

# Customer Churn Analysis

Look at find caus contributing customer churn and where intervention be releev.

Contract

All

Internet Service

All

Payment Method

All

Tenure Bucket

All

Overall churn is **26.5%**

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churn rate

Revenue lost to churn

**\$98,760**

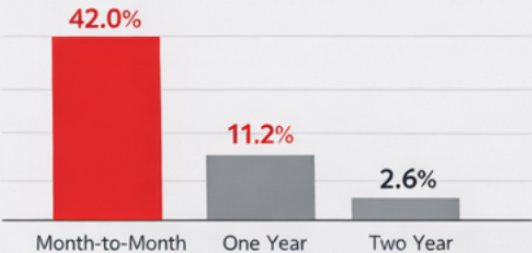
monthly revenue at risk

Average tenure

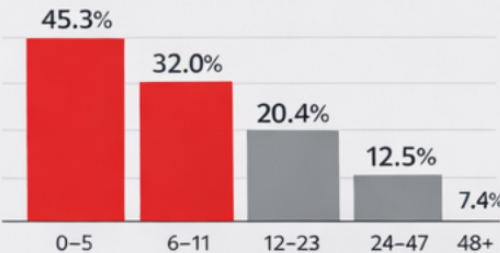
**20.2 months**

average customer tenure

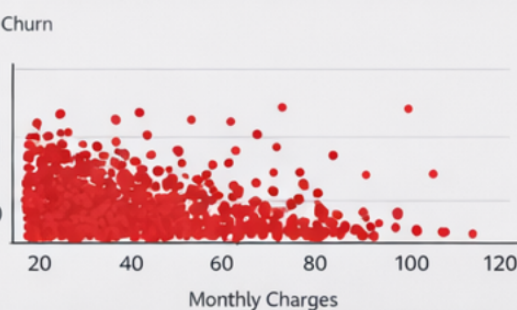
Month-to-month contracts dominate churn



Early tenure customers churn fastest



Higher monthly charges correlate with churn



Where churn concentrates

Contract	Internet Service	Payment Method	Tenure Bucket	Customers	Churn Rate	Revenue at Risk	Revenue at Risk
Month-to-Month	Fiber Optic	Electronic Check	0-5	842	42.6%	\$45,230	\$43,230
Month-to-Month	DSL	Mailed Check	6-11	297	39.1%	\$17,749	\$17,749
Month-to-Month	DSL	Bank Transfer	12-23	609	27.1%	\$16,140	\$16,140
One Year	DSL	Bank Transfer	12-23	521	26.5%	\$11,336	\$11,336
One Year	DSL	Bank Transfer	12-23	635	8.7%	\$5,670	\$5,670
One Year	DSL	Bank Transfer	24-47	521	26.8%	\$11,336	\$11,335
Two Year	No Internet	Credit Card (auto)	48+	120	2.5%	\$ 920	\$920