

Customer Churn Dashboard

Total Customer Count

7043

Churned Count

1869

Churned Rate

27%

Revenue per customer

2.28K

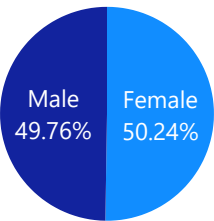
Avg Monthly charges

74.44

Avg Total charges

1.53K

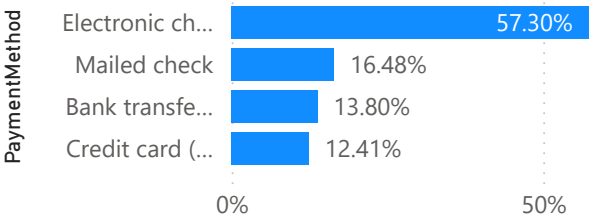
Customer churned % by gender



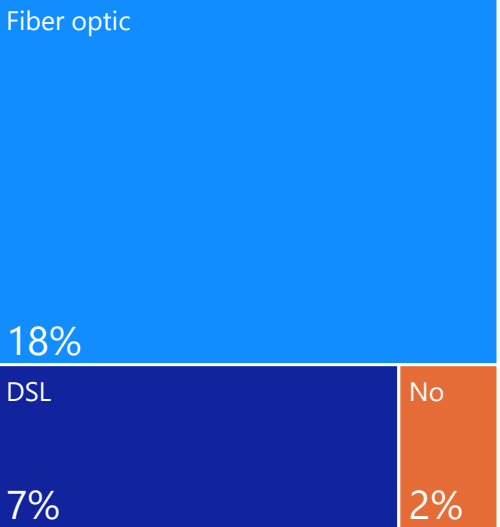
Partner%

35.79

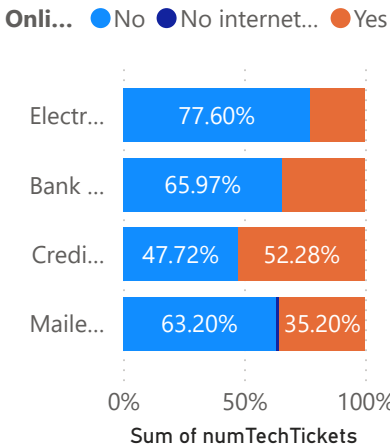
%GT Count of PaymentMethod by PaymentMethod



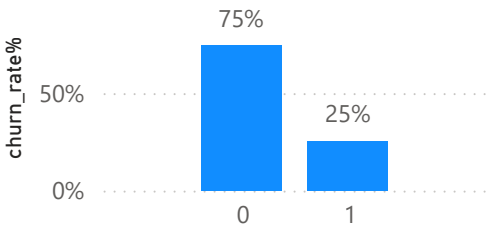
churned% by InternetService



Churn% numTechTickets and numAdminTickets by PaymentMethod -Online...



