

Executive Overview

Churn Driver Analysis

Retention Targeting

Insights Summary

contract

Select all

Month_To_Month

One_Year

Two_Year

gender

Select all

Female

Male

Other

tenure_band

Select all

0-6 months

1-2 years

2-5 years

5+ years

income_band

Select all

<30K

100K+

30K-60K

60K-100K

1M

Total Customers

9.92%

Churn Rate %

99K

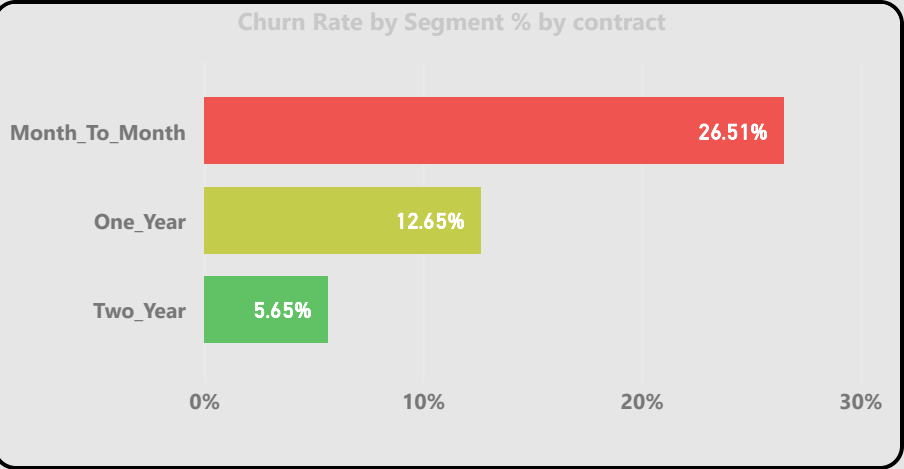
Churned Customers

86.44M

Monthly Revenue

8.46M

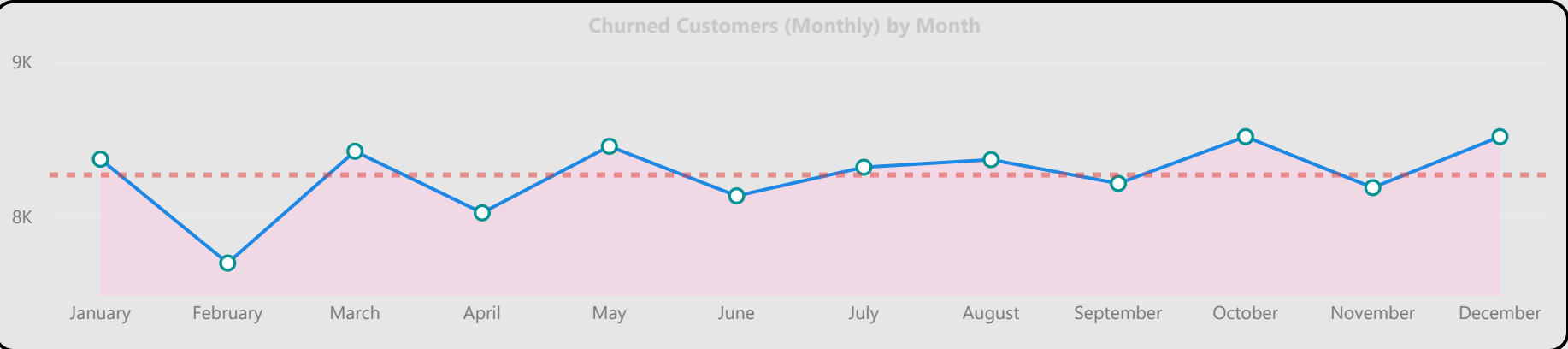
Revenue Loss



At 26.51%, Month_To_Month had the highest Churn Rate by Segment % higher than Two_Year, which had the lowest Churn Rate at 5.65%.

tenure_band	Month_To_Month	One_Year	Two_Year
0-6 months	34.36%	13.12%	5.80%
1-2 years	24.70%	12.76%	5.73%
2-5 years	23.65%	12.25%	5.43%
5+ years	23.26%	11.79%	5.32%
6-12 months	23.47%	12.88%	5.84%

Month_To_Month had the highest Churn Rate by Segment % at 26.51%, followed by One_Year at 12.65% and Two_Year at 5.65%.

