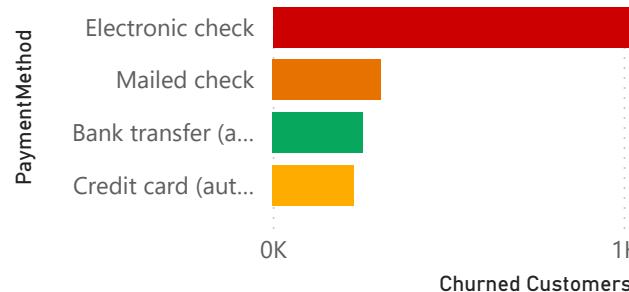
Churn Distribution by Risk Segment



Overall Churn Rate...
26.54%



Churned Customers by PaymentMethod





Overall Summary of RFM Segment, Risk Segment, Churn Rate and Predicted Churn Rate.

Executive Summary

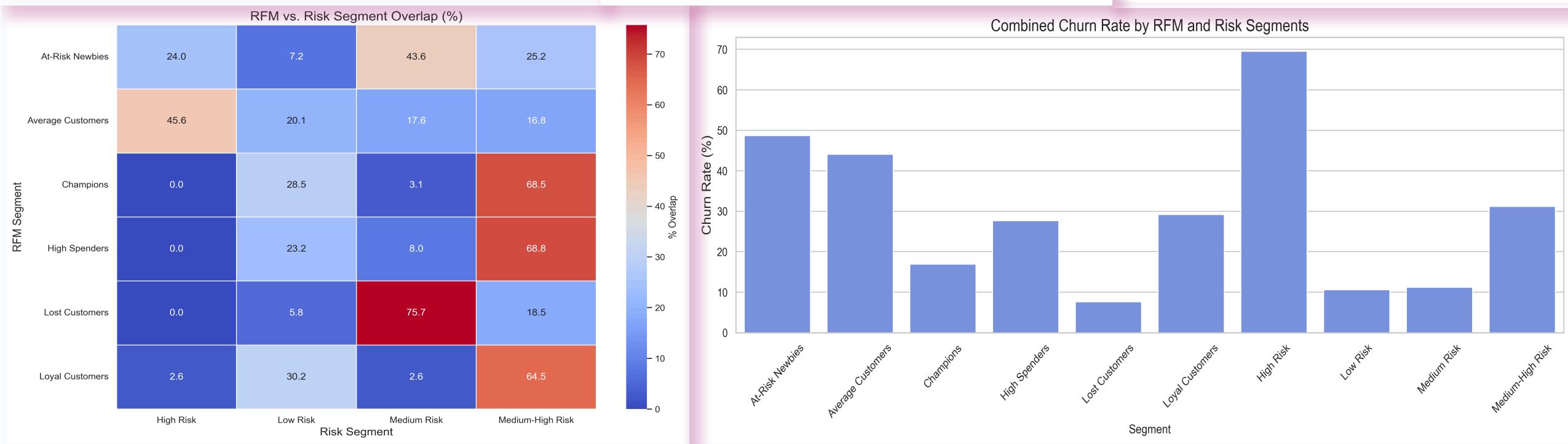
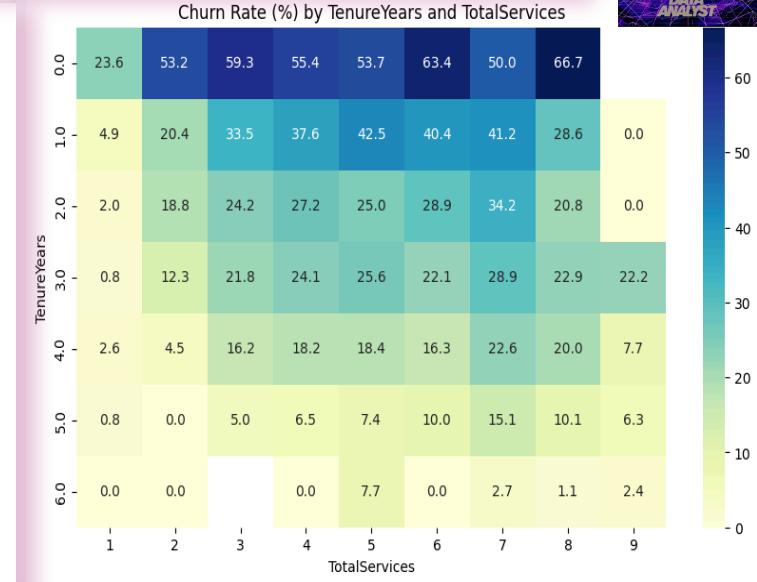
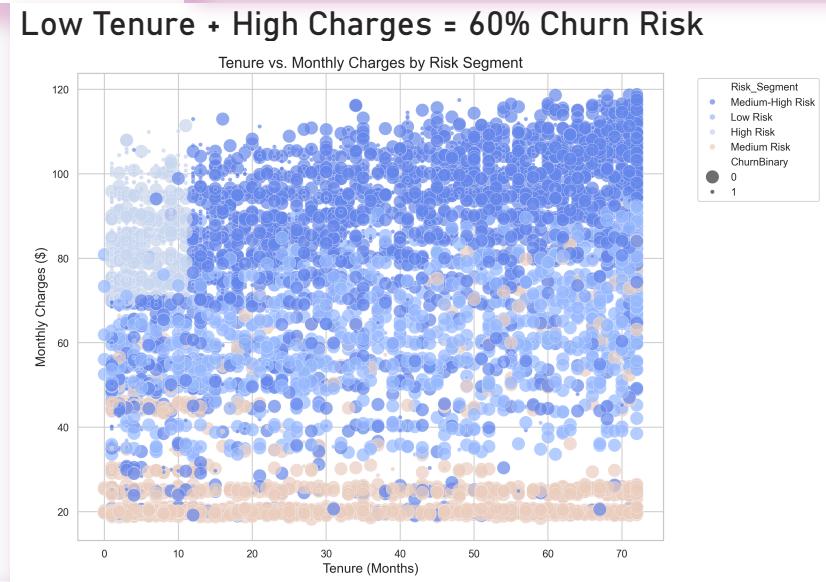
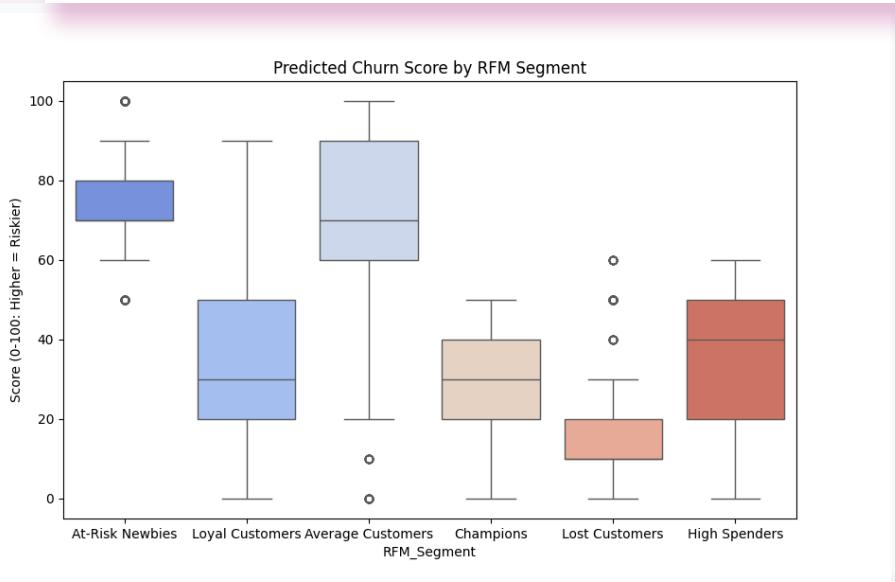
Churn Drivers