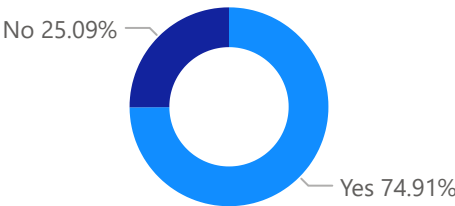
Churned rate by SeniorCitizen



Dependent %

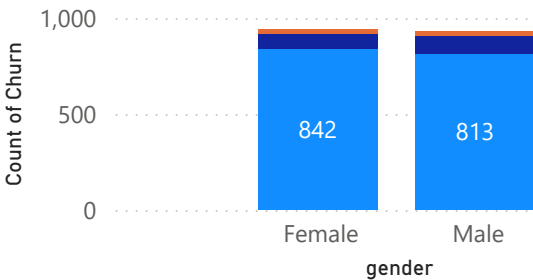
17.44

churned rate% by PaperlessBilling

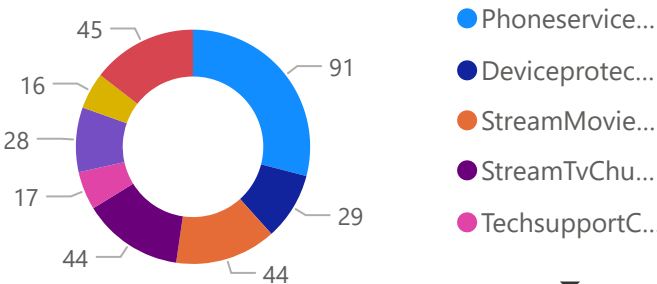


Churn Count by Gender and Contract

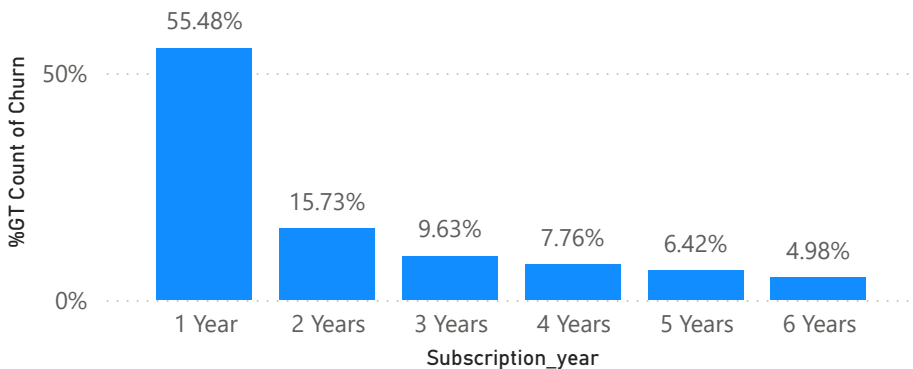
Contract ● Month-to-month ● One year ● Two year



Churned % on Services Signed By Customers



%GT Count of Churn by Subscription_year



Customer Dashboard

Customer ID

0117-LFRMW

Gender

Male

Churned

Yes

Tenure In Months

37

Select Customer

customerID

☐ 0002-ORFBO

☐ 0003-MKNFE

☐ 0004-TLHLJ

☐ 0011-IGKFF

☐ 0013-EXCHZ

☐ 0013-MHZWF

☐ 0013-SMEOE

☐ 0014-BMAQU

Payment Methods

Bank transfer (a...

