

# TELECOM CUSTOMER CHURN ANALYSIS | For Managers

## Description:

- . This report aims to showcase **overall customer churn** in a telecom company, **identifying key factors** that **contribute to customer attrition**.
- . By examining customer demographics, service usage, and contract details, the report provides actionable insights to **help reduce churn rates and improve customer retention strategies**.
- . **Target readers:** Managers

## Key questions answered in this report:

- . What is the overall churn rate?
- . Which customer segments have the highest churn rates?
- . What are the main factors driving customer churn?
- . What actions can be taken to reduce churn?
- . Can we predict churn based on customer behavior?

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[Churn Prediction](#)

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Contents

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

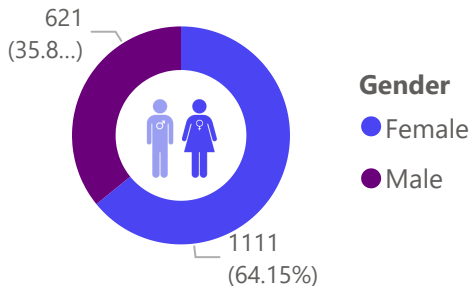
27.0%

Churn Rate

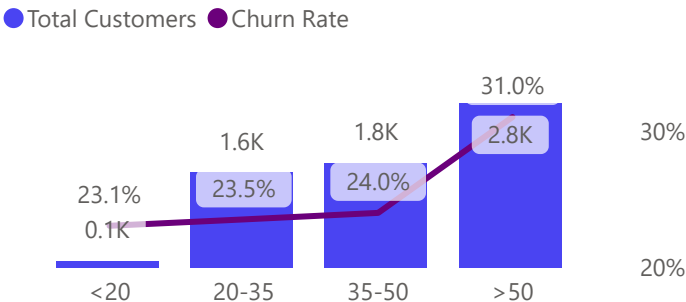


DEMOGRAPHIC

## Total Churn by Gender

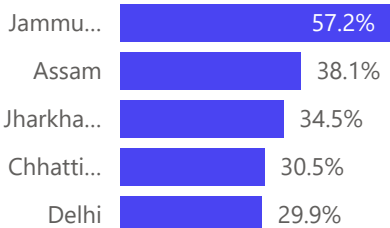


## Total Customers and Churn Rate by Age Group



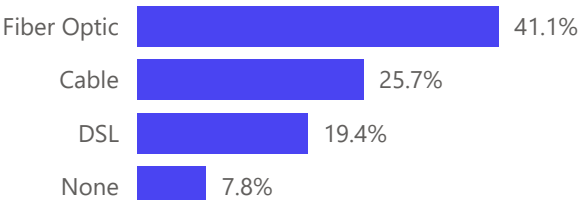
## GEOGRAPHIC

### Churn Rate by State (Top 5)



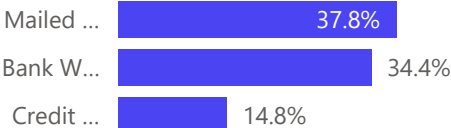
## SERVICES USED

### Churn Rate by Internet Type

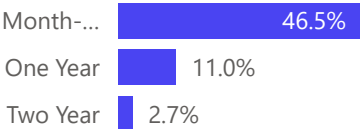


ACCOUNT INFO

