DATABEL - CUSTOMER CHURN ANALYSIS

The evaluation of the customer bahaviors who choose to end their relationship with a company or service.

6,687
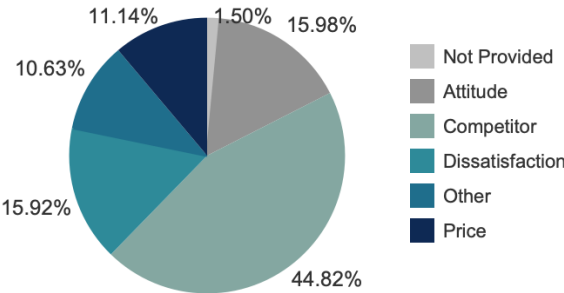Number of Customers

1,796
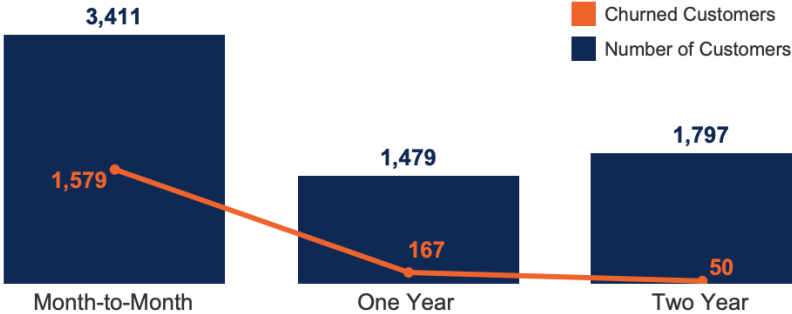Churned Customers

26.86%
Churn Rate

Filter by State
All

Churn by Category

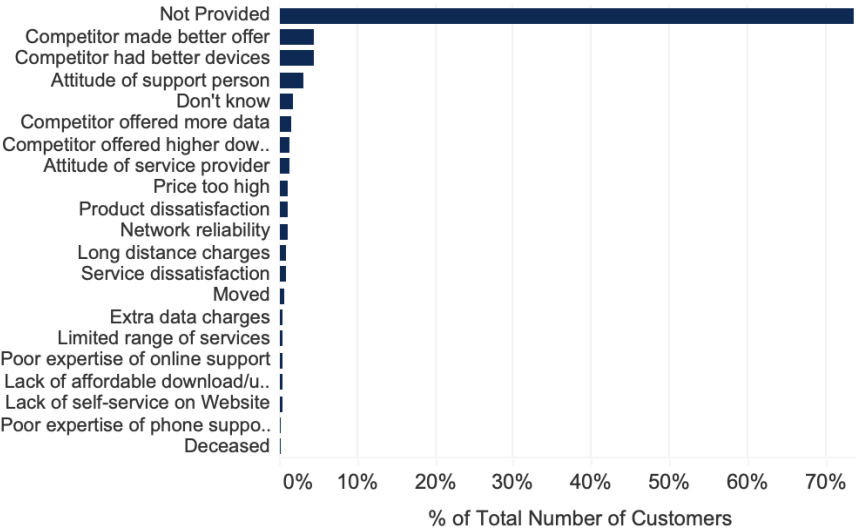A classification of the primary reasons leding to a customer's decision to stop using a service.

- 1.50%
- 15.98%
- 11.14%
- 10.63%
- 15.92%
- 44.82%

Legend:
- Not Provided
- Attitude
- Competitor
- Dissatisfaction
- Other
- Price

Customers by Contract

Segmenting customers and churned customers based on contract types.

Legend:
- Churned Customers
- Number of Customers

- Month-to-Month: 3,411 (1,579)
- One Year: 1,479 (167)
- Two Year: 1,797 (50)

Churn Reasons

The primary factors provided by customers for discontinuing a service.

