

Churn Analysis

7043

Total Customer

1869

Churned

26.54%

Percentage Churned

1869

26.54%

Churn Analysis

Overview

Tenure and Contracts

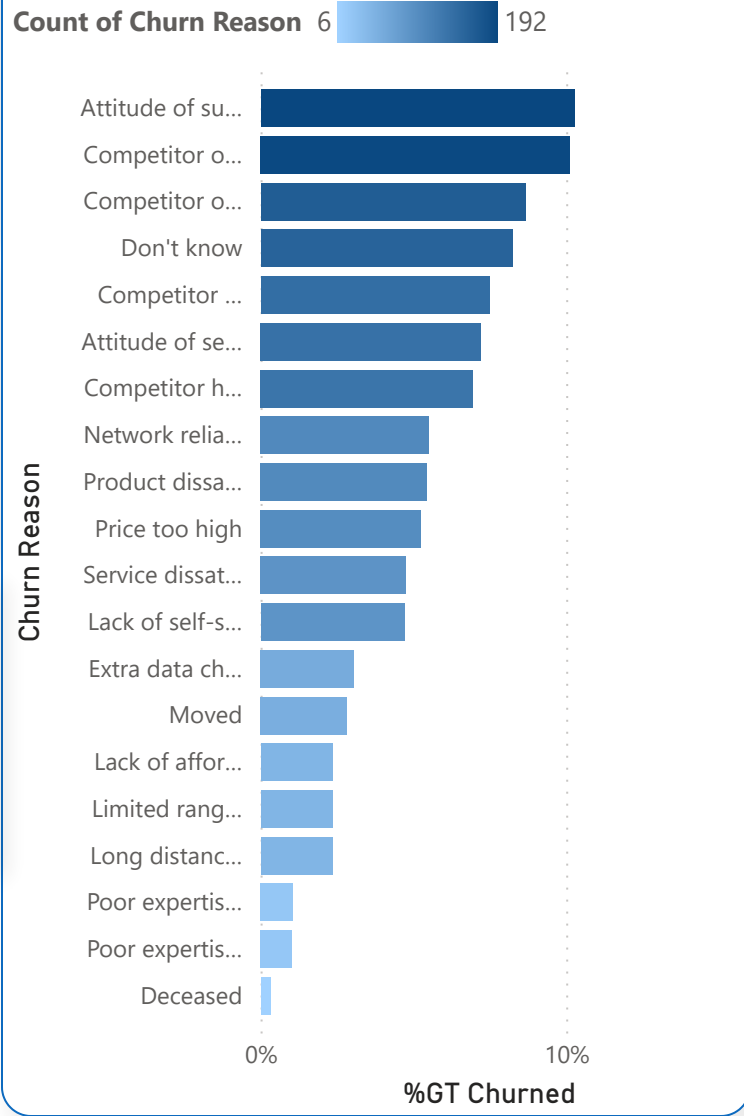
Charges and Add-ons

%Total Customers by Churn Reason

Count of Churn Reason 6 192

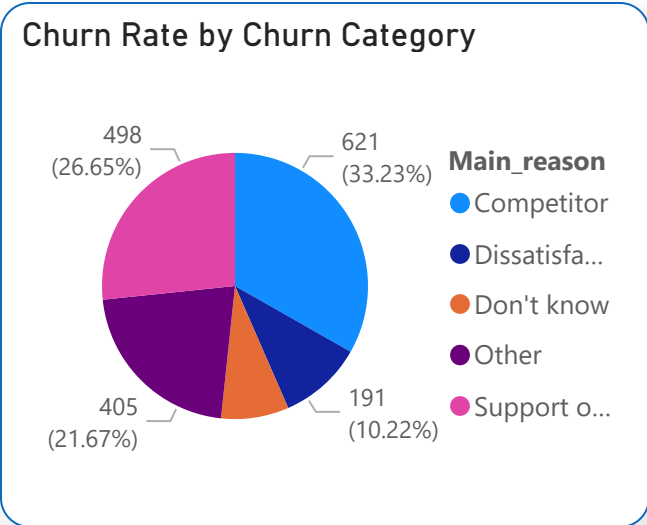
Churn Reason	%GT Churned
Attitude of su...	10.0%
Competitor o...	10.0%
Competitor o...	9.0%
Don't know	8.5%
Competitor ...	7.5%
Attitude of se...	7.5%
Competitor h...	7.0%
Network relia...	5.5%
Product dissa...	5.5%
Price too high	5.5%
Service dissat...	5.0%
Lack of self-s...	5.0%
Extra data ch...	3.5%
Moved	3.5%
Lack of affor...	3.0%
Limited rang...	3.0%
Long distanc...	3.0%
Poor expertis...	1.5%
Poor expertis...	1.5%
Deceased	0.5%

