

Customer Churn Analytics – Business Insights

- 1 Highest churn observed in Month-to-Month contracts.
- 2 Early tenure customers (0–6 months) show the greatest churn risk.
- 3 High number of service calls strongly correlates with churn.
- 4 Customers with lower credit scores are more likely to churn.
- 5 Revenue loss from churn is substantial and requires targeted retention.
- 6 Proactive retention strategies can include discounts, service escalation, and payment flexibility.