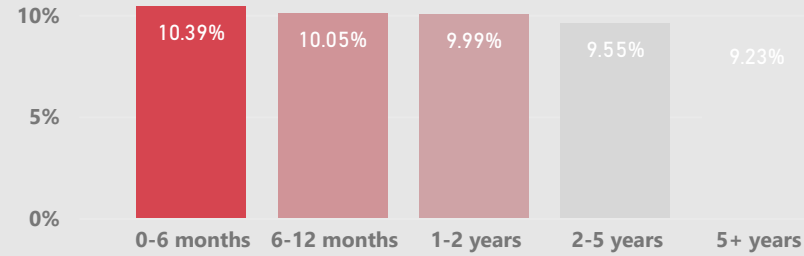


Executive Overview

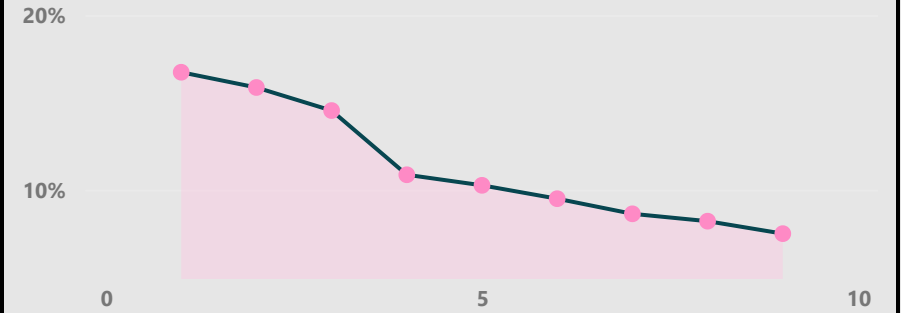
contract

- Select all
- Month_To_Month
- One_Year
- Two_Year

Churn Rate by Segment % by tenure_band



Churn Rate by Segment % by Customer Satisfaction

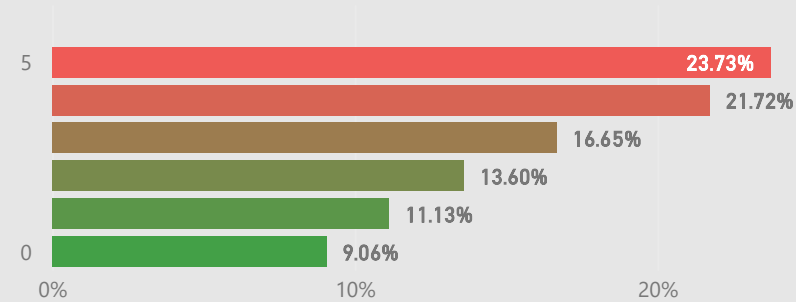


Churn Driver Analysis

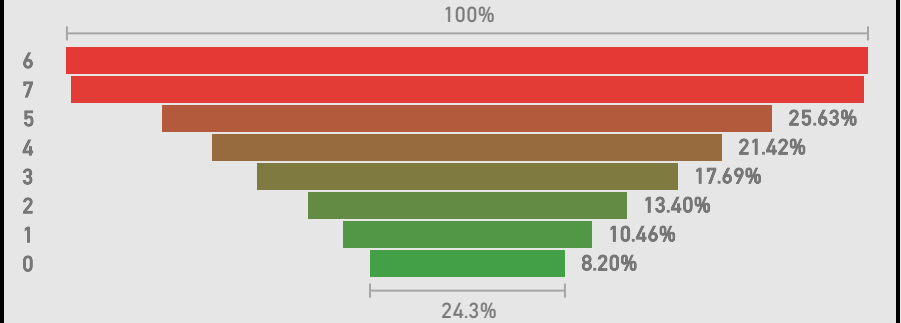
gender

- Select all
- Female
- Male
- Other

Churn Rate by Segment % by Late_Payments



Churn Rate by Segment % by num_complaints

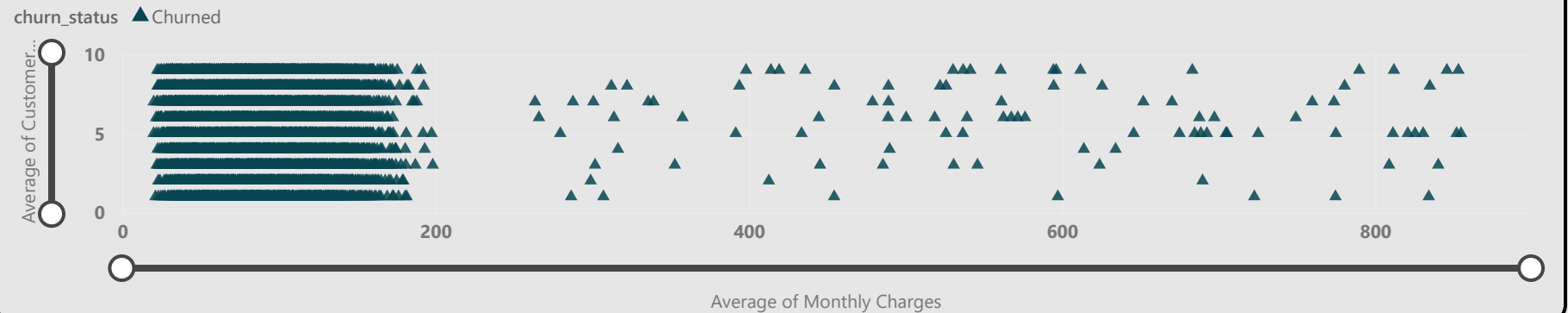


Retention Targeting

tenure_band

- Select all
- 0-6 months
- 1-2 years
- 2-5 years
- 5+ years

Price vs Satisfaction (Churn Overlay)