Churn Reason	%GT Churned
Attitude of su...	192
Competitor o...	192
Competitor o...	182
Don't know	172
Competitor ...	162
Attitude of se...	152
Competitor h...	142
Network relia...	132
Product dissa...	122
Price too high	112
Service dissat...	102
Lack of self-s...	92
Extra data ch...	82
Moved	72
Lack of affor...	62
Limited rang...	62
Long distanc...	62
Poor expertis...	32
Poor expertis...	32
Deceased	12



Churn Rate by Churn Category

Main_reason	Count	Percentage
Competitor	621	33.23%
Dissatisfaction	191	10.22%
Don't know	405	21.67%
Other	498	26.65%
Support o...	498	26.65%



Churn Reason

A word cloud titled "Churn Reason" is displayed. The words are arranged in a circular pattern, with the largest word being "Of". Other prominent words include "Competitor", "service", "support", "better", "download", "lack", "disatisfaction", "charges", "price", "network", "distance", "deceased", "product", "self", "attitude", "had", "too made", "affordable", "offer", "poor", "upload", "extra", "know", "don't", "devices", "on", "data", "expertise", "speeds", "high", "moved", "more", "reliability", "phone", "provider", "limited", "range", "services", "person", "online", "long", and "offerred".

Churn Rate by Customer Lifetime Value (CLTV)

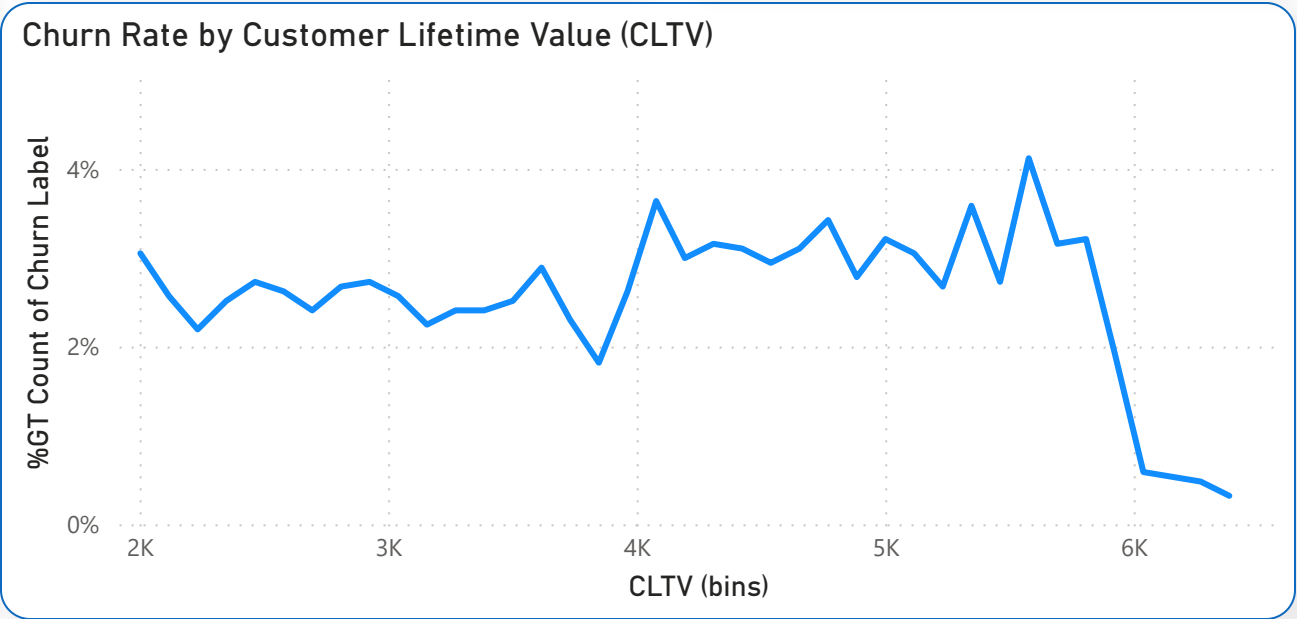
The chart illustrates the relationship between Customer Lifetime Value (CLTV) and the percentage of GT Count of Churn Label. The x-axis, labeled 'CLTV (bins)', ranges from 2K to 6K. The y-axis, labeled '%GT Count of Churn Label', ranges from 0% to 4%. The churn rate is relatively stable, fluctuating between approximately 2% and 4% for CLTV values between 2K and 5.5K. There is a significant drop in the churn rate for CLTV values above 6K, where it falls to around 0.5%.

