



CHURN ANALYSIS

XYZ Call Center

Gender

Female

Male

1869

of Churn Customers

26.54%

Churn Rate %

\$16.06M

Total Revenue

\$2.86M

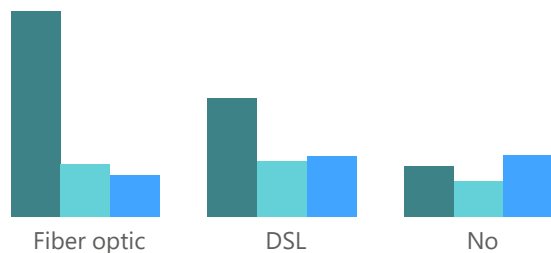
Lost churn revenue

32

Avg Company Tenure

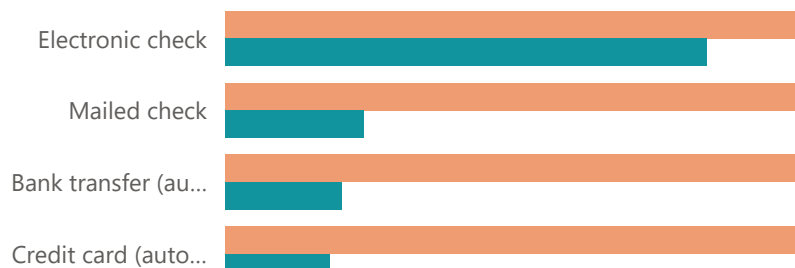
Customer count per phone service

Month-to-month One year Two year



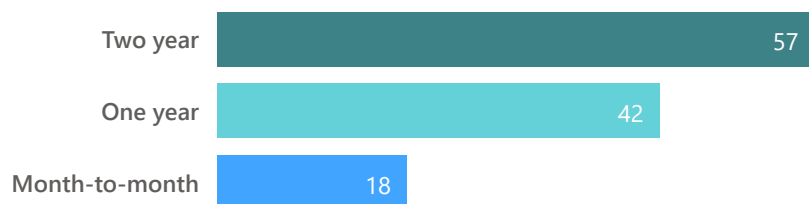
Churn count per payment method

No Yes

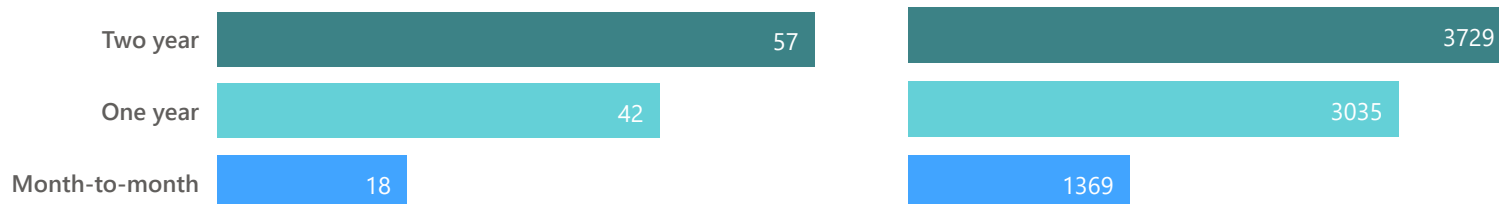


Avg. monthly charge

Two year One year Month-to-month



Avg. customer lifetime value



customerID	Avg. Total Charge	Avg Monthly Chaarge
2889-FPWRM	8,684.80	118
7569-NMZYQ	8,672.45	119
9739-JLPQJ	8,670.10	118
9788-HNGUT	8,594.40	117
8879-XUAHX	8,564.75	116
9924-JPRMC	8,547.15	118
0675-NCDYU	8,543.25	116
6650-BWFRT	8,529.50	117
0164-APGRB	8,496.70	115
1488-PBLJN	8,477.70	117
8984-HPEMB	8,477.60	119
6007-TCTST	8,476.50	116
4376-KFVRS	8,468.20	114
0017-IUDMW	8,456.75	117
5451-YHYPW	8,443.70	116
6904-JLBGY	8,436.25	117
8263-QMNTJ	8,425.30	116
8015-IHCGW	8,425.15	116
5914-XRFQB	8,424.90	116
8454-AATJP	8,405.00	115
1480-BKXGA	8,404.90	116
8606-CIQUL	8,399.15	116