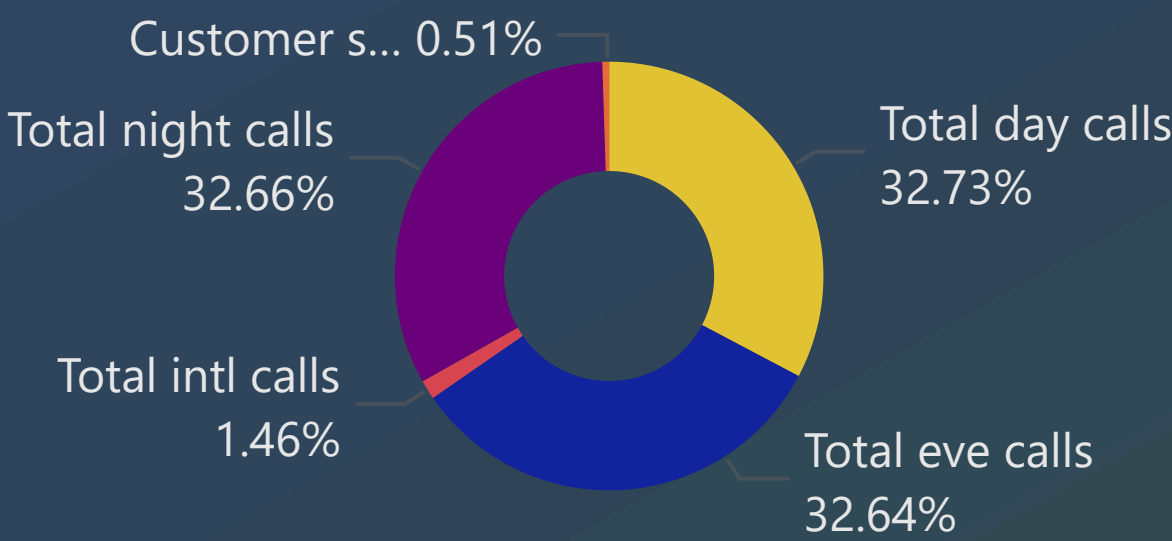


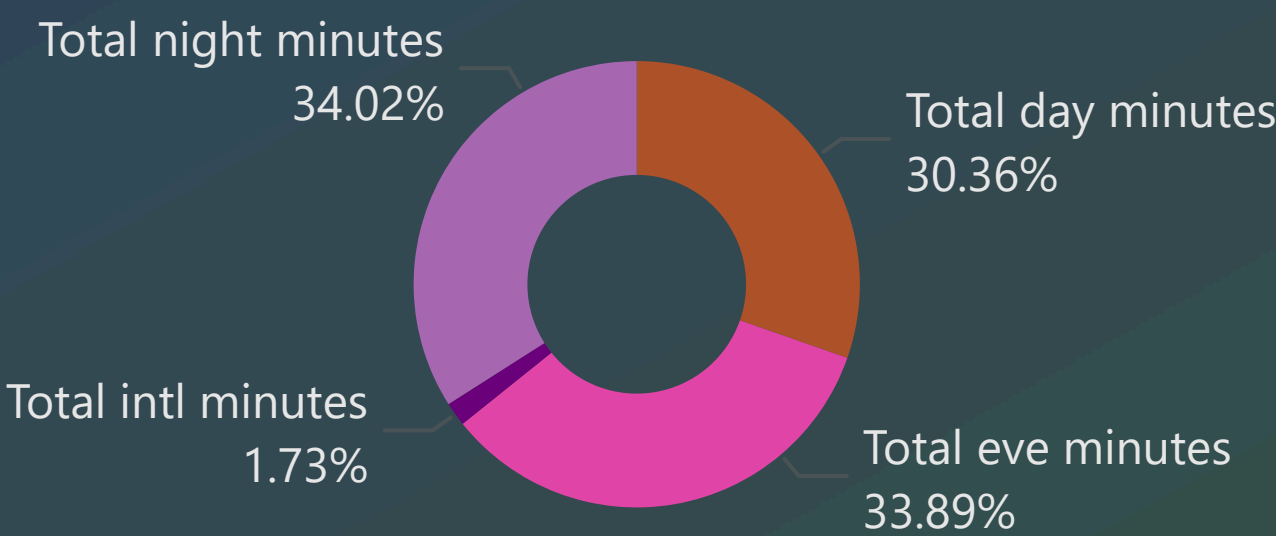
Customers Churn Analysis Dashboard

2666
Count of Churn

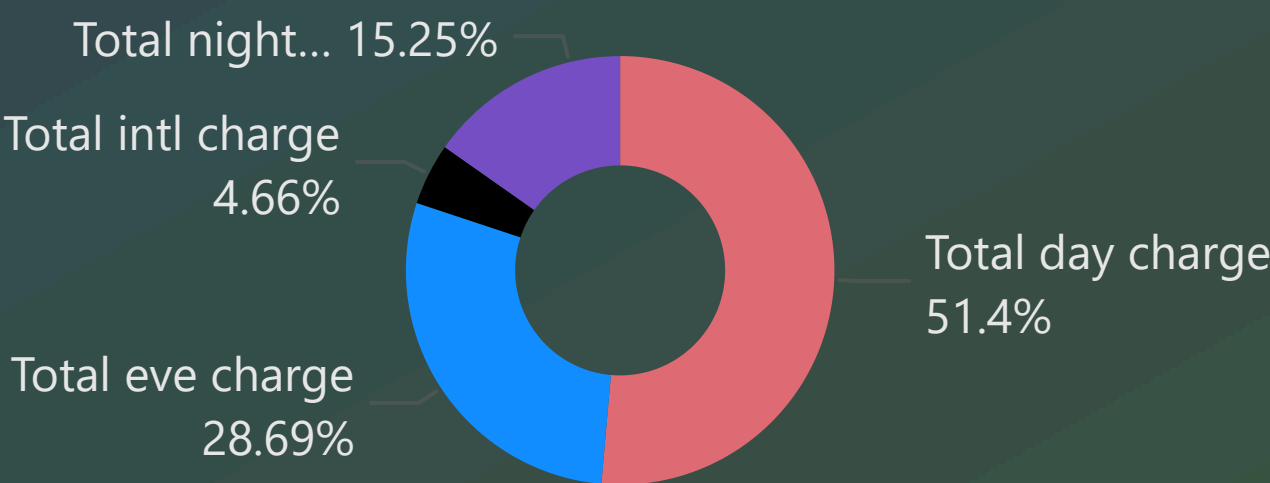
Total calls



Total minutes



Total charge



Area code

408

415

510

Churn

False

True

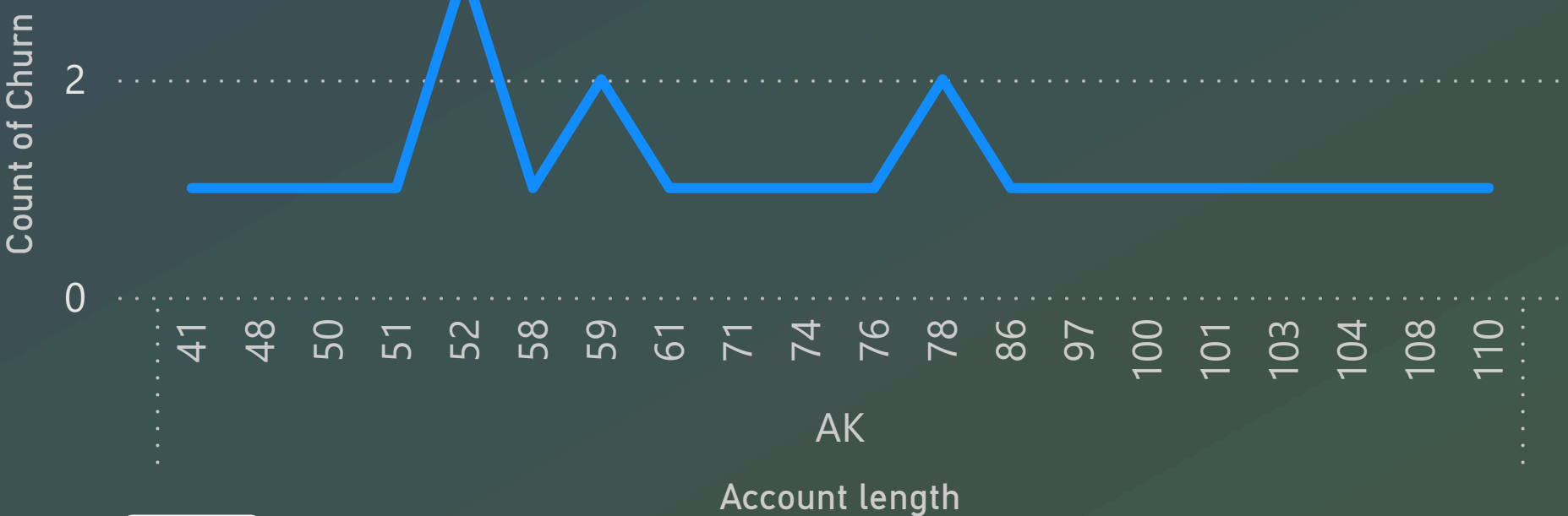
Number vmail messages

All

State v/s Count of Churn

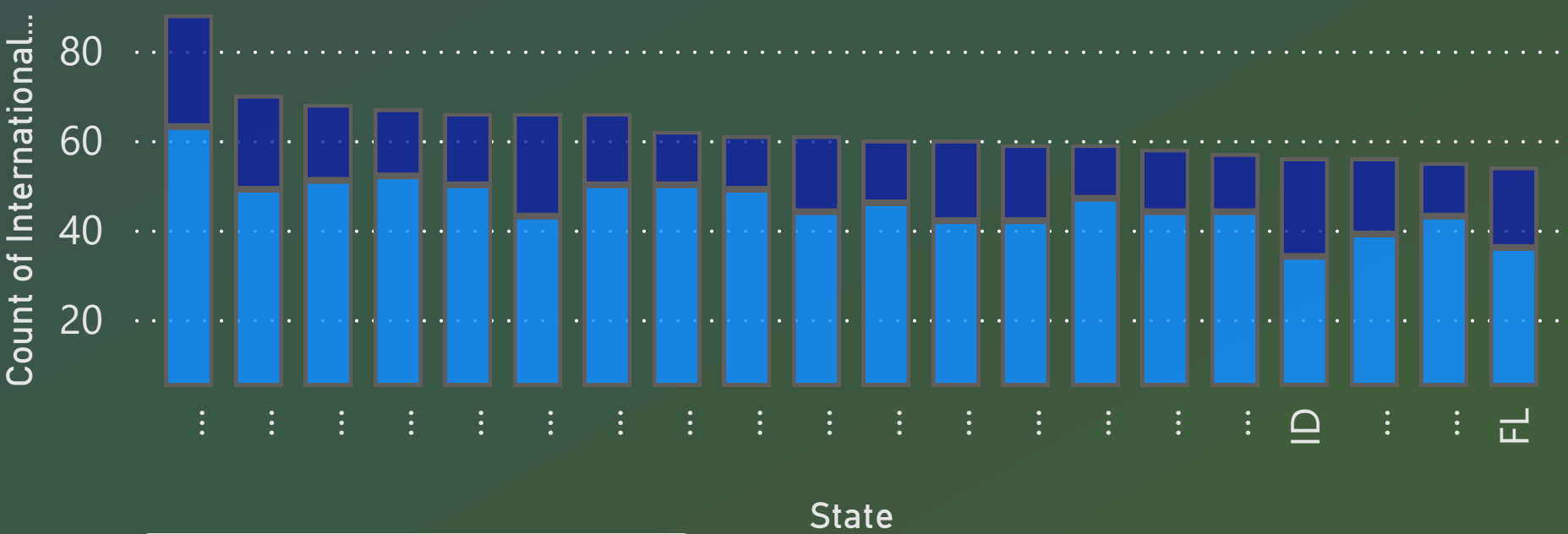
Churn False True

Percentage of Churn : 14.55 %



Count of International plan by State

Voice mail plan No Yes



Insights

- Focus on High Churn States like AK by targeted retention campaigns and improved service offerings.
- Improve services and offers for daytime usage to meet customers expectations and reduce churn ,as it has the largest charge and significant calls and minutes .
- The very low percentage of customer service calls (0.51%) might indicate that customers are not seeking help when needed , focusing on customer service teams to actively address the customers issues can reduce churn.
- Since evening and night minutes cover a significant portion , so improving the evening and night plans can attract more customers and help reducing churn.
- Understanding and addressing the reasons of customers churn at specific account lengths and promoting feedback systems can help developing solutions to reduce churn rates.