

Customer Churn Performance Overview

Executive Overview

contract

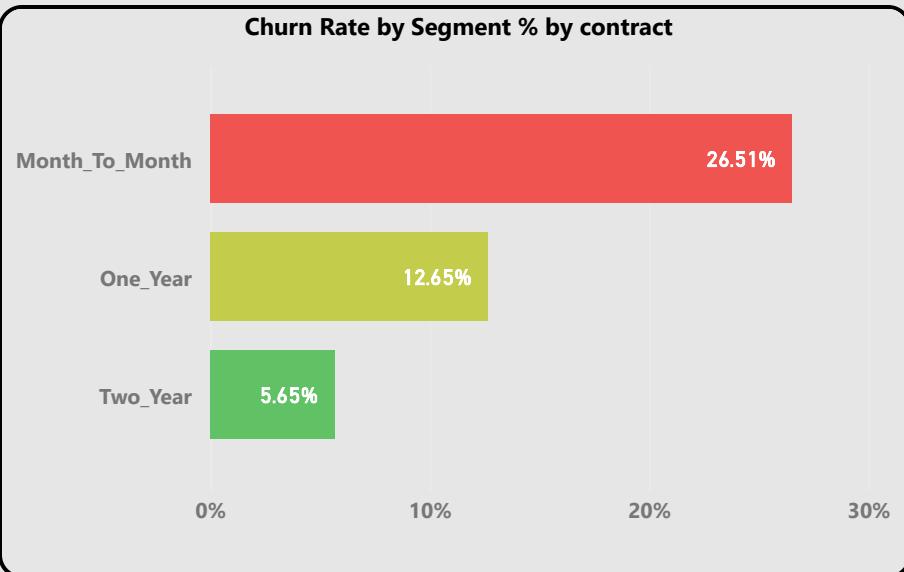
- Select all
- Month_To_Month
- One_Year
- Two_Year



Churn Driver Analysis

gender

- Select all
- Female
- Male
- Other

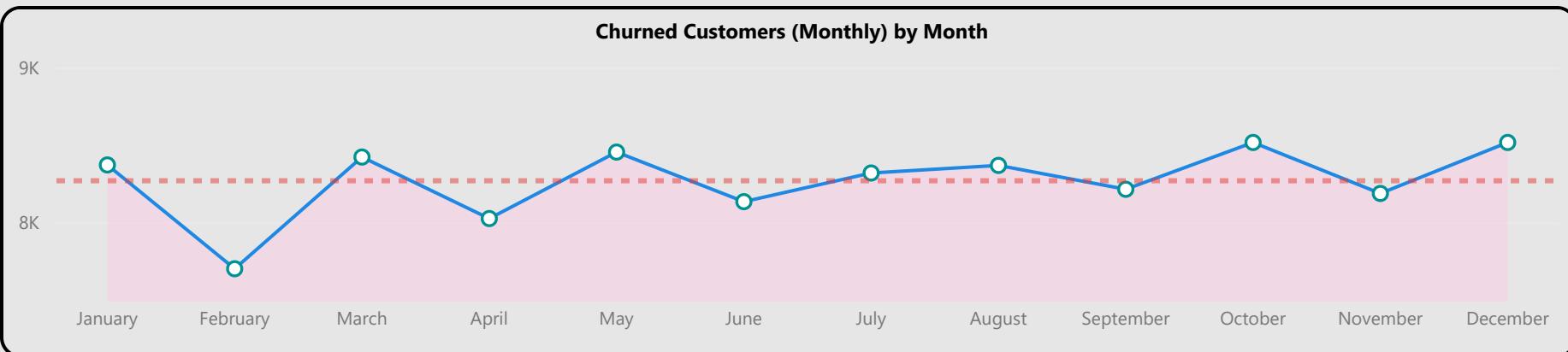


tenure_band	Month_To_Month	One_Year	Two_Year
0-6 months	34.36%	13.12%	5.80%
1-2 years	24.70%	12.76%	5.73%
2-5 years	23.65%	12.25%	5.43%
5+ years	23.26%	11.79%	5.32%
6-12 months	23.47%	12.88%	5.84%

