

Contract	Month-to-month			One year			Two year			Total	
	Churn	Sum of Churn_Prob	Sum of MonthlyCharges								
Yes	55,954.87	1,20,847.10	5,583.84	14,118.45	1,464.54	4,165.30	63,003.25	1,39,130.85			
Female	28,509.64	61,784.20	2,524.70	6,617.25	726.55	1,847.10	31,760.89	70,248.55			
No	23,973.35	52,289.45	1,900.72	4,858.55	460.98	1,209.85	26,335.04	58,357.85			
Yes	4,536.30	9,494.75	623.98	1,758.70	265.57	637.25	5,425.85	11,890.70			
Male	27,445.22	59,062.90	3,059.14	7,501.20	737.99	2,318.20	31,242.35	68,882.30			
No	22,879.97	50,243.45	2,056.40	5,393.95	495.55	1,381.25	25,431.92	57,018.65			
Yes	4,565.26	8,819.45	1,002.73	2,107.25	242.44	936.95	5,810.43	11,863.65			
Total	55,954.87	1,20,847.10	5,583.84	14,118.45	1,464.54	4,165.30	63,003.25	1,39,130.85			

CONTRACT WISE MONTHLY CHARGES



TELECOM NOT CHURNED CUSTOMERS'S RETENTION DASHBOARD

DEPENDENTS WISE CHURN

Churn ● No

5.17K

STREAMINGMOVIES WISE MONTHLY CHARGES



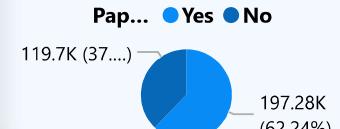
TENURE WISE MONTHLY CHARGES



TECH SUPPORT WISE MONTHLY CHARGES



PAPERLESSBILLING WISE MONTHLY CHARGES



Churn ● No



PARTNER WISE MONTHLY CHARGES



RISK WISE MONTHLY CHARGES



STREMING TV WISE MONTHLY CHARGES



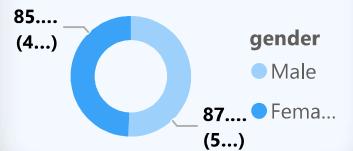
DEVICE PROTECTION WISE MONTHLY CHARGES



SENIOR CITIZEN WISE MONTHLY CHARGES



GENDER WISE SUM OF CHURN PROBABILITY



INTERNET SERVICE WISE MONTHLY CHARGES



MULTIPLELINES WISE MONTHLY CHARGES



ONLINE BACKUP WISE MONTHLY CHARGES

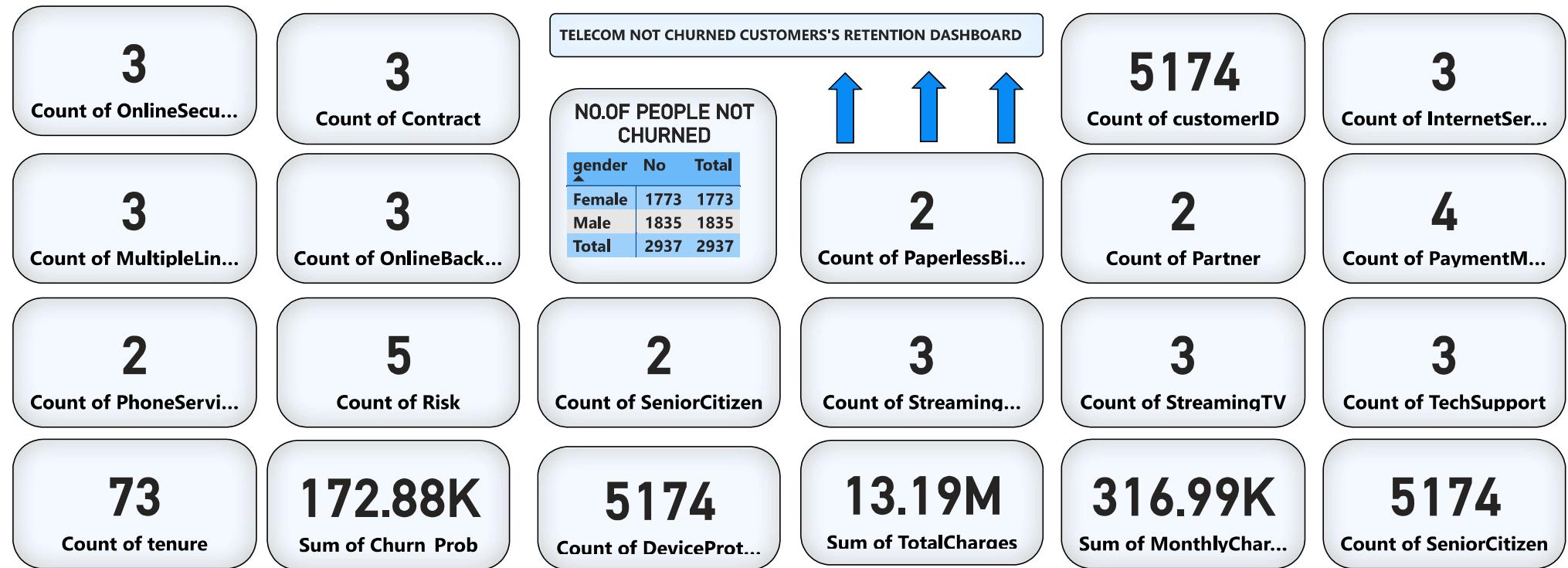


ONLINE SECURITY WISE MONTHLY CHARGES



PAYMENT METHOD WISE MONTHLY CHARGES





Contract	Month-to-month			One year			Two year			Total	
	Churn	Sum of Churn_Prob	Sum of MonthlyCharges	Sum of Churn_Prob	Sum of MonthlyCharges	Sum of Churn_Prob	Sum of MonthlyCharges	Sum of Churn_Prob	Sum of MonthlyCharges	Sum of Churn_Prob	Sum of MonthlyCharges
☐ No	73,514.29	1,36,447.05	43,872.89	81,698.15	55,496.96	98,840.55	1,72,884.13	3,16,985.75			
☒ Female	35,907.40	66,522.10	22,294.59	41,375.05	27,064.02	49,286.70	85,266.01	1,57,183.85			
No	26,888.26	50,929.20	15,027.41	28,723.05	14,031.60	28,342.35	55,947.27	1,07,994.60			
Yes	9,019.14	15,592.90	7,267.18	12,652.00	13,032.42	20,944.35	29,318.74	49,189.25			
☐ Male	37,606.89	69,924.95	21,578.30	40,323.10	28,432.94	49,553.85	87,618.12	1,59,801.90			