CLTV (bins)	%GT Count of Churn Label
2K	3.0%
2.5K	2.2%
3K	2.6%
3.5K	2.4%
4K	3.6%
4.5K	3.1%
5K	3.2%
5.5K	4.1%
6K	0.6%
6.5K	0.5%

Churn Rate by Customer Lifetime Value (CLTV)

The chart illustrates the relationship between Customer Lifetime Value (CLTV) and the percentage of GT Count of Churn Label. The x-axis, labeled 'CLTV (bins)', ranges from 2K to 6K. The y-axis, labeled '%GT Count of Churn Label', ranges from 0% to 4%. The churn rate is relatively stable, fluctuating between approximately 2% and 4% for CLTV values between 2K and 5.5K. There is a significant drop in the churn rate for CLTV values above 6K, where it falls to around 0.5%.

CLTV (bins)	%GT Count of Churn Label
2K	3.0%
2.5K	2.2%
3K	2.6%
3.5K	2.4%
4K	3.6%
4.5K	3.1%
5K	3.2%
5.5K	4.1%
6K	0.6%
6.5K	0.5%



Churn Analysis

32.37

Average Tenure

17.98

Avg Tenure of churned customers

64.76

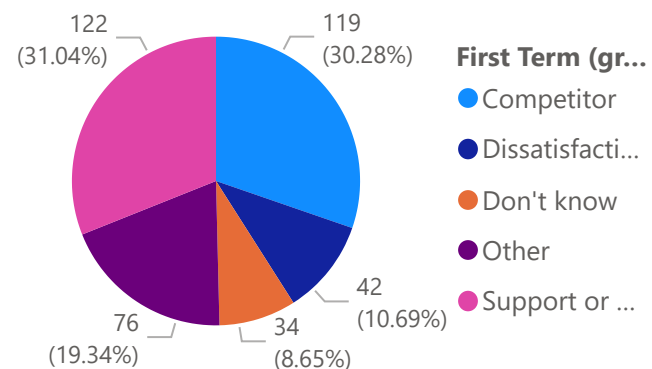
Average Monthly Charges

Overview

Tenure and Contracts

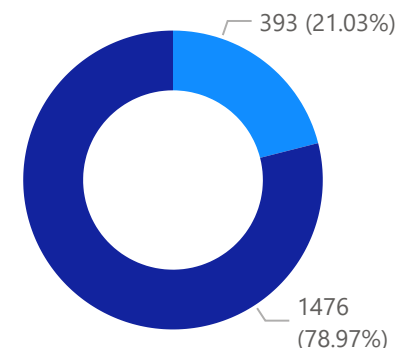
Charges and Add-ons

Churn Rate by Churn Category during First term



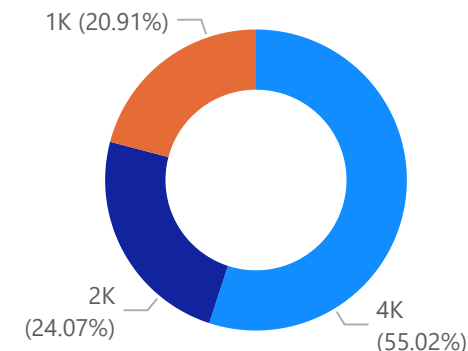
First Term vs. Later Term

● Churned in First Term ● Churned after first Ter...