Insights Summary

income_band

- Select all
- <30K
- 100K+
- 30K-60K
- 60K-100K

Executive Overview

Churn Driver Analysis

Retention Targeting

Insights Summary

customer_id	Tenure	Monthly Charges	Customer Satisfaction	Sum of num_complaints	Num Service Calls	Late Payments	credit_score	Suggested Action
CUST0000503837	10	837.15	<div><div></div></div> 7	<div><div></div></div> 3.00	6.00	1.00	467	Escalate Service Ticket
CUST0000457376	2	828.07	<div><div></div></div>	0.00	3.00	0.00	772	Offer Discount / Improve Support
CUST0000439951	35	816.24	<div><div></div></div> 3	2.00	5.00	0.00	770	Offer Discount / Improve Support
CUST0000512172	20	800.45	<div><div></div></div> 5	4.00	6.00	1.00	756	Escalate Service Ticket
CUST0000739104	5	775.12	<div><div></div></div> 1	2.00	3.00	1.00	642	Offer Discount / Improve Support
CUST0000634489	8	773.64	<div><div></div></div>	2.00	2.00	0.00	758	Offer Discount / Improve Support
CUST0000495602	24	769.32	<div><div></div></div> 3	2.00	3.00	0.00	643	Offer Discount / Improve Support
CUST0000170227	5	765.47	<div><div></div></div> 1	2.00	3.00	0.00	737	Offer Discount / Improve Support
CUST0000948737	15	762.28		1.00	1.00	0.00	693	Offer Discount / Improve Support
CUST0000683260	1	757.59		0.00	2.00	0.00	539	Offer Discount / Improve Support
CUST0000105923	72	757.51	<div><div></div></div> 1	1.00	1.00	1.00	850	Offer Discount / Improve Support
CUST0000359639	5	749.57	<div><div></div></div> 2	2.00	2.00	0.00	641	Offer Discount / Improve Support
CUST0000838552	1	747.02	<div><div></div></div> 6	4.00	1.00	0.00	486	Escalate Service Ticket
CUST0000033790	5	746.70	<div><div></div></div> 3	2.00	4.00	0.00	727	Offer Discount / Improve Support
CUST0000002649	29	739.55	<div><div></div></div> 5	0.00	5.00	1.00	399	Proactive Tech Support
CUST0000150129	9	731.43	<div><div></div></div> 4	2.00	3.00	1.00	300	Offer Discount / Improve Support
CUST0000679288	58	730.01	<div><div></div></div> 1	2.00	2.00	0.00	752	Offer Discount / Improve Support
CUST0000869198	52	724.46	<div><div></div></div> 1	0.00	1.00	2.00	430	Offer Discount / Improve Support
CUST0000657052	5	704.35	<div><div></div></div> 3	2.00	4.00	0.00	656	Offer Discount / Improve Support
CUST0000378321	13	696.38	<div><div></div></div> 2	1.00	3.00	1.00	726	Offer Discount / Improve Support
CUST0000975835	30	694.27	<div><div></div></div> 2	1.00	2.00	0.00	540	Offer Discount / Improve Support