- Not Provided
- Competitor made better offer
- Competitor had better devices
- Attitude of support person
- Don't know
- Competitor offered more data
- Competitor offered higher dow..
- Attitude of service provider
- Price too high
- Product dissatisfaction
- Network reliability
- Long distance charges
- Service dissatisfaction
- Moved
- Extra data charges
- Limited range of services
- Poor expertise of online support
- Lack of affordable download/u..
- Lack of self-service on Website
- Poor expertise of phone suppo..
- Deceased

0% 10% 20% 30% 40% 50% 60% 70%

% of Total Number of Customers

Churn Rate by State

A geographical breakdown of customer churn rates highlighting specific states.

United States

Mexico

© 2023 Mapbox © OpenStreetMap
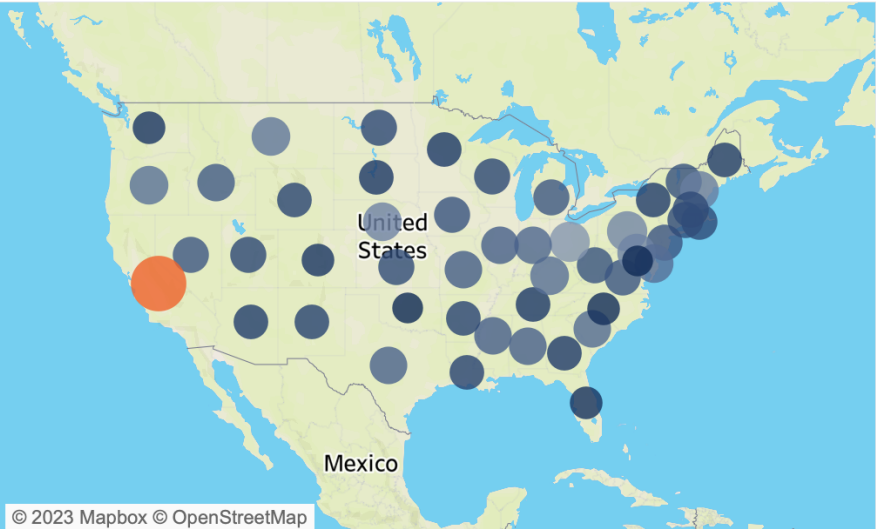
DATABEL - CUSTOMER CHURN ANALYSIS

Churn rate segmenting customers into distinct age and groups to drive into the churn dynamics of specific segments.

47	**6,687**	**1,796**	**26.86%**
Average Age	Number of Customers	Churned Customers	Churn Rate

Apply the options below to filter and refine the data view.

| **Pick Metric**	**Contract Type**
Number of Customers	All

Customers by Age Range

Analyzing customers across various age groups provides a deeper understanding of churn rates and allows for a more detailed exploration of selected metrics.

