

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%**

26.5%

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

42.0%

11.2%

2.6%

Month-to-Month One Year Two Year

Early tenure customers churn fastest

45.3%

32.0%

20.4%

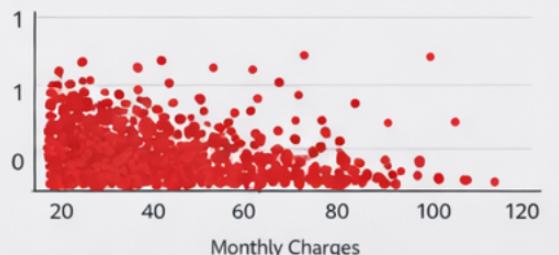
12.5%

7.4%

0-5 6-11 12-23 24-47 48+

Higher monthly charges correlate with churn

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