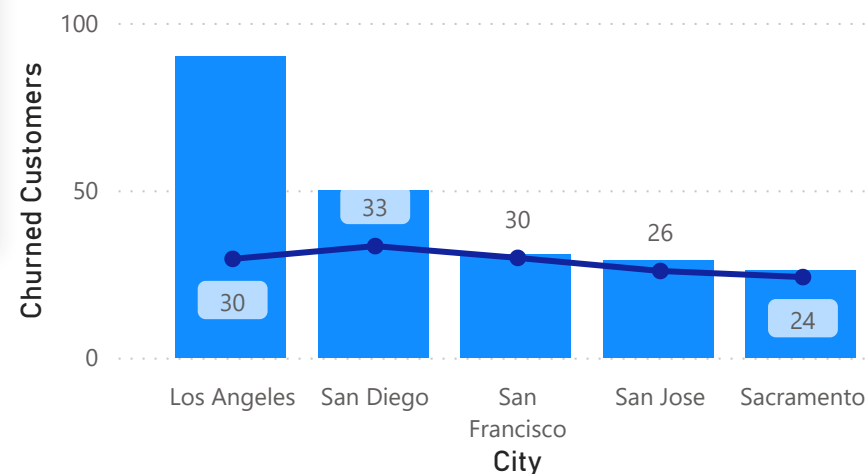
Customer Count by Contract Type

Contract ● Month-to-mo... ● Two year ● One year



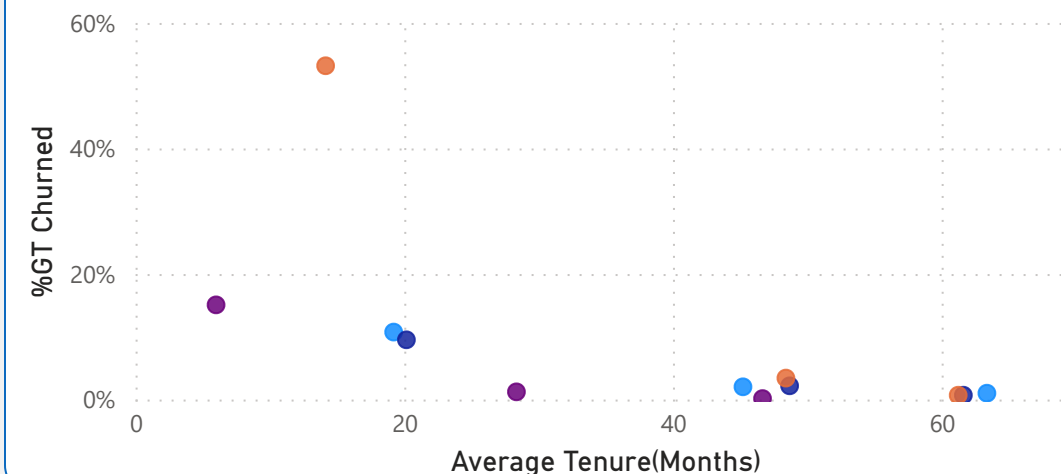
Top Cities with Highest Churn Rate

● Churned Customers ● %churned



Average Tenure contract by Churn percentage and Payment Type

Payment Method ● Bank transfer (a... ● Credit card (... ● Electronic c... ● Mailed check