Legend: Churn Rate, Pick Metric

Age (bin)
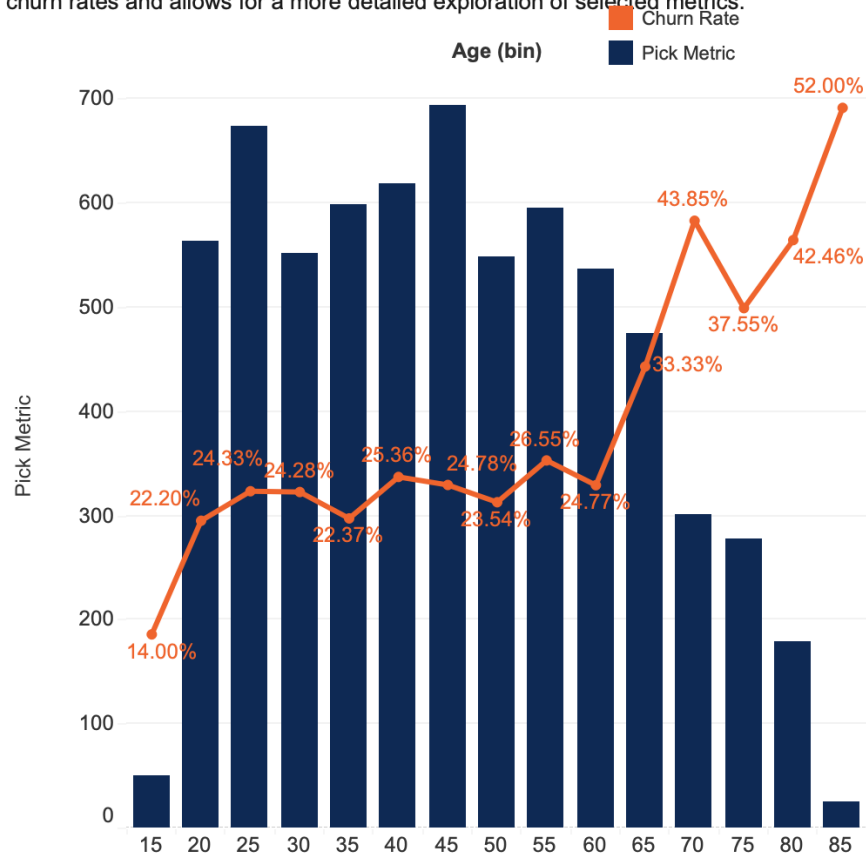
Customers in Group

Segmenting customers into distinct groups enables a deeper understanding of their needs and facilitates filtering based on specific metrics.

Number of Customers in Group
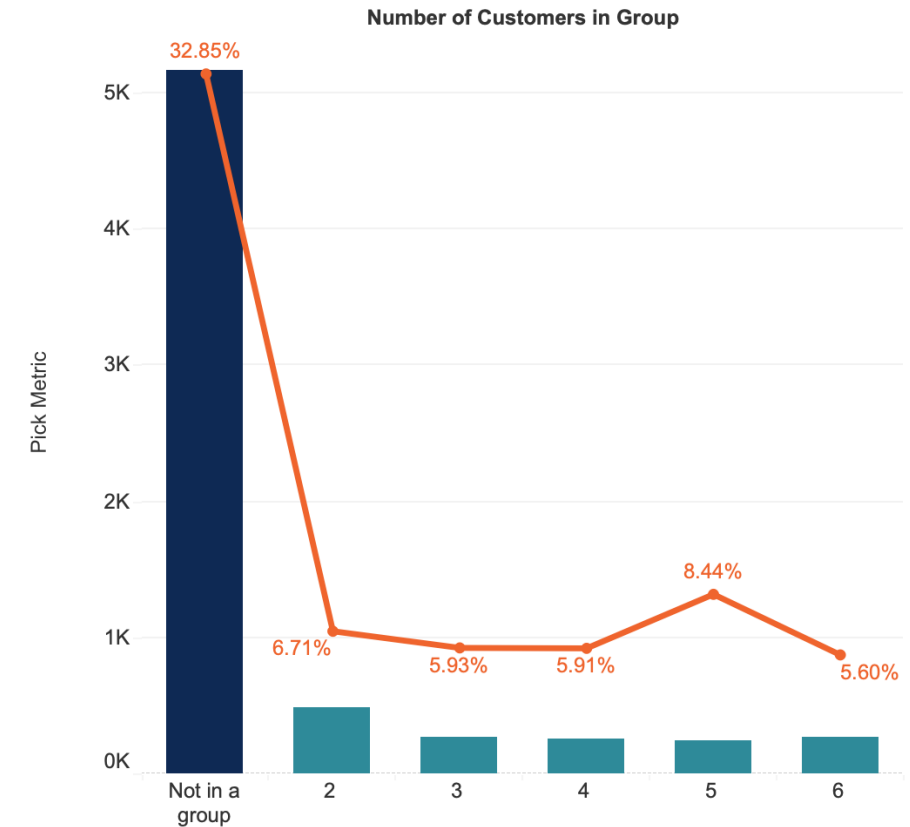
DATABEL - CUSTOMER CHURN ANALYSIS

Churn rate segmented customers by payment methods, contract duration, international active, and data consumption.

