

Customer Churn Analysis

Total Customer

7032

Total Churn

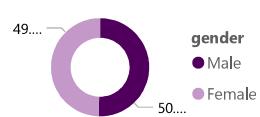
1869

Churn Rate

27%

Insights & Recommendation

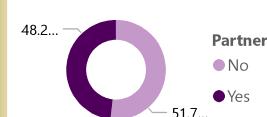
Churn by Gender



Churn by Dependents



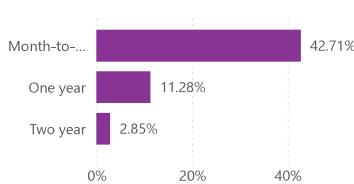
Churn by Partner



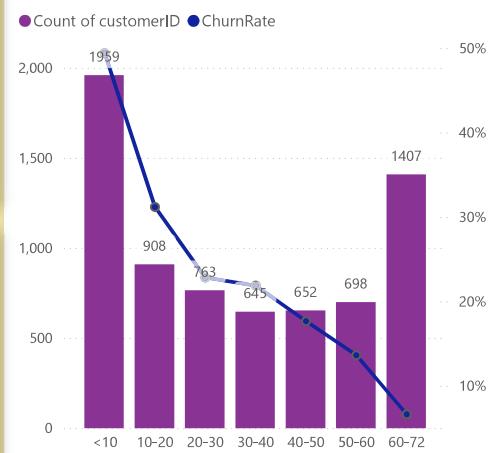
Churn by Services

Services	No	Yes
DeviceProtection	39.14%	22.54%
OnlineBackup	39.94%	21.57%
OnlineSecurity	41.78%	14.64%
StreamingMovies	33.73%	29.95%
StreamingTV	33.54%	30.11%
TechSupport	41.65%	15.20%
MultipleLines	25.08%	28.65%
PaperlessBilling	16.38%	33.59%
PhoneService	25.00%	26.75%

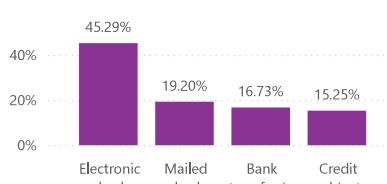
Churn Rate by Contract



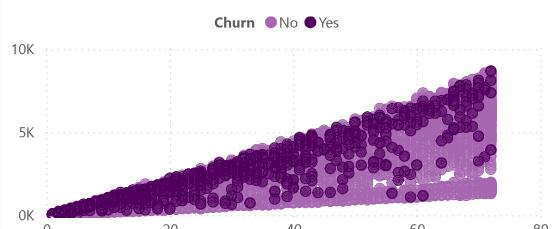
Tenure vs Customer vs Churn Rate



Churn Rate by Payment Method



Churn by Tenure and Total Charges



Insights & Recommendation

Home

Key Insights (from Dashboard)

- Overall churn rate is **27%**, which is significantly high for a telecom business.
- Customers with **Month-to-Month contracts** show the **highest churn (~42%)** compared to 1-year and 2-year contracts.
- Electronic Check** users have the **highest churn (~45%)** among all payment methods.
- Customers with **low tenure (0–12 months)** churn the most; churn decreases as tenure increases.
- Customers with **no OnlineSecurity, no TechSupport, and no DeviceProtection** have much higher churn.
- Customers **without partners or dependents** are more likely to churn.
- Streaming services users show moderate churn, but **TechSupport and OnlineSecurity** have the strongest impact on retention.

Actionable Recommendations

- Promote long-term contracts:**
 - Offer discounts, loyalty rewards, or bonus data for customers switching from month-to-month to 1-year or 2-year plans.
- Target early-tenure customers (0–6 months):**
 - Launch onboarding campaigns, welcome offers, and proactive support calls to reduce early churn.
- Improve payment experience:**
 - Encourage users to switch from Electronic Check to AutoPay or credit card by offering cashback or bill discounts.
- Bundle high-retention services:**
 - Provide low-cost or free trials for **TechSupport, OnlineSecurity, and DeviceProtection** to increase stickiness.
- Retention offers for high-risk segments:**
 - Target customers with:
 - Month-to-month contracts
 - No TechSupport / No OnlineSecurity
 - Low tenure
 - with personalized retention discounts or service upgrades.
- Family & partner plans:**