



CUSTOMER RETENTION ANALYSIS

Customer Churn Analysis

Customer Risk Analysis

Insights



CHURN DASHBOARD



Customers at Risk

7043

numTechTickets

2955

numAdminTickets

3632

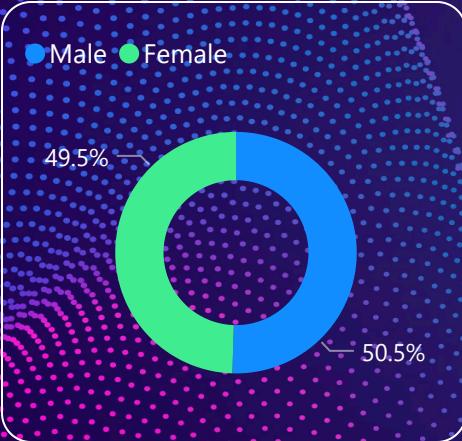
Total Charges

\$16.06M

Monthly Charges

\$456.12K

Demographics



25.47%

Senior-Citizen

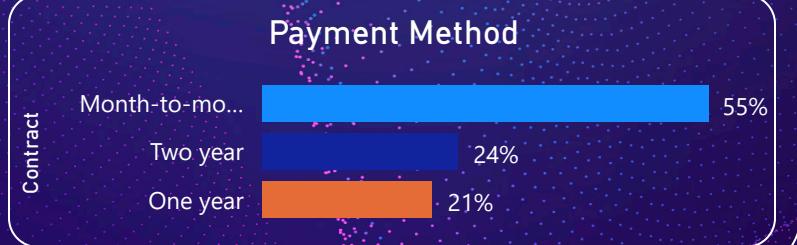
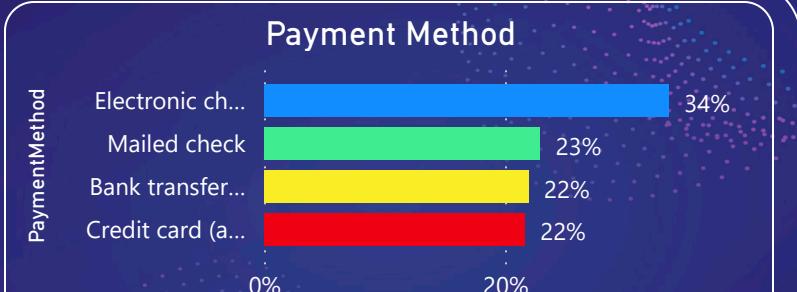
35.79%

Partner

17.44%

Dependents

Customer Account Information



Services Customer Signed Up for

90.90%

Phone Service

43.77%

Streaming Movies

27.98%

Online Backup

15.78%

Online Security

43.55%

Streaming TV

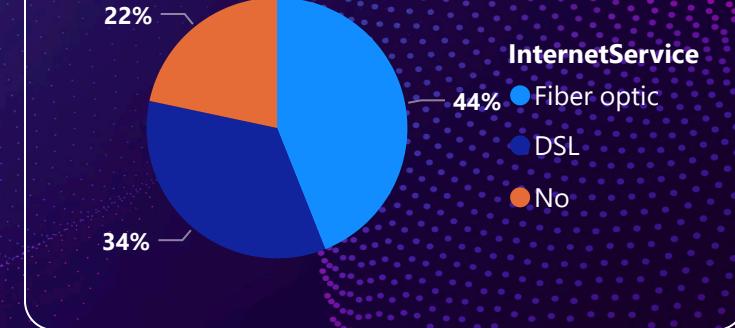
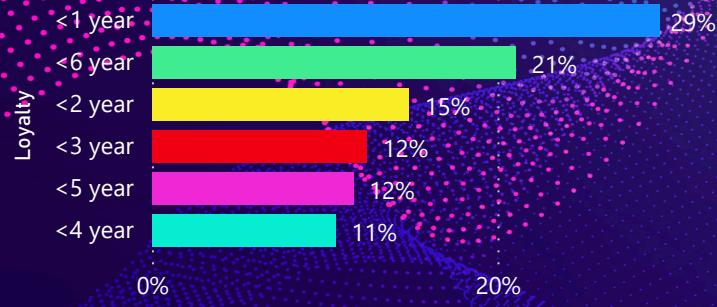
29.16%

