

CHURN ANALYSIS FOR THE DATA

101.17K

Count of Churn

16.06M

Sum of totalcharges

101K

Total Customers

2.33M

Revenue Lost to Churn

11K

Churned Customers

0.10

Churn Rate (%)

BUTTON

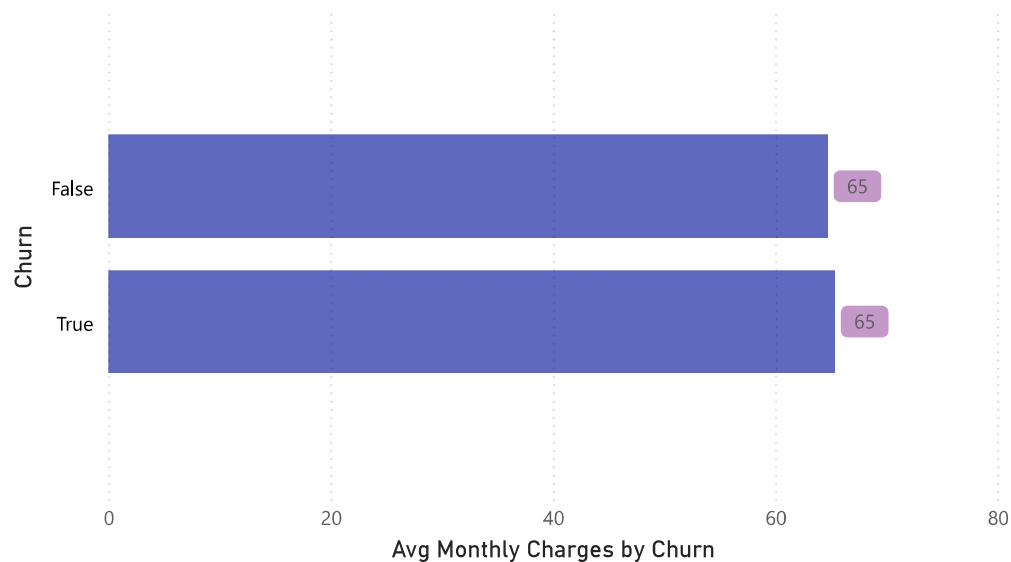
Churn

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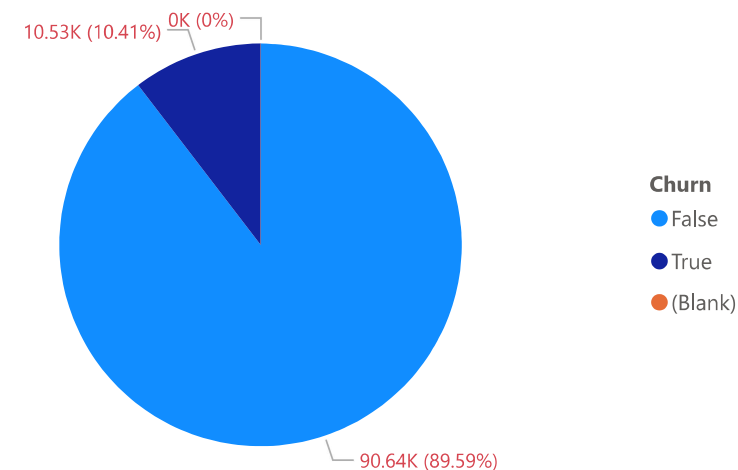
False