Retention Targeting

tenure_band

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



Insights Summary

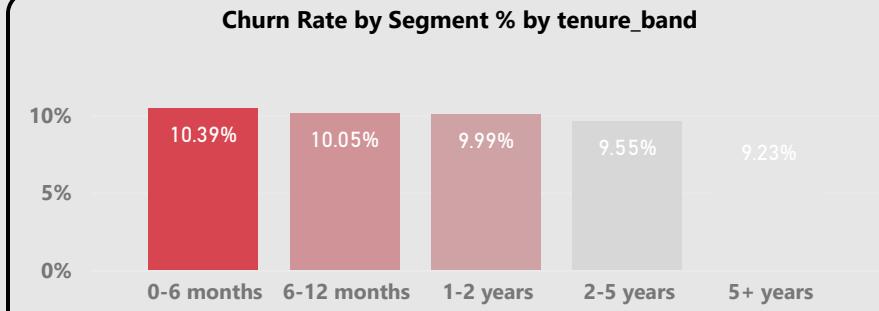
income_band

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

Key Drivers Influencing Customer Churn

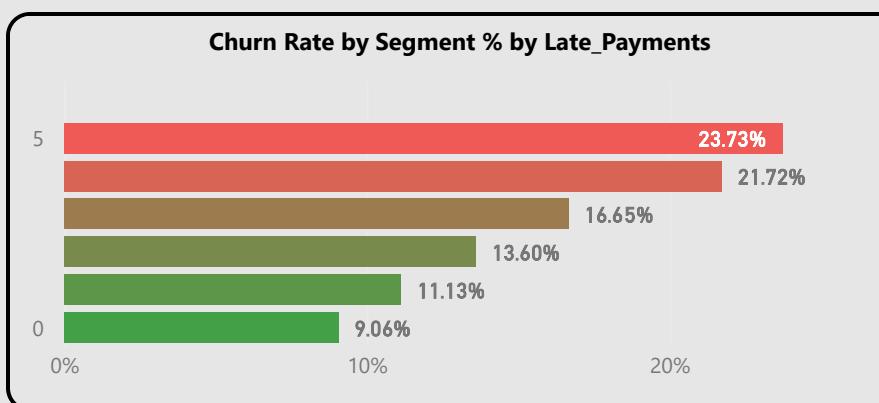
Executive Overview

- contract**
- Select all
 - Month_To_Month
 - One_Year
 - Two_Year



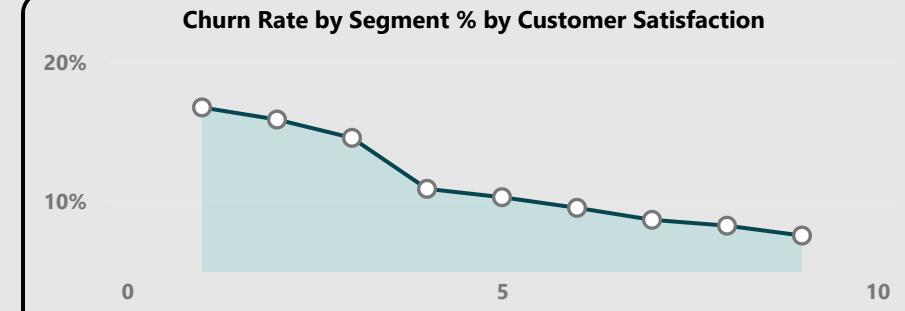
Churn Driver Analysis

- gender**
- Select all
 - Female
 - Male
 - Other



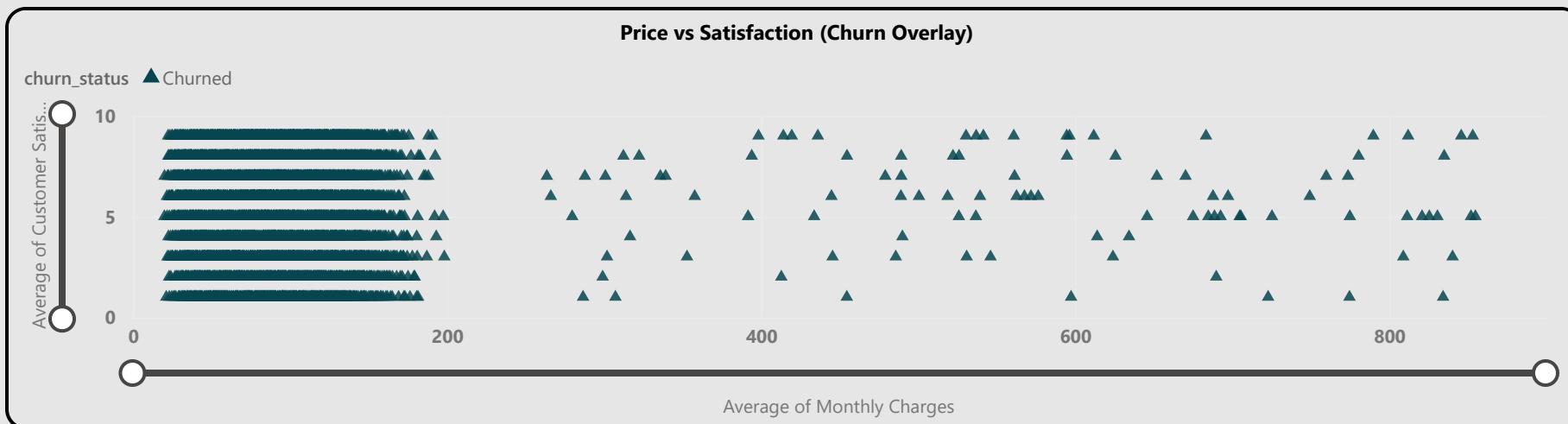
Retention Targeting

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



Insights Summary

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



High-Risk Customer Identification & Retention Actions

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 style="width: 75%;"> </div>	7	3.00	6.00	1.00	467 Escalate Service Ticket
CUST0000457376	2	828.07	<div style="width: 80%;"> </div>	0.00	3.00	0.00	772	Offer Discount / Improve Support
CUST0000439951	35	816.24	<div style="width: 70%;"> </div>	3	2.00	5.00	0.00	770 Offer Discount / Improve Support
CUST0000512172	20	800.45	<div style="width: 75%;"> </div>	5	4.00	6.00	1.00	756 Escalate Service Ticket
CUST0000739104	5	775.12	<div style="width: 5%;"> </div>	1	2.00	3.00	1.00	642 Offer Discount / Improve Support
CUST0000634489	8	773.64	<div style="width: 10%;"> </div>	2	2.00	2.00	0.00	758 Offer Discount / Improve Support
CUST0000495602	24	769.32	<div style="width: 15%;"> </div>	3	2.00	3.00	0.00	643 Offer Discount / Improve Support
CUST0000170227	5	765.47	<div style="width: 5%;"> </div>	1	2.00	3.00	0.00	737 Offer Discount / Improve Support
CUST0000948737	15	762.28		1	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 style="width: 5%;"> </div>	1	1.00	1.00	1.00	850 Offer Discount / Improve Support
CUST0000359639	5	749.57	<div style="width: 10%;"> </div>	2	2.00	2.00	0.00	641 Offer Discount / Improve Support
CUST0000838552	1	747.02	<div style="width: 75%;"> </div>	6	4.00	1.00	0.00	486 Escalate Service Ticket
CUST0000033790	5	746.70	<div style="width: 15%;"> </div>	3	2.00	4.00	0.00	727 Offer Discount / Improve Support
CUST000002649	29	739.55	<div style="width: 70%;"> </div>	5	0.00	5.00	1.00	399 Proactive Tech Support
CUST0000150129	9	731.43	<div style="width: 75%;"> </div>	4	2.00	3.00	1.00	300 Offer Discount / Improve Support
CUST0000679288	58	730.01	<div style="width: 5%;"> </div>	1	2.00	2.00	0.00	752 Offer Discount / Improve Support
