



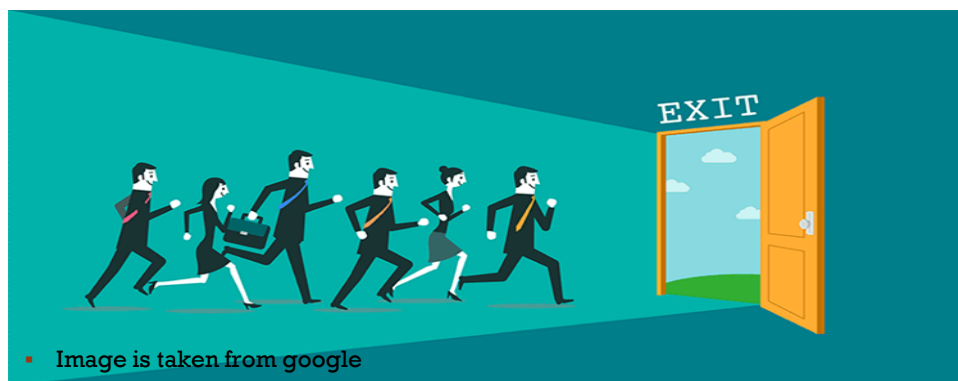
CHURN ANALYSIS

TABLEAU

Group Name :-



Count of Churn for each Tenure (in months). Color shows details about Churn.



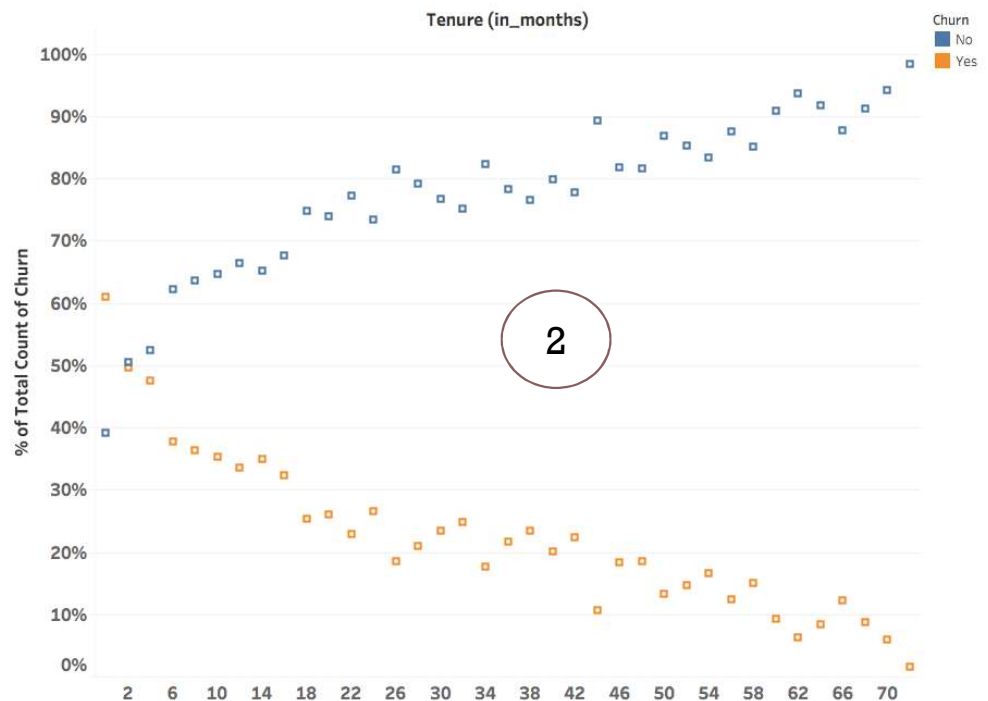
Observations:

We can observe that number of customer churned in initial months is relatively high. (Graph 1 – absolute numbers)