True

Avg Monthly Charges by Churn by Churn



Count of customer_id, Sum of totalcharges and Sum of MonthlyCharges by Churn



KPI CARDS SERVICES

193.21M

Sum of total_call_minutes

4M

Sum of total_messages

81M

Sum of total_call_units

BUTTON

Churn

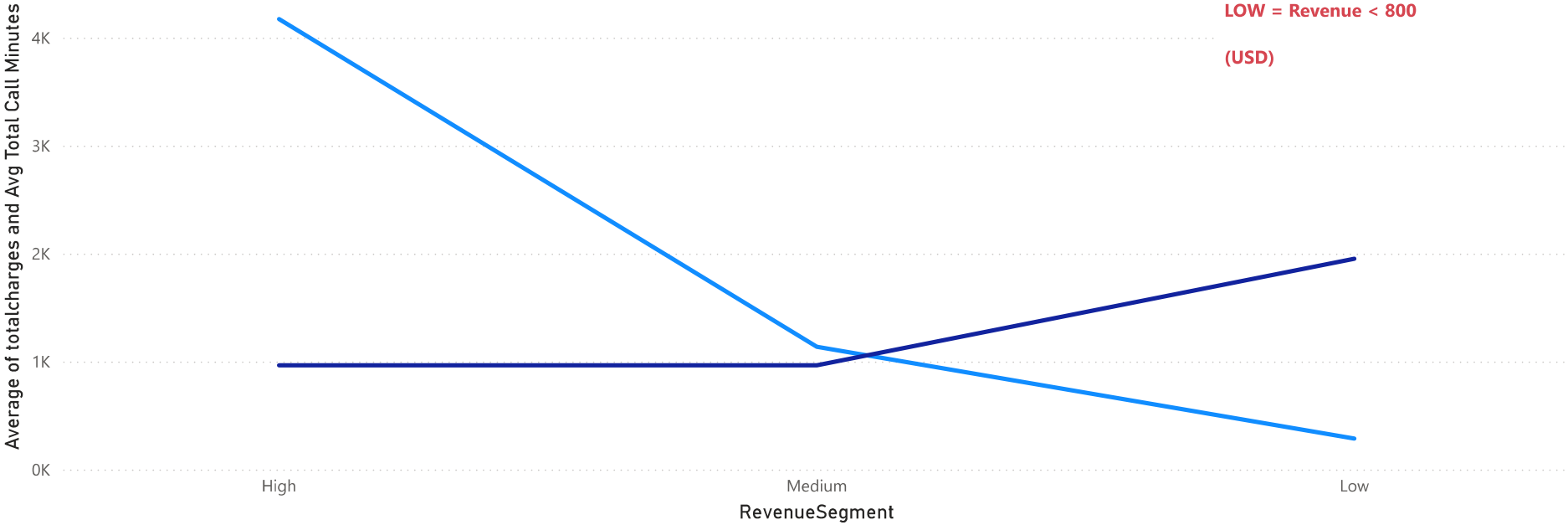
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False

