



Churm Dashboard



1869

Customer at Risk

2173

Number of Tech Ticket

\$885

No of Admin Ticket



\$2.86M

Yearly Charges

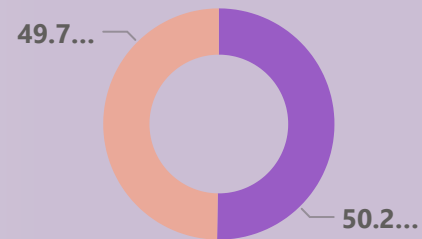
\$139.13K

Sum of Monthly Charges



Demographics

Female Male



25%

Senior Citizen

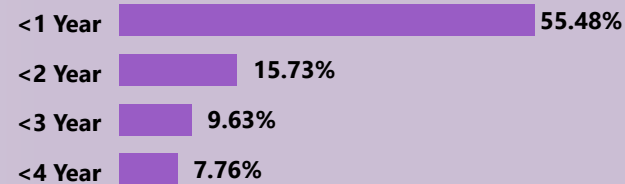
36%

Partner

17%

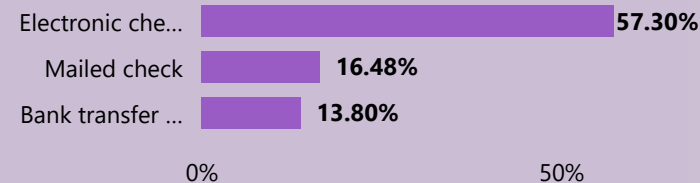
Dependents

Subscription Time

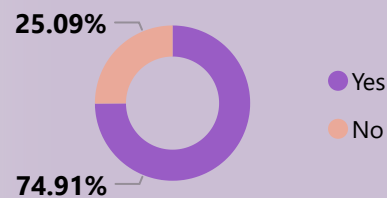


Customer Account Information

Payment Method



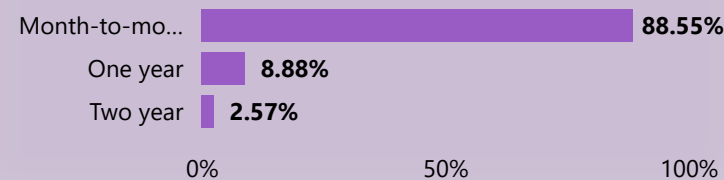
Paperless Billing



Average of Churn

\$74.44
Monthly
\$1,531.80
Total

Type of Contract



Services Customers Signed up for

91%

Phone Service

44%

Streaming TV

44%

Streaming Movies

0.29

Device protection

0.28

Online Backup

0.17

Tech Support

0.16

Online Security

Multiple Lines

49.97%

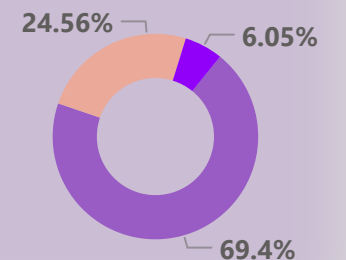
No

50%

Yes



Fiber optic DSL No





Customer Risk Analysis



Risk of Churn

- ☐ No
- ☐ Yes



Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No



Months Subscribed

0 72



Contract Type

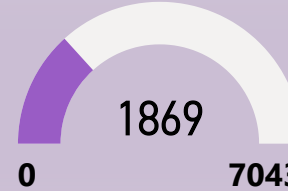
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