Churn Analysis

16.06M

Total Revenue

2.28K

Average Charge per Customer

18.72

Average Add-on charges per service

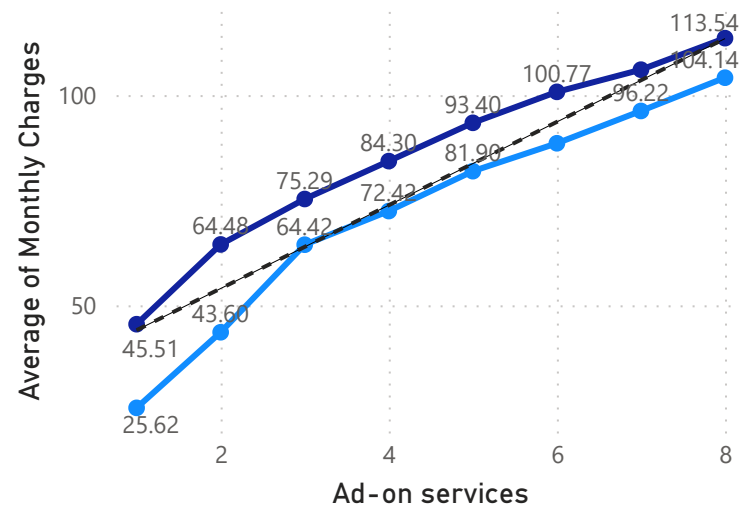
Overview

Tenure and Contracts

Charges and Add-ons

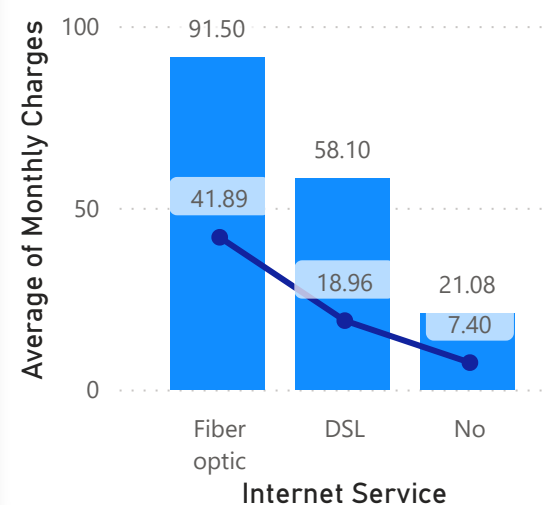
Average of Monthly Charges by Ad-on services and Churn Label

Churn Label ● No ● Yes



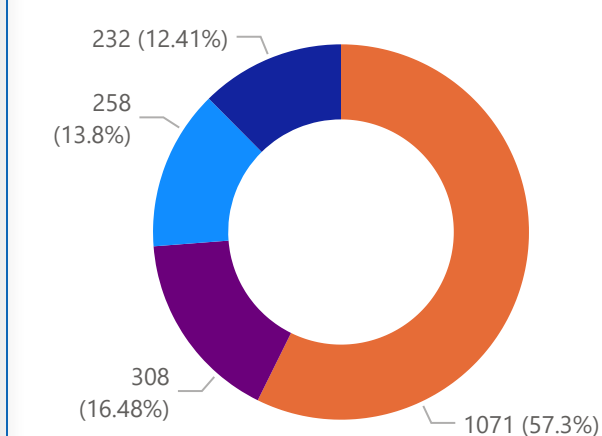
Average of Monthly Charges and %churned by Internet Service

● Average of Monthly Charges ● %churned

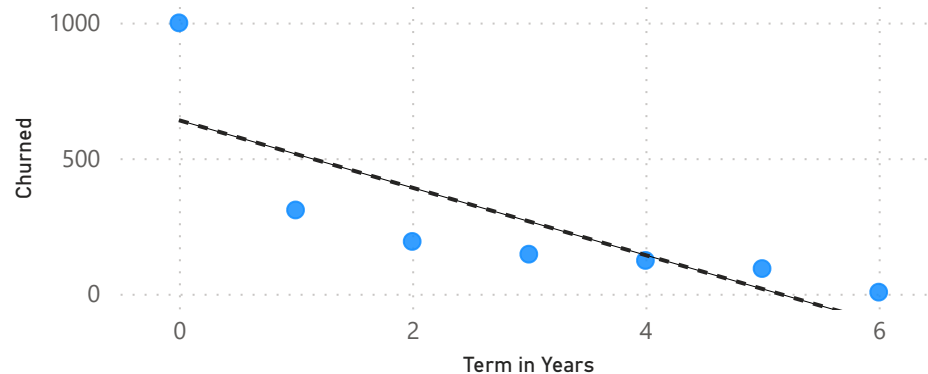


Churn Rate by Payment Method

Payment ... ● Electron... ● Mailed c... ● Bank tra...



Churned by Term in Years



Churn Rate by Monthly Charges