$3.37

Average Extra Data Charge

$33.64
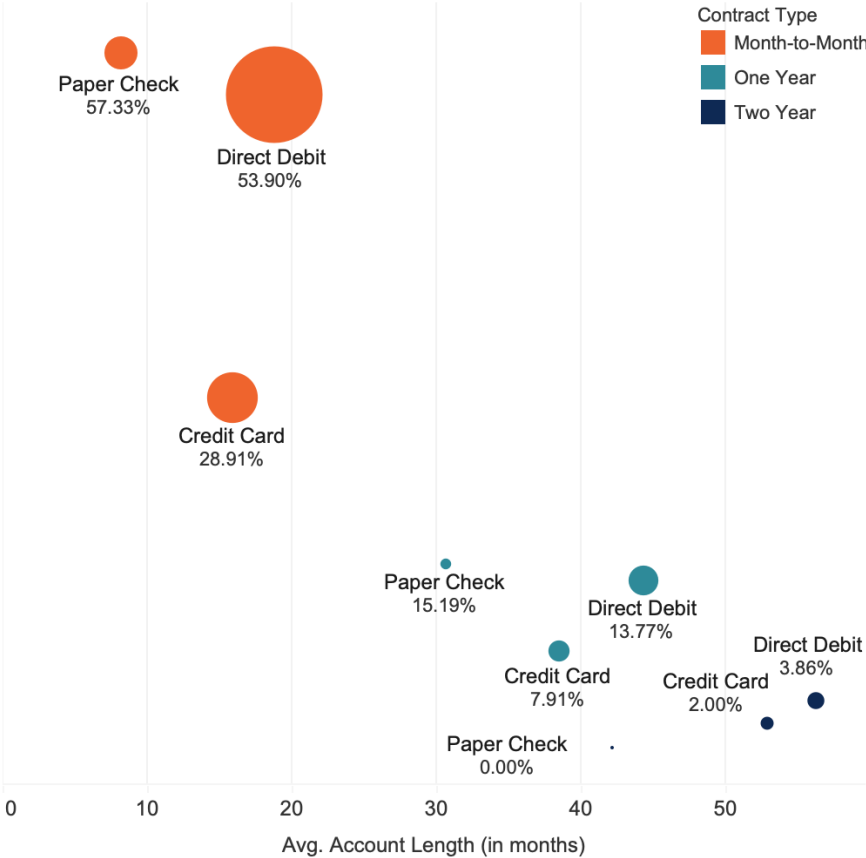
Average Extra International Charge

1,796

Churned Customers

Apply the options below to filter and refine the data view.

Payment Method

All

Account Length (in months)
1 to 77

Contract Type

All

Churn Rate by Payment Method & Contract Type

Churn rate segmented by payment methods with different contract lengths.