CUST0000846703	7	683.25	<div><div></div></div> 5	2.00	3.00	1.00	426	Standard Retention Follow-up
CUST0000659150	49	678.37	<div><div></div></div> 1	2.00	2.00	0.00	737	Offer Discount / Improve Support
CUST0000883937	72	677.70	<div><div></div></div> 2	2.00	4.00	0.00	658	Offer Discount / Improve Support
CUST0000140172	3	669.49	<div><div></div></div> 8	3.00	7.00	0.00	649	Escalate Service Ticket
CUST0000298921	61	662.01	<div><div></div></div> 5	1.00	3.00	0.00	531	Standard Retention Follow-up
CUST0000062227	22	658.27	<div><div></div></div> 4	3.00	3.00	1.00	716	Offer Discount / Improve Support
CUST0000275102	14	658.11	<div><div></div></div> 1	1.00	2.00	0.00	675	Offer Discount / Improve Support
CUST0000301088	2	655.39	<div><div></div></div> 4	3.00	6.00	0.00	744	Offer Discount / Improve Support
CUST0000221676	24	651.94	<div><div></div></div> 3	0.00	2.00	2.00	515	Offer Discount / Improve Support
CUST0000099435	38	637.08	<div><div></div></div> 3	1.00	5.00	0.00	612	Offer Discount / Improve Support
CUST0000103475	1	636.43	<div><div></div></div> 1	2.00	1.00	1.00	721	Offer Discount / Improve Support
CUST0000649891	28	628.20	<div><div></div></div> 8	3.00	7.00	0.00	300	Escalate Service Ticket
CUST0000374803	24	625.25	<div><div></div></div> 3	3.00	3.00	0.00	711	Offer Discount / Improve Support
CUST0000113339	72	624.10	<div><div></div></div> 2	2.00	3.00	1.00	681	Offer Discount / Improve Support
Total				1,24,594.00				



Executive Overview

contract

Select all

Month_To_Month

One_Year

Two_Year

Churn Driver Analysis

gender

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Retention Targeting

tenure_band

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100K+

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<div>1M</div> <div>Total Customers</div>	<div>9.92%</div> <div>Churn Rate %</div>	<div>99K</div> <div>Churned Customers</div>	<div>86.44M</div> <div>Monthly Revenue</div>	<div>8.46M</div> <div>Revenue Loss</div>
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Highest churn is observed in contract type: Month_To_Month.

Payment method with the highest churn risk is: Electronic_Check.

Most churn occurs in the tenure segment: 0-6 months, indicating early-stage retention is critical.

Primary churn driver among churned customers is: High Service Calls. Reducing this factor should improve retention.

Customers with credit score < 550 churn at 1.0x the baseline churn rate (9.95% vs 9.92%).