CUST0000869198	52	724.46	<div style="width: 5%;"> </div>	1	0.00	1.00	2.00	430 Offer Discount / Improve Support
CUST0000657052	5	704.35	<div style="width: 15%;"> </div>	3	2.00	4.00	0.00	656 Offer Discount / Improve Support
CUST0000378321	13	696.38	<div style="width: 10%;"> </div>	2	1.00	3.00	1.00	726 Offer Discount / Improve Support
CUST0000975835	30	694.27	<div style="width: 10%;"> </div>	2	1.00	2.00	0.00	540 Offer Discount / Improve Support
CUST0000846703	7	683.25	<div style="width: 75%;"> </div>	5	2.00	3.00	1.00	426 Standard Retention Follow-up
CUST0000659150	49	678.37	<div style="width: 5%;"> </div>	1	2.00	2.00	0.00	737 Offer Discount / Improve Support
CUST0000883937	72	677.70	<div style="width: 10%;"> </div>	2	2.00	4.00	0.00	658 Offer Discount / Improve Support
CUST0000140172	3	669.49	<div style="width: 75%;"> </div>	8	3.00	7.00	0.00	649 Escalate Service Ticket
CUST0000298921	61	662.01	<div style="width: 15%;"> </div>	5	1.00	3.00	0.00	531 Standard Retention Follow-up
CUST0000062227	22	658.27	<div style="width: 70%;"> </div>	4	3.00	3.00	1.00	716 Offer Discount / Improve Support
CUST0000275102	14	658.11	<div style="width: 5%;"> </div>	1	1.00	2.00	0.00	675 Offer Discount / Improve Support
CUST0000301088	2	655.39	<div style="width: 75%;"> </div>	4	3.00	6.00	0.00	744 Offer Discount / Improve Support
CUST0000221676	24	651.94	<div style="width: 70%;"> </div>	3	0.00	2.00	2.00	515 Offer Discount / Improve Support
CUST0000099435	38	637.08	<div style="width: 10%;"> </div>	3	1.00	5.00	0.00	612 Offer Discount / Improve Support
CUST0000103475	1	636.43	<div style="width: 5%;"> </div>	1	2.00	1.00	1.00	721 Offer Discount / Improve Support
CUST0000649891	28	628.20	<div style="width: 75%;"> </div>	8	3.00	7.00	0.00	300 Escalate Service Ticket
CUST0000374803	24	625.25	<div style="width: 15%;"> </div>	3	3.00	3.00	0.00	711 Offer Discount / Improve Support
CUST0000113339	72	624.10	<div style="width: 5%;"> </div>	2	2.00	3.00	1.00	681 Offer Discount / Improve Support
Total				1,24,594.00				

Churn Insights & Strategic Recommendations

Executive Overview

contract

- Select all
- Month_To_Month
- One_Year
- Two_Year

1M

Total Customers

9.92%

Churn Rate %

99K

Churned Customers

86.44M

Monthly Revenue

8.46M

Revenue Loss

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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%).