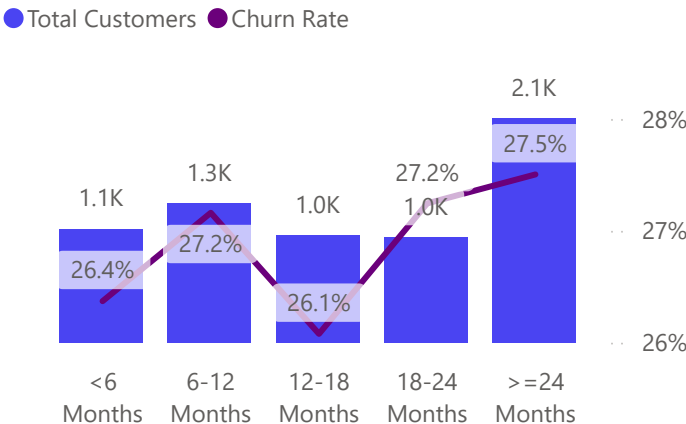
## Churn Rate by Payment Method



## Churn Rate by Contract

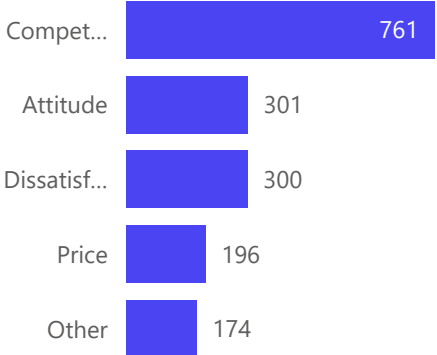


## Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

### Total Churn by Churn Category



## Churn by Services

Services	No	Yes	Total
Device_Protection_Plan	71.02%	28.98%	100
Internet_Service	6.29%	93.71%	100
Multiple_Lines	54.79%	45.21%	100
Online_Backup	71.88%	28.12%	100
Online_Security	84.64%	15.36%	100
Paperless_Billing	25.40%	74.60%	100
Phone_Service	9.41%	90.59%	100
Premium_Support	83.49%	16.51%	100
Streaming_Movies	56.00%	44.00%	100
Streaming_Music	61.14%	38.86%	100
Total	50.06%	49.94%	100

# CHURN ANALYSIS - PREDICTION

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Summary

## PREDICTED CHURNER PROFILE

247

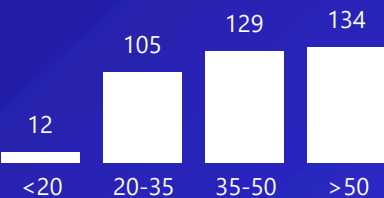
Female



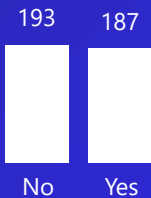
133

Male

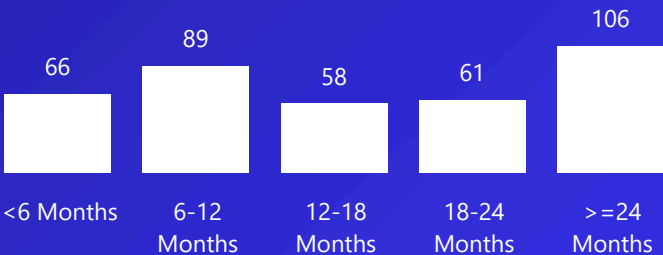
### # by Age Group



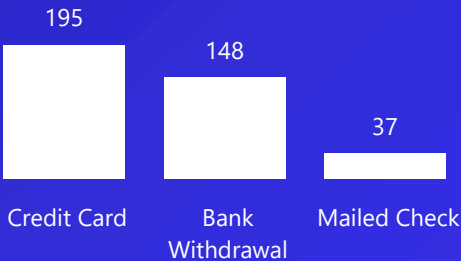
### # by Marital Status



### # by TenureGroup



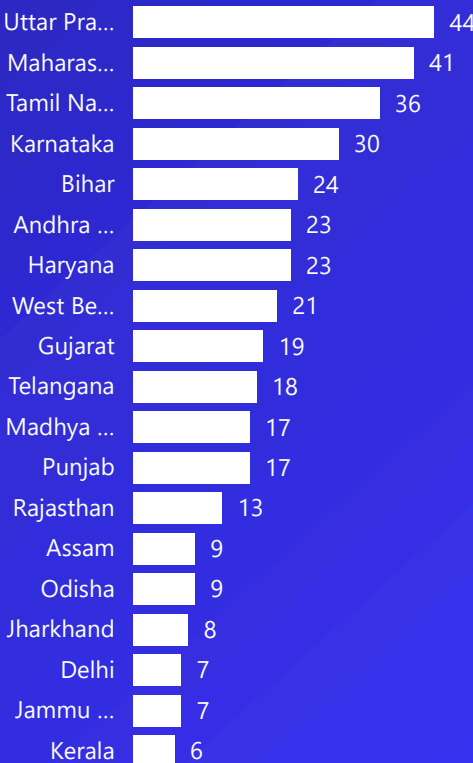
### # by Payment Method



### # by Contract



### # by State



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 380

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
12490-TEL	74.75	236.76	38.84	9
24754-AND	69.55	171.41	33.80	0
66766-UTT	74.95	189.72	27.60	6
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15
16931-BIH	19.30	27.96	0.00	8