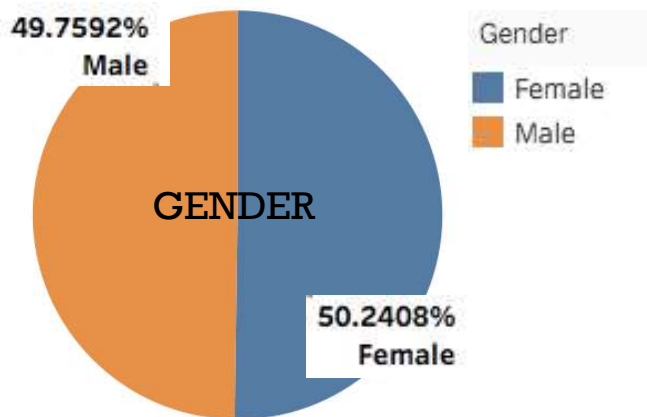
The percentages drops from 60 % to 40 % from two months to six months. (Graph 2 – percentage)

Inference:

We need to investigate factors which has resulted in high number of customer churn in initial months



% of Total Count of Churn for each Tenure (in_months). Color shows details about Churn.



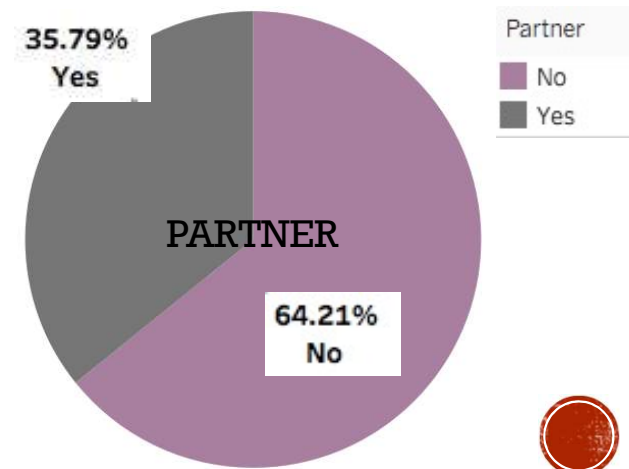
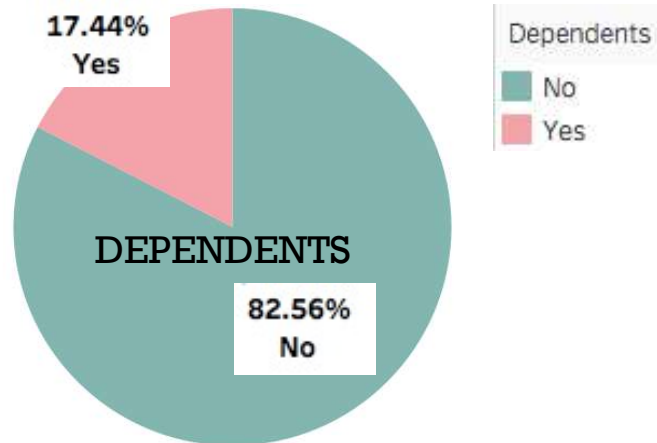
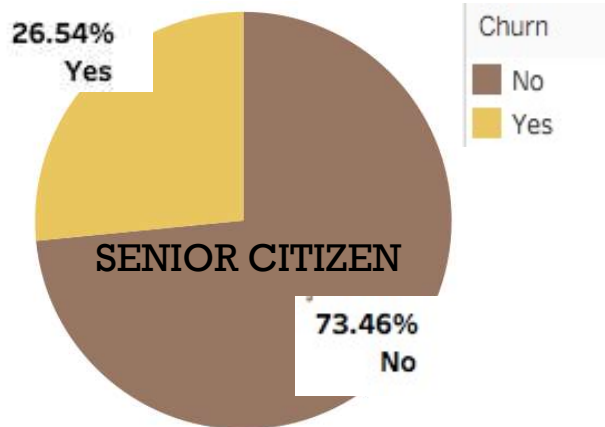
Observations:

We can observe that the percentages under different demographic divisions (of customers who have churned) shows different results.

- 1) Customers with no dependents are highly likely to churn out.
- 2) Customers with Partners also have moderately high chance of churn out.
- 3) Senior Citizens are likely to churn at less rate in the demographic study.

Inference:

Studies on these demographic groups (Dependents, Seniors & Partners) can be done to make new action plans to retain or attract such customers.





Observations:

We can observe that the percentages under different services (of customers who have churned) shows different results.