No	28,822.31	54,894.95	12,156.00	24,682.30	14,881.60	27,576.50	55,859.91	1,07,153.75			
Yes	8,784.58	15,030.00	9,422.30	15,640.80	13,551.33	21,977.35	31,758.22	52,648.15			
Total	73,514.29	1,36,447.05	43,872.89	81,698.15	55,496.96	98,840.55	1,72,884.13	3,16,985.75			

MY KEY OBSERVATIONS ON TELECOM CHURN & RETENTION

. One of the key things I observed during the dashboard analysis Those Who Already Churned is:-

- Those who have already churned, with a month-to-month contract, have significantly higher charges compared to those with a two-year contract.
- For those who have device protection services, the total charges amount to 1.5M. Interestingly, for those who don't have device protection, the total charges amount to 1.4M — a very minor difference of 0.1M.
- When looking at churn probability by gender, the churn probability for females is much higher compared to males. Female churn probability is 100%, while male churn probability is 98.4%.
- Those without a partner have higher monthly charges compared to the total charges for those with a partner.
- Senior citizens tend to have much lower total charges compared to those who are not senior citizens.
- Another observation is the number of people who have already churned, broken down by gender:-
 - Female churned: 786
 - Male churned: 780

. One of the key things I observed during the dashboard analysis Those Who Not Churned is:-

- Those who have already churned and are on a month-to-month contract have significantly higher charges compared to those on a two-year contract.
- For those with device protection services, the total charges amount to 1.5M. Interestingly, for those without device protection, the total charges are 1.4M, which is a very minor difference of 0.1M.
- Looking at churn probability by gender, the churn probability for females is much higher compared to males. Female churn probability is 100%, while male churn probability is 98.4%.
- Those without a partner have higher monthly charges compared to those with a partner.
- Senior citizens tend to have much lower total charges compared to those who are not senior citizens.
- Another observation is the number of people who have already churned, broken down by gender:-
 - Female churned: 786
 - Male churned: 780