Device protection

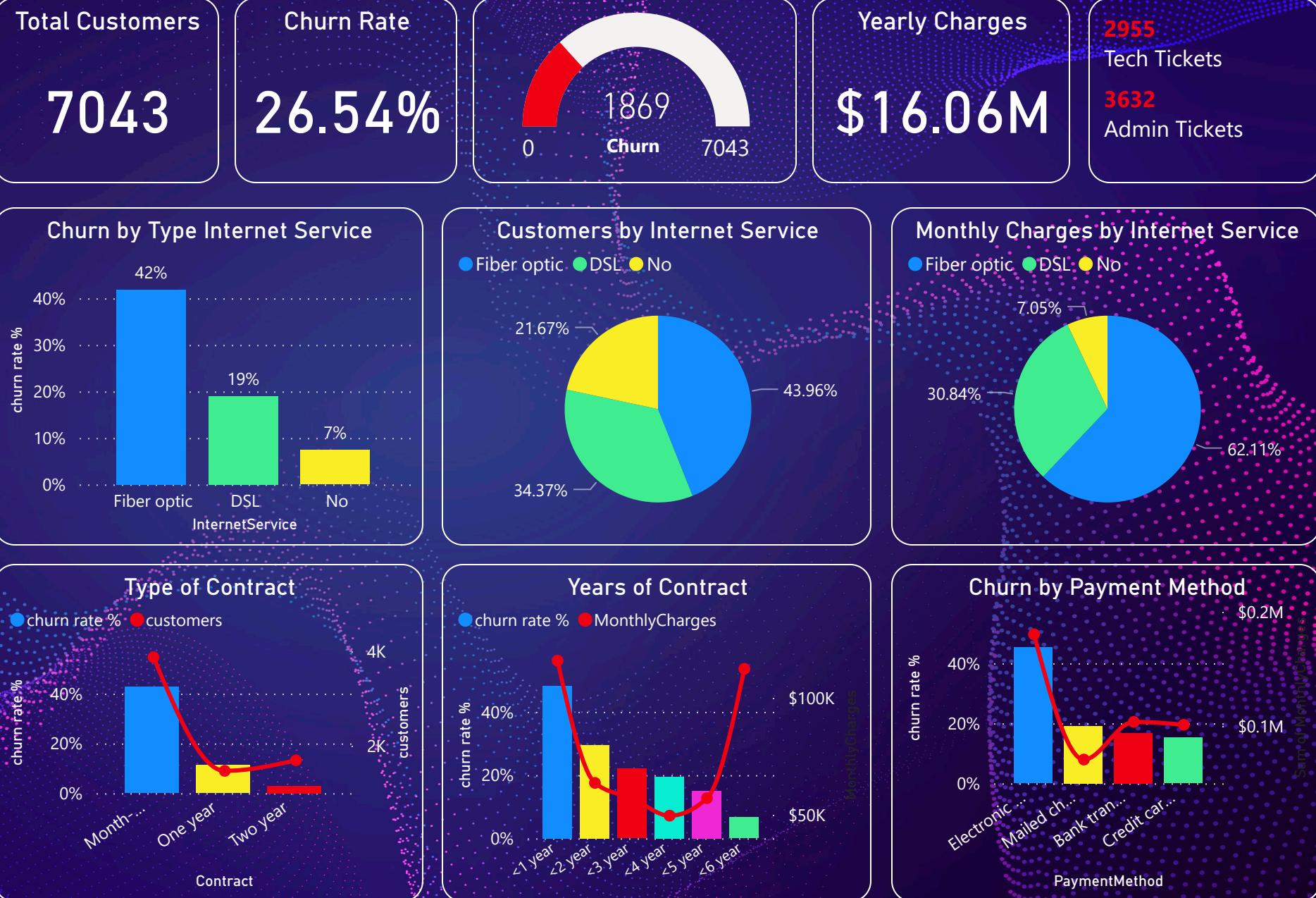
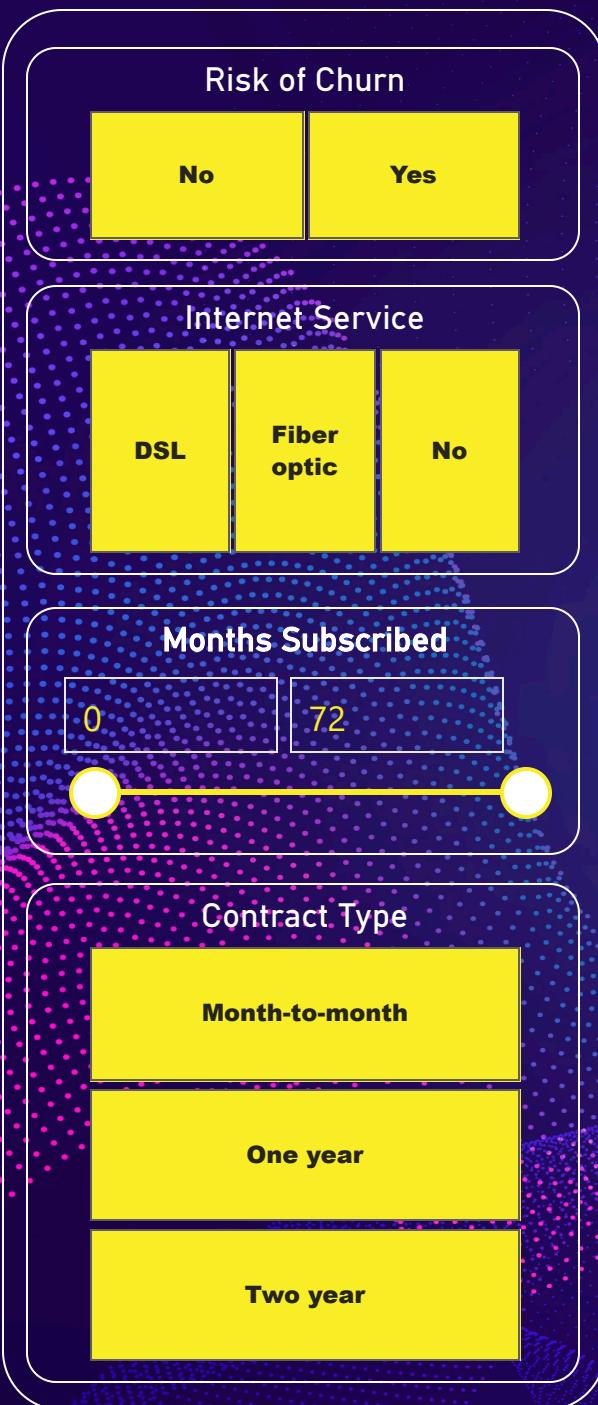
16.59%

Tech Support

Subscription Time



Customer Risk Analysis



Insights



According to the data, consumers with two-year contracts remain with the business for an extended period of time, while the majority of customers with month-to-month contracts see high churn rates in comparison to other contracts. Customers on the Two-Year plan are therefore more likely to do business with the company for an extended period of time.

A majority of our consumers did not subscribe to certain of our services, including streaming TV, streaming movies, device protection, tech assistance, online security and online backups, according to the services offered.

Based on the analysis's findings, the business is at risk of losing recently brought in customers, especially if they choose to sign a month-to-month contract.

Up to 69.4% of the consumers who churned were utilizing Fiber Optic as their internet service; therefore, a sizable majority of them had problems with it.