Contract

Month-to-month

Total Charges

\$1.45K

Paperless Billing

No

Internet Service

DSL

Online Security

Yes

Device Protection

Yes

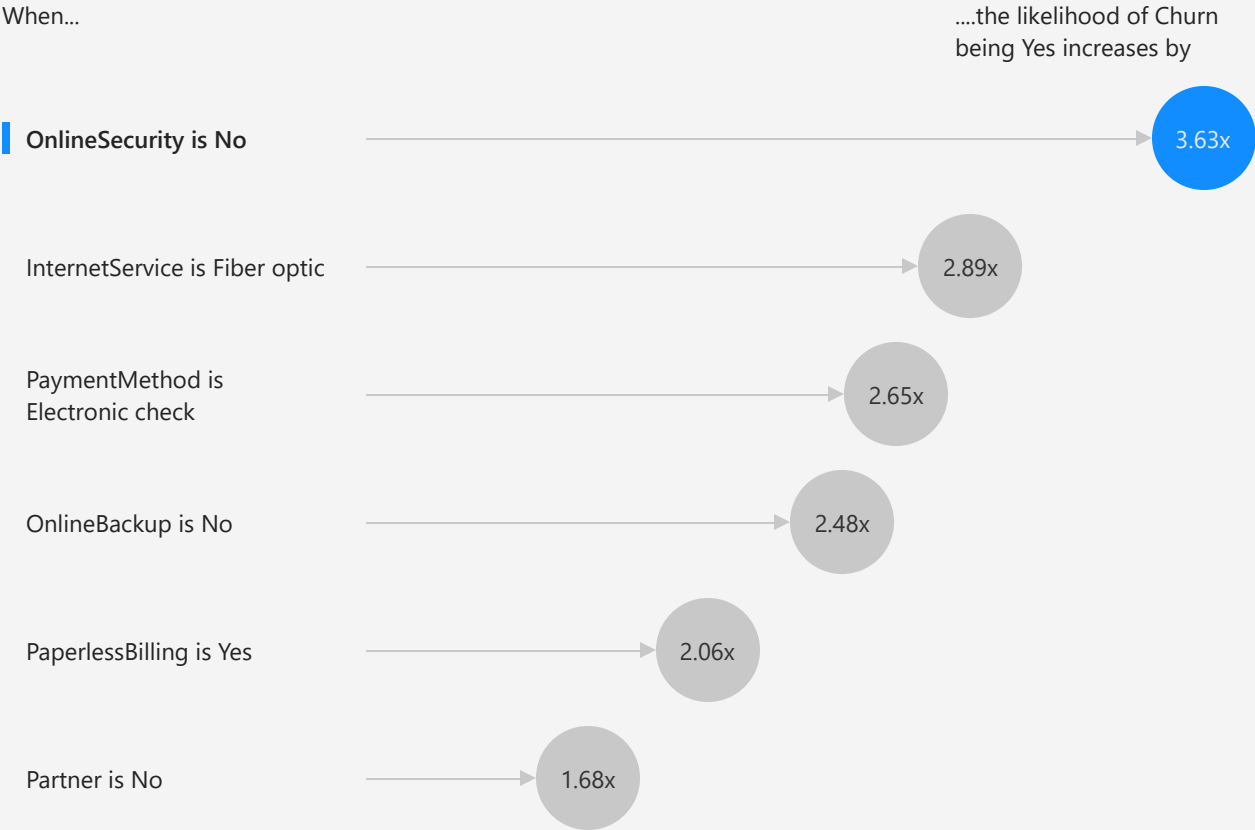
Revenue Per Customer

1.45K

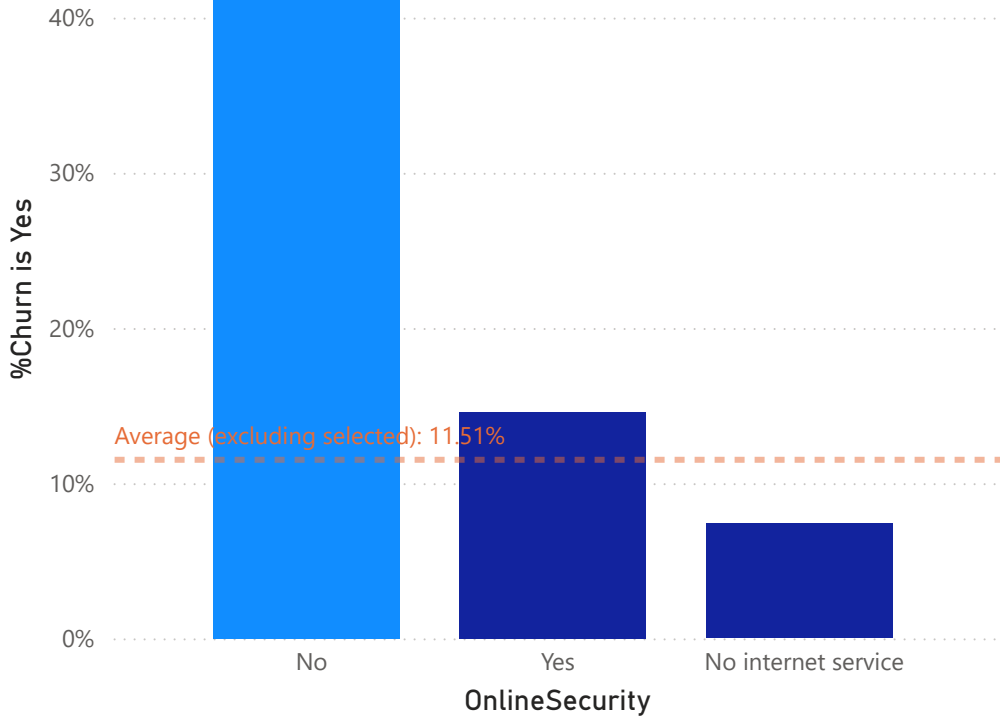
Churn Key Influencers Details

Key influencers Top segments

What influences Churn to be Yes ?



← Churn is more likely to be Yes when OnlineSecurity is No than otherwise (on average).



☐ Only show values that are influencers

Customer Risk Analysis Key Findings

KEY INSIGHTS

Churned Analysis Overview :-

I identified that Total customers count is 7043 out of which Churned Customers 1869 and Retained Customers is 5174
The Yearly revenue from these customers is \$16.06M and Monthly charges are \$456.12k

Ticket Analysis:-

Electronic check has noticeable higher numTechTickets as 77%
When Online Security is 'No' has noticeable higher then numAdminTickets 418

Another Insights:

I have also calculated different measures for customers churned based on Demographics like gender, senior citizens, Partner or dependents, Contract and Payment methods as well as services signed by customers and depending on tenure in company.
Young Customer had 75% churn_rate% and Senior Citizen had 25%.

Key Takeaways :-

Newer customers and those with month-to-month contracts are at higher risk of churn
Month-to-month had the highest total Count of Churn at 1,655, followed by One year at 166 and Two year at 48.
Female in Contract Month-to-month made up 45.05% of Count of Churn are more likely to churn as compared to Male Monthly Customers
Male 2 Yearly customers more likely to churn as compared to Female 2 Yearly Churn. Longer-term contracts are associated with