Summary

Drill Through-details

Recommendations

What If





Customer Retention Insights – Segment View

[Executive Summary](#)[Churn Drivers](#)[Summary](#)[Drill Through...](#)[Recommendations](#)[What If](#)

956
Churned Customers

31.21%
Overall Churn Rate %

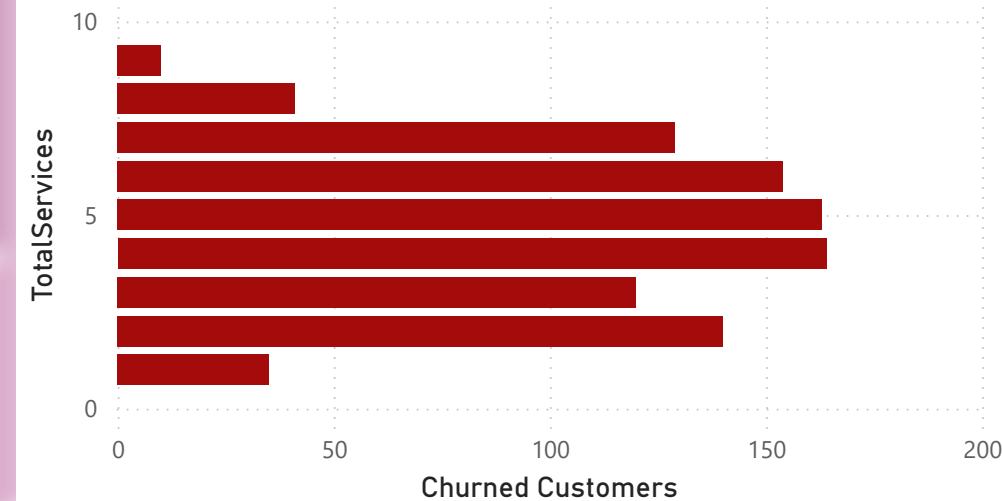
77.14K
Revenue Lost

82.91
Average MonthlyCharges

38
Average tenure

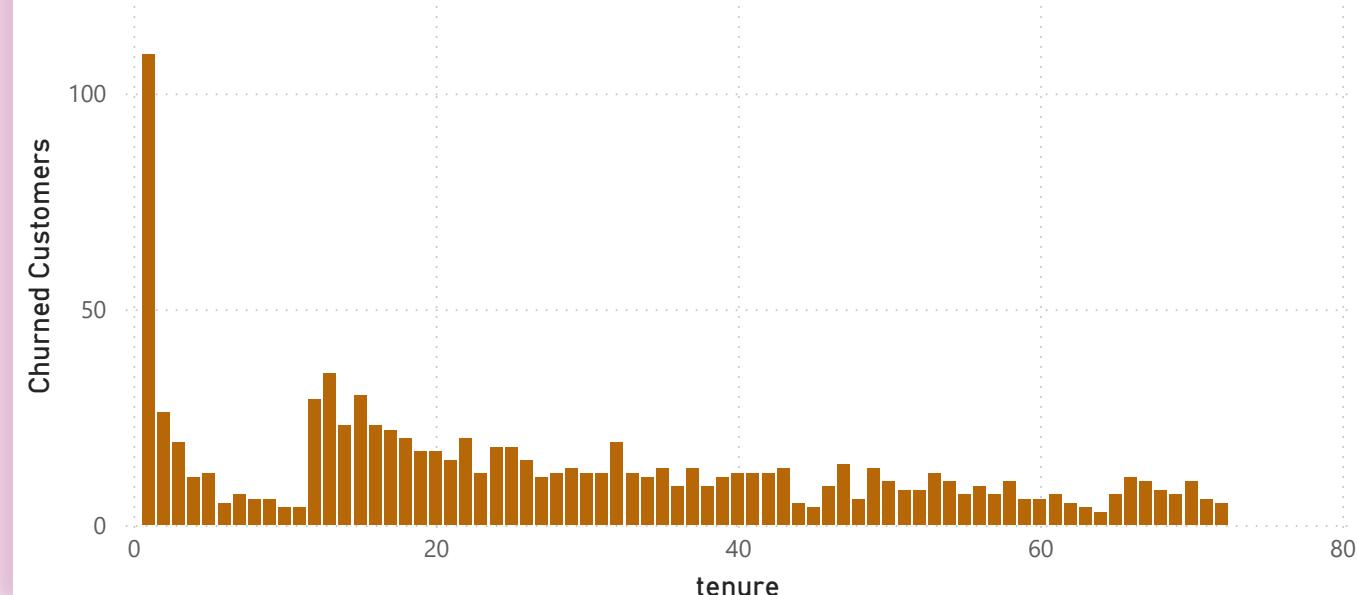
10.59M
Total Charges

Churned Customers by TotalServices



Total Charges	Total Tenure	Total MonthlyCharges	PaymentMethod	Churn
2,268,152.85	22919	43,226.25	Bank transfer (automatic)	No
479,581.80	4927	12,147.80	Bank transfer (automatic)	Yes
2,201,221.80	22137	41,065.80	Credit card (automatic)	No
414,246.15	4267	10,019.00	Credit card (automatic)	Yes
3,306,808.95	40727	82,763.75	Electronic check	No
1,425,488.45	16308	51,086.35	Electronic check	Yes
407,880.45	4260	9,771.25	Mailed check	No
86,600.20	938	3,887.75	Mailed check	Yes
10,589,980.6	116483	253,967.95		
5				

Churned Customers by tenure





Targeted Actions: Reduce Churn by 20% & Unlock \$150K in Annual Savings

Executive Summary

Churn Drivers

Summary

Drill Through-details

Recommendations

What If



Month-to-Month contracts drive 42% churn –

Encourage 1–2 year contracts with targeted discounts.