True

Average of totalcharges and Avg Total Call Minutes by RevenueSegment

● Average of totalcharges ● Avg Total Call Minutes



HIGH = Revenue > 1500

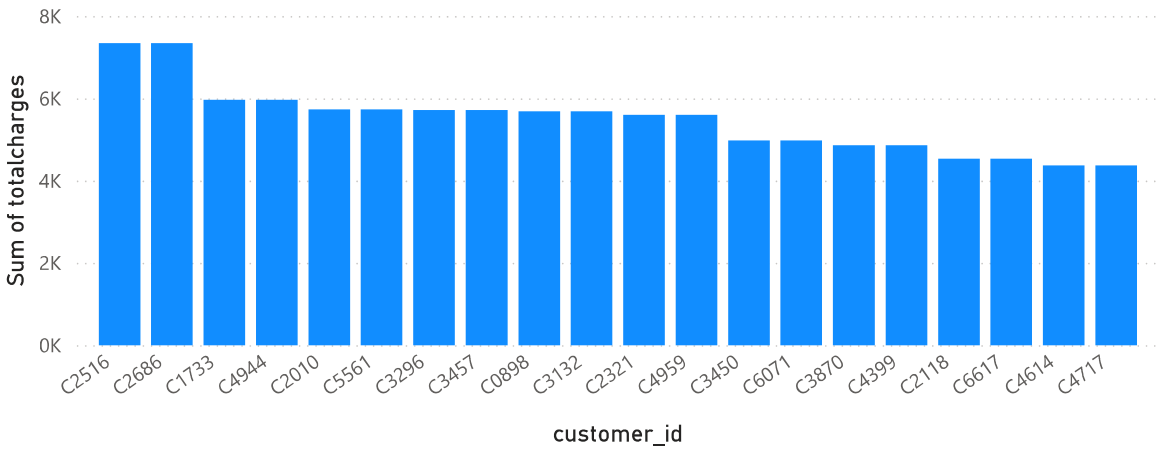
MEDIUM = Revenue 800- 1500

LOW = Revenue < 800

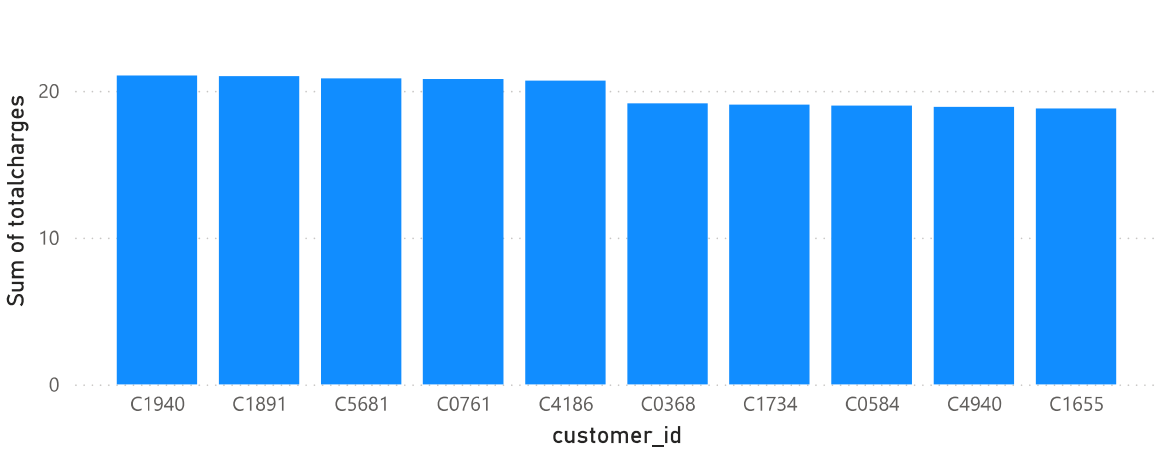
(USD)

REVENUE ANALYSIS

TOTAL REVENUE OF TOP 10 CUSTOMERS



TOTAL REVENUE OF BOTTOM 10 CUSTOMERS



callCostTier

- ☐ Efficient
- ☐ Expensive
- ☐ Moderate

Churn

- ☐ (Blank)
- ☐ False
- ☐ True

UsageCategory

- ☐ High
- ☐ Low
- ☐ Medium

customer_id

- Search
- ☐
- ☐ C0001
- ☐ C0002
- ☐ C0003
- ☐ C0004



RISK ANALYSIS

customer_id	UsageCategory	Sum of total_call_minutes	Sum of totalcharges	Churn
C0001	High	717.20	29.85	False
C0002	High	625.20	1,889.50	False
C0003	High	539.40	108.15	False
C0004	High	564.80	1,840.75	False
C0005	High	512.00	151.65	False
C0006	High	654.20	820.50	False
C0007	High	786.80	1,949.40	False
C0008	High	479.00	301.90	False
C0009	High	760.60	3,046.05	False
C0010	High	818.20	3,487.95	False
C0011	High	579.10	587.45	True
C0012	High	556.20	326.80	False
C0013	High	386.00	5,681.10	False
C0014	High	608.80	5,036.30	False
C0015	High	644.00	2,686.05	False
C0016	High	816.70	7,895.15	True
Total		19,32,05,383.42	1,60,56,007.20	

callCostTier

- ☐ Efficient
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- ☐ Moderate

Churn

- ☐ (Blank)
- ☐ False
- ☐ True

UsageCategory

- ☐ High
- ☐ Low
- ☐ Medium

customer_id

- Search
- ☐
 - ☐ C0001
 - ☐ C0002
 - ☐ C0003
 - ☐ C0004