- 1) Customers with Fiber Optics are moderately likely to churn out.
- 2) Customers with Phone services are highly likely to churn out.
- 3) Customers with No online backups are moderately likely to churn out.

Inference:

Studies on these services groups can be done to make new action plans to retain or attract such customers.

- 1). Company may want to investigate problem with Fiber optics to study such churn rates.
- 2). Company may want to investigate problem with Phone services to study such churn rates.
- 3). Customers can be provided with backup services by default with minimum charges.





Observations:

We can observe that the percentages under different services (of customers who have churned) shows different results.

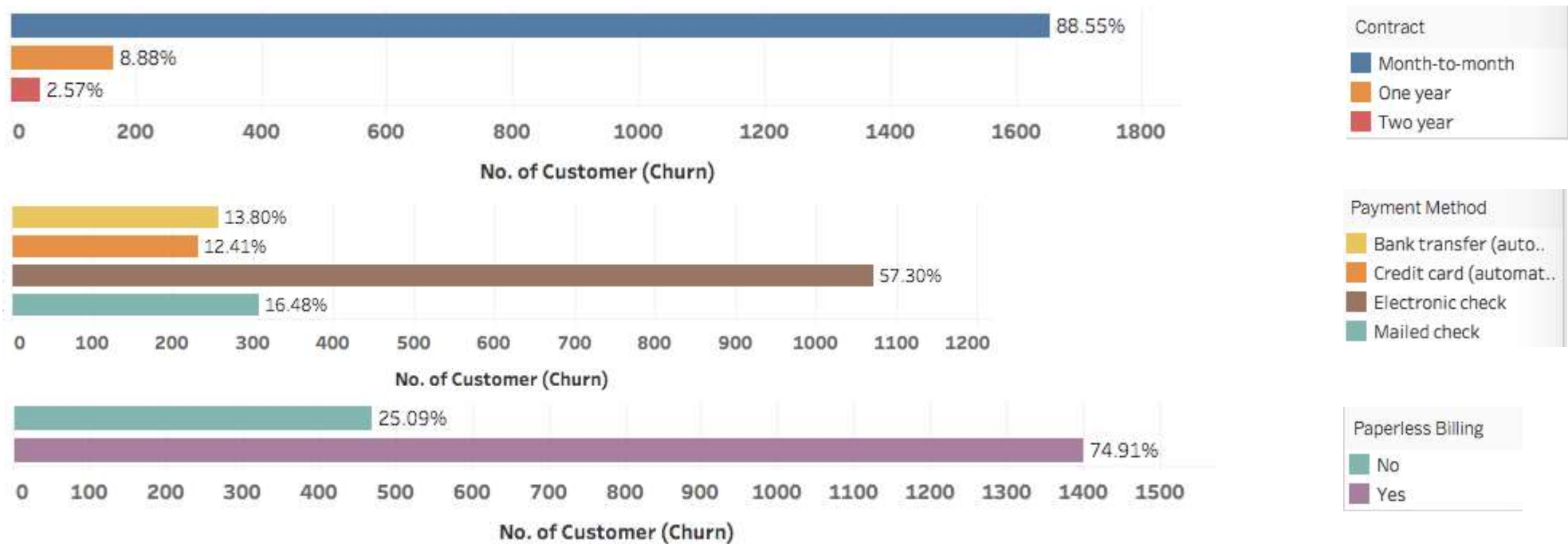
- 1) Customers with No online security are highly likely to churn out.
- 2) Customers with No device protection are highly likely to churn out.
- 3) Customers with No tech support are highly likely to churn out.

Inference:

Studies on these services groups can be done to make new action plans to retain or attract such customers.

- 1). Customers can be provided with backup services; device protections and tech supports by default with minimum charges.





Observations:

We can observe that the percentages under different contract or payments (of customers who have churned) shows different results.

- 1) Customers with month-to-month contracts are highly likely to churn out.
- 2) Customers with Electronic check payments are moderately likely to churn out.
- 3) Customers with Paper less billings are highly likely to churn out.

Inference:

Studies on these services groups can be done to make new action plans to retain or attract such customers.

- 1). Company may want to investigate problem with month-to-month contracts.
- 2). Company may investigate problems with electronic check.
- 3). Company may investigate this high churn out with paperless billings. It may be boosted with some discounts on such services.