Contract Type
- 🟠 Month-to-Month
- 🟢 One Year
- 🔵 Two Year

Paper Check
57.33%

Direct Debit
53.90%

Credit Card
28.91%

Paper Check
15.19%

Direct Debit
13.77%

Credit Card
7.91%

Credit Card
2.00%

Direct Debit
3.86%

Paper Check
0.00%

X-axis: Avg. Account Length (in months) — 0, 10, 20, 30, 40, 50

Churn Rate by International Active

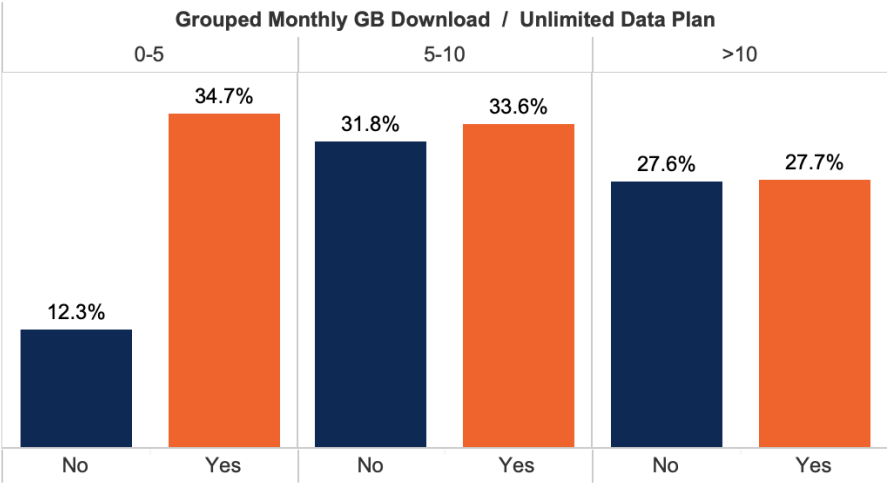Churn rate among customers who are internationally active versus those who aren't showcases the satisfaction levels among global users.

	Intl Plan	
Intl Active	no	yes
No	20.01%	71.19%
Yes	40.34%	7.59%

Churn Rate by Data Plan

Churn rate categorized by the different data plan based on gigabytes (GB) downloaded showcases various data consumption levels.

Unlimited Data Plan
- 🔵 No
- 🟠 Yes

Grouped Monthly GB Download / Unlimited Data Plan

0-5	5-10	>10

No	Yes	No	Yes	No	Yes
12.3%	34.7%	31.8%	33.6%	27.6%	27.7%

DATABEL - CUSTOMER CHURN ANALYSIS

The average number of customer service calls made by customers in each state against their churn status.

6,123
Customer Service Calls

0.92
Average Customer Service Calls

1,796
Churned Customers

26.86%
Churn Rate

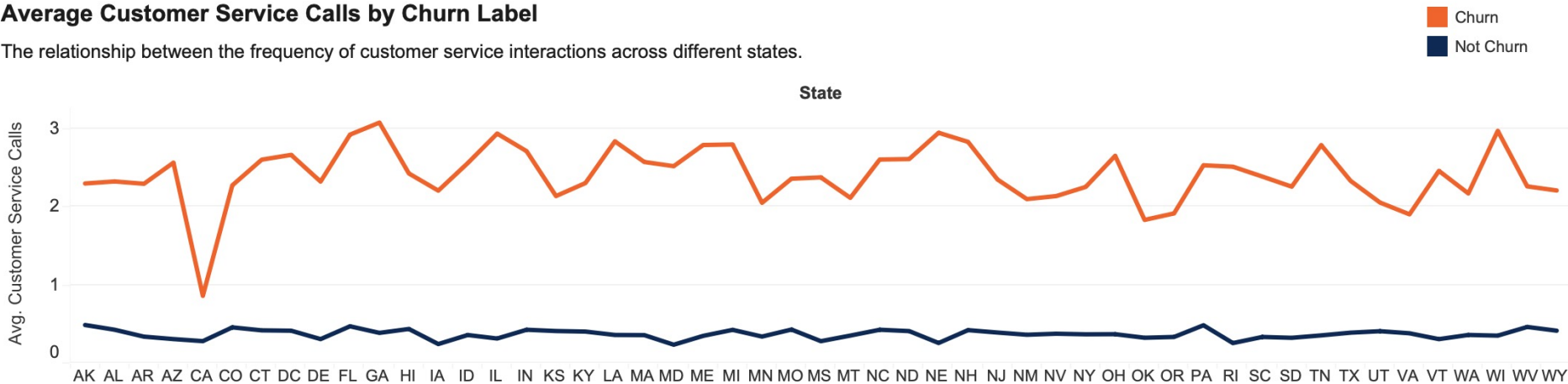*Apply the options below to filter and refine the data view.*

Contract Type
All

State
All

Average Customer Service Calls by Churn Label

The relationship between the frequency of customer service interactions across different states.

■ Churn
■ Not Churn

Churn Rate & Average Customer Service Calls by State

The relationship between the frequency of customer service interactions and customer churn across different states.

■ Avg. Customer Service Calls
■ Churn Rate