

About:

This Dashboard help businesses prevent customer loss and improve customer service.

Key Features:

- Predictive Churn Modeling: Identify at-risk customers before they churn, enabling proactive interventions and retention strategies.
- Customer Segmentation: Group customers based on shared characteristics and churn risk, allowing for targeted marketing and engagement efforts.

Benefits:

1. Reduce customer loss: Identify and help customers at risk to keep them longer.
2. Improve customer satisfaction: Understand customer needs better for better service.
3. Make data-driven decisions: Use insights to make better choices for keeping customers happy.

Please use below buttons to navigate through the dashboard:

Dashboard

Customer Risk Analysis

Insights

Connect with me for more such story-telling:



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<https://github.com/tiwari-vishesh>



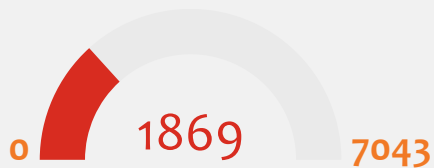
https://x.com/visheshtiwari_

CUSTOMERS CHURN ANALYSIS

Customer Risk Analysis

Insights

Total Customer VS Customers at risk



26.54%

Churn Rate %

\$2.28K

Avg Yearly
Charges

\$64.76

Avg Monthly
Charges

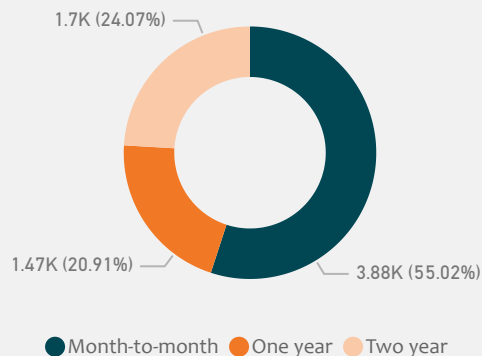
\$16.1M

Total Yearly Charges

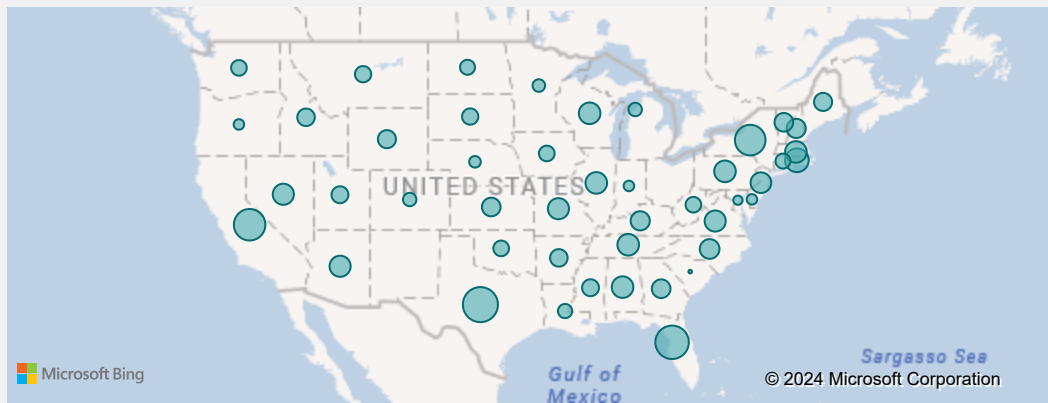
\$456.1K

Total Monthly
Charges

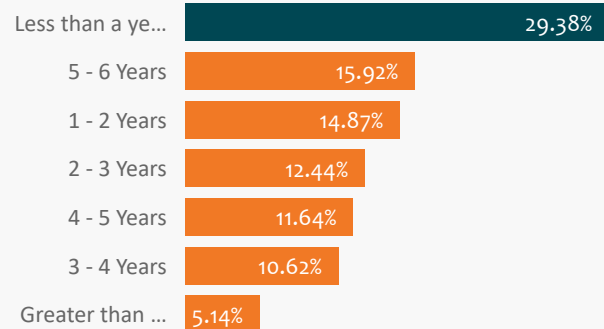
Churn by Contract



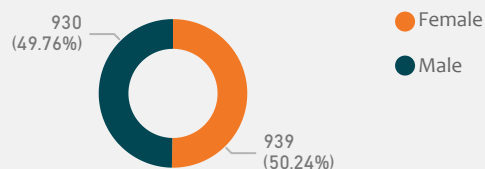
Demographically Distribution of Customers at risk