Electronic check users churn 45% – Incentivize

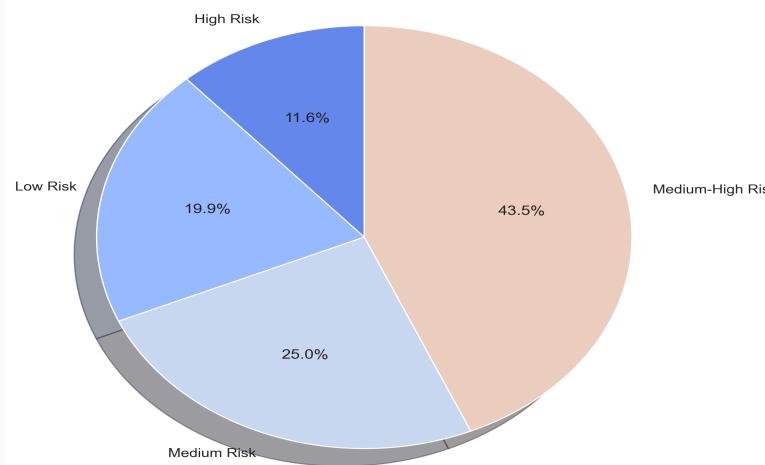
digital autopay to reduce payment friction

High-value customers at risk – Prioritize

retention spend on segments with highest ARPU (average revenue per user).

Segment	Pain Point	Recommended Action	Expected Impact	Priority
Seniors	Confusion with billing & tech	Simplify bills, dedicated support line	5.00%	Low
Month-to-Month Users	Contract uncertainty, low commitment	Offer discounts for upgrading to 1–2 year plans	15.00%	High
High-Value Customers	Expensive to lose	VIP program, premium support	10.00%	High
New Customers (<6 mo)	No loyalty yet, exploring options	Onboarding offers, proactive engagement	8.00%	Medium
Electronic Check Users	Payment friction	Incentivize switch to autopay / credit card	12.00%	High
Fiber Optic Users	Service issues & competition	Improve service quality, loyalty bundles	10.00%	Medium

Customer Distribution by Risk Segment



Segment	Churn Rate	Action
High Risk	~60%	Auto-pay incentives and bundles to save \$60K/year.
At-Risk Newbies	48.71%	Offer free add-ons during onboarding to boost engagement and reduce churn by 20% (\$50K savings)
High Spenders	27.68%	Provide loyalty discounts to retain high-value spenders
Lost Customers	7.62%	Re-engage with win-back campaigns for low-effort retention
Champions	16.91%	Reward with exclusive perks to encourage referrals
Average Customers	44.06%	Send personalized emails with contract upgrades to lower churn by 15%
Loyal Customers	29.22%	Upsell premium services to increase lifetime value by 10%



What-If: Converting Month-to-Month Customers to Annual Plans and saving \$190k

Executive Summary

Churn Drivers

Summary

Drill Through-details

Recommendations

What If



26.54%

Overall Churn Rate %

23.08%

Projected_ChurnRate

194.14K

AnnualRevenueSaved

775

Converted_MTM_Customers

Convert MTM to Annual

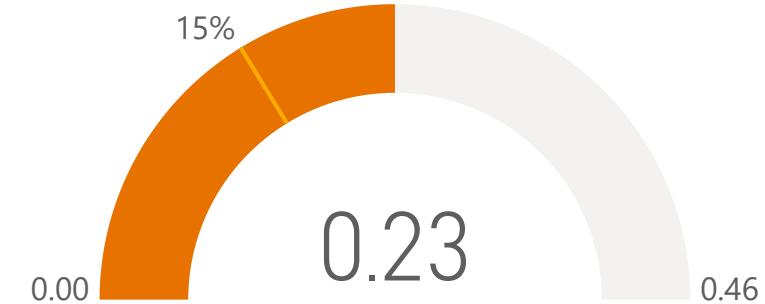
30.79%

99.00%

0.00

0.46

Projected_ChurnRate and Churn Target %



Projected_ChurnRate by ConvertToAnnualPercent

Projected_ChurnRate

20%

15%

10%

0.4

0.6

0.8

1.0

ConvertToAnnualPercent

AnnualRevenueSaved by ConvertToAnnualPercent

AnnualRevenueSaved

1.0M

0.5M

0.4

0.6

0.8

1.0

ConvertToAnnualPercent