7043

Total Customer

26.54%

Churn Rate %



\$16.06M

Yearly Charges

\$3,632

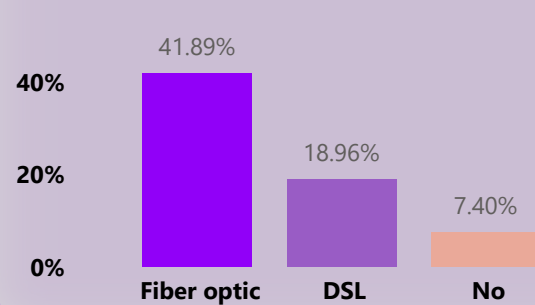
AdminTickets

2955

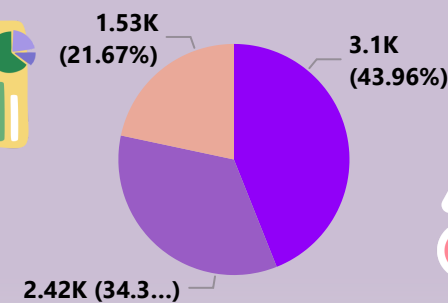
TechTickets



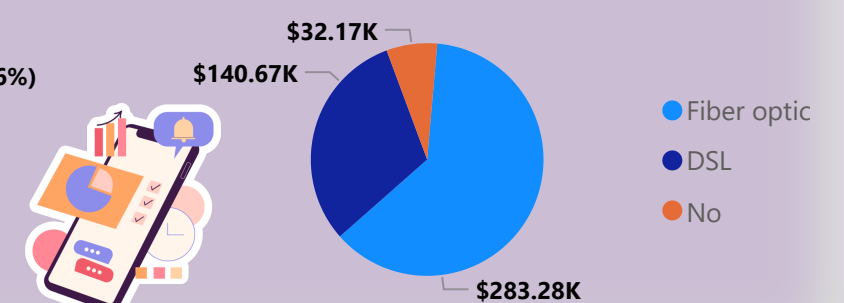
Churn by type of Internet Services



Customer by Internet Services

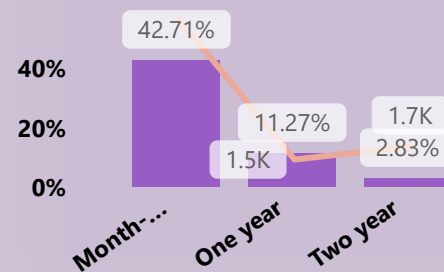


Sum of Monthly Charges



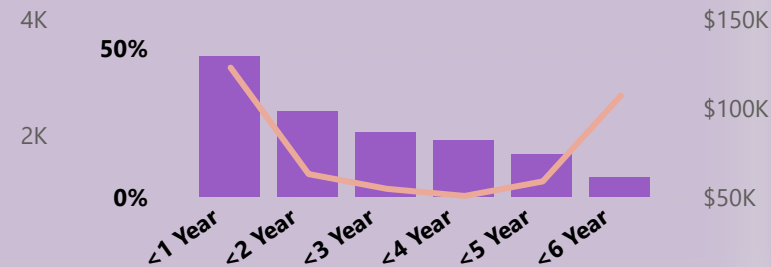
Type of Contract

Churn Rate Customer



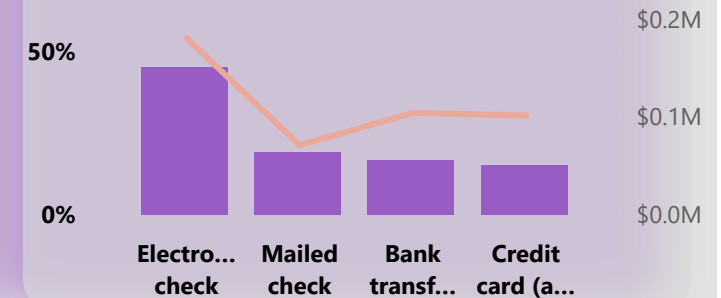
Year of Contract

Churn Rate Sum of Monthly Charges



Churn by Payment Method

Churn Rate Sum of Monthly Charges



Insights:-

➤ **Customer Overview :**

- There are total 7,043 customers subscribed to the client, out of which 3,555 are Males & 3,488 are Females, & the revenue earned is \$16.1M
- By tenure, 31% customers are subscribed to below 12 months, as a result there are more customers with month-to-month contract
- Most customers have Fiber optic internet for which they are paying high charges.
- 73.5% of customers have been retained i.e. 5,174

➤ **Churn Customers :**

- 1,869 customers have churned i.e. 26.5% , out of which 380 customers churned last month itself.
- Revenue lost due to churn is \$2.9M.
- Gender is not the major factor of churning as ratio of Males and Females is same.
- 1037 customers with less than 12 months tenure have churned, whereas customers with 61-72 months of tenure are just 93.
- 89% customers churned had month-to-month contract.
- Customers paying high charges have churned the most i.e.1274, along with customers with fiber optic internet have also churned the most

➤ **Churning factors are :**

- Customers with tenure of last than 12 months
- Customers with month-to-month contract
- Customers subscribed to fiber optic
- Customers paying high charges