Subscription Duration



Churned Customers by Gender



16.2%

Senior Citizen
%

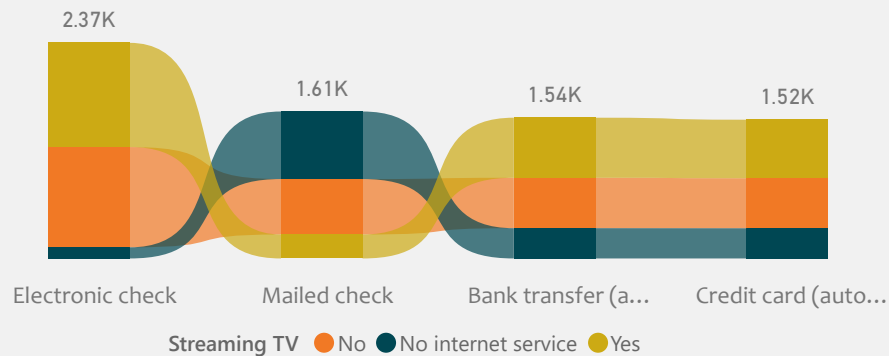
48.3%

Partner %

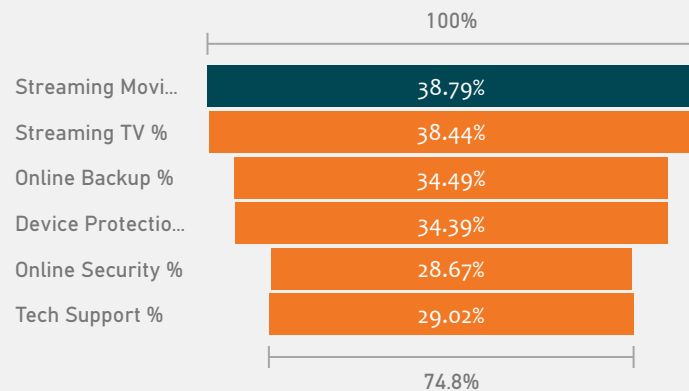
30.0%

Dependents
%

Churn by Payment Method



Services Subscribed

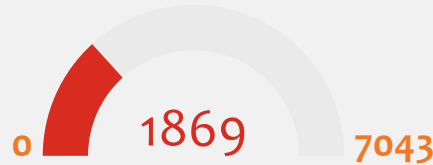


CUSTOMERS CHURN ANALYSIS

Dashboard

Insights

Total Customer VS Customers at risk



26.54%

Churn Rate %

970

Customers with
Tech Ticket open

2955

of Tech Tickets

1201

Customers with
Admin Ticket open

3632

of Admin Tickets

Filters Pane

Location

All

Contract Type

All

Female

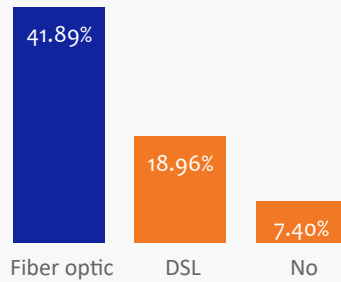
Male

Tenure

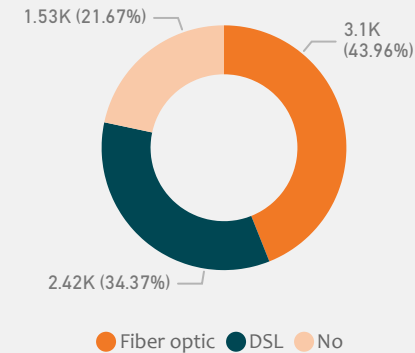
0

72

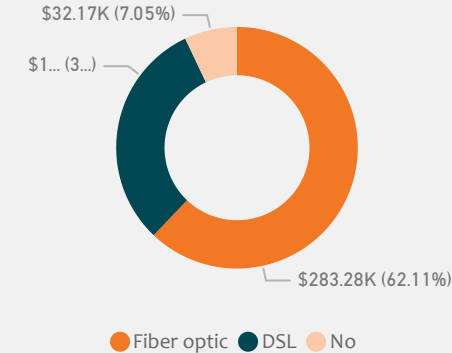
Churn % by type of Internet Services



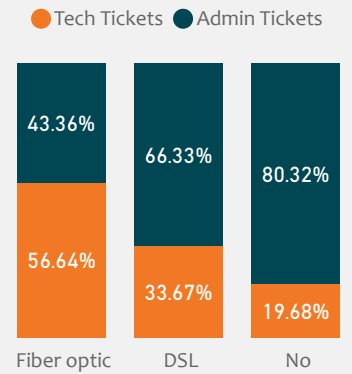
Customers by Internet Services



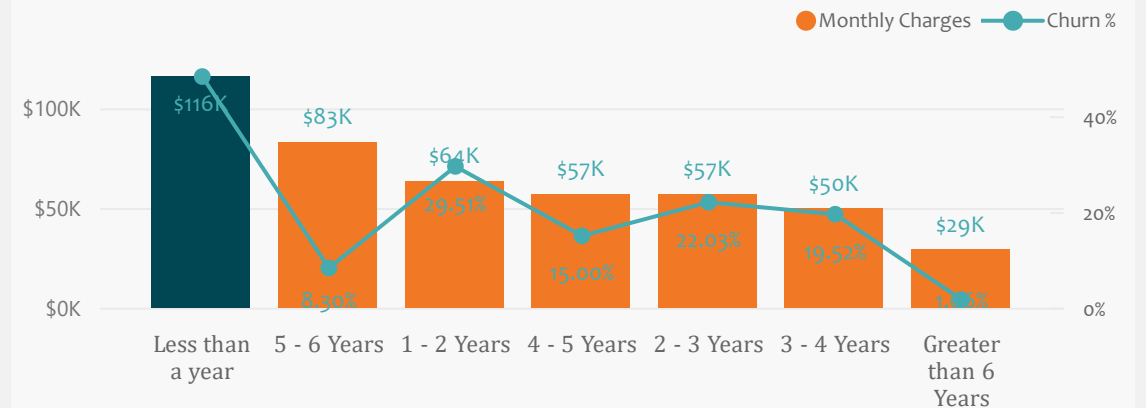
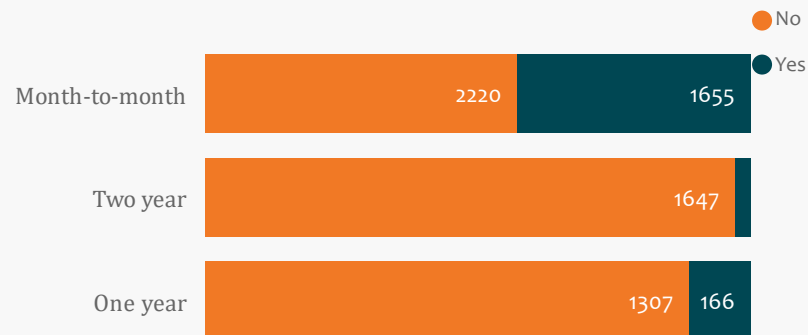
Monthly Charges by Internet Serv...



Tickets



Churn by Contract



CUSTOMERS CHURN ANALYSIS

Key Insights:

- The customer churn rate last month was 27%, which means that out of 7043 customers, 1869 left the company.
- The length of the contract and the tenure of the customer are key factors in predicting the churn behavior. Customers who have a monthly contract and a lower tenure are more likely to switch to other providers.
- Customers who do not have any dependents or partners are more prone to churn than those who do.
- Gender does not seem to have a significant impact on the churn decision. However, senior citizens are less likely to churn than non-senior citizens.
- Customers who use Fiber Optic internet service have a higher churn rate than those who use other types of internet service. The payment method also influences the churn decision, with Electronic check being the most common among the churned customers.
- Customers who uses Fiber Optic internet service have a higher number of tech tickets open, however customers who does not uses fiber optics has more number of admin tickets open.
- Customers who do not receive services such as Tech Support, Device Protection, and Online Security are more dissatisfied and tend to look for other options.
- Customers from the state of Texas, Florida, California and New York have higher churn rate.
- Most of the monthly revenue of the company comes from the customers who have less than a year of subscription, however these customers are also the customers who are most likely to churn.
- More people are tend to subscribe the service for less than a year of tenure.
- Streaming movies and Streaming TV are most widely used services for the company. Company should focus on retaining these customers. However services like online security and tech support are not performing well.

Suggestions:

- The company should consider extending the basic contract plan from one month to three or six months. This would encourage customers to stay longer with the company and reduce the churn rate.
- The company should also target customers who are single and have no family obligations. They have the potential to become loyal customers if they are offered attractive deals and discounts. The company should adopt a 'Catch them Young' strategy for this segment.
- The company should provide basic services such as device protection, tech support, and online security as part of their standard package. These services can increase customer satisfaction and loyalty, and prevent them from switching to competitors.