

Churn Analysis

7043

Total Customer

1869

Churned

26.54%

Percentage Churned

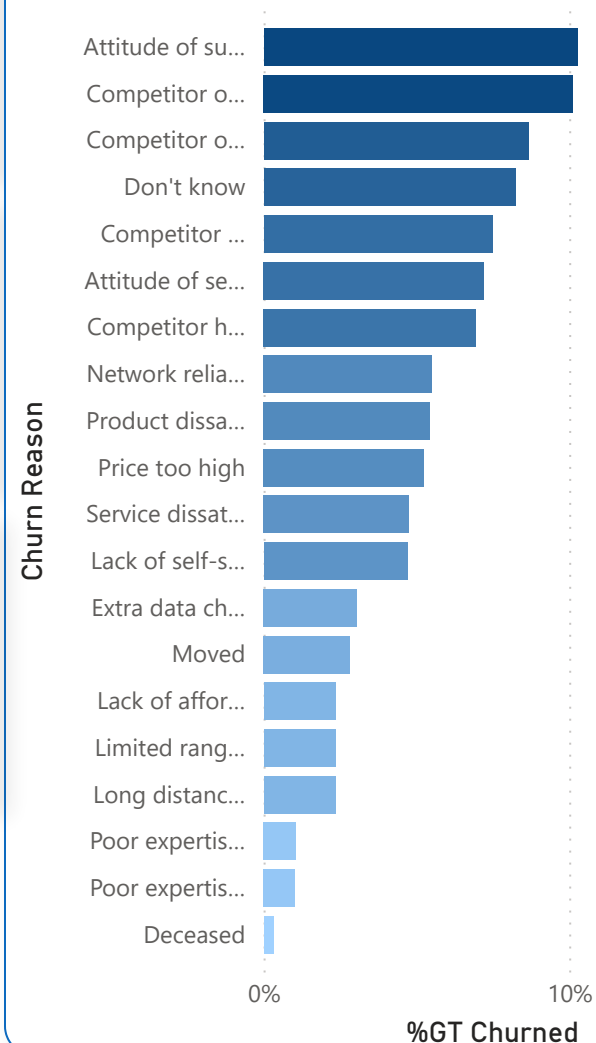
Overview

Tenure and Contracts

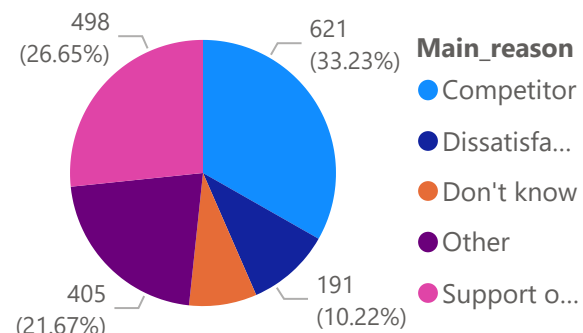
Charges and Add-ons

%Total Customers by Churn Reason

Count of Churn Reason 6 192



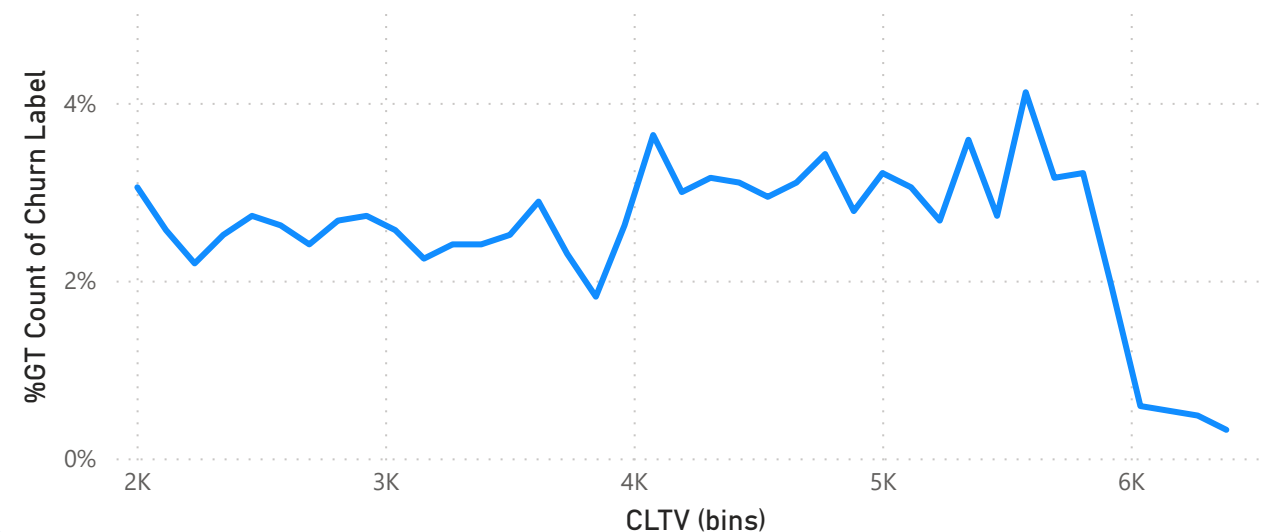
Churn Rate by Churn Category



Churn Reason



Churn Rate by Customer Lifetime Value (CLTV)



Churn Analysis

32.37

Average Tenure

17.98

Avg Tenure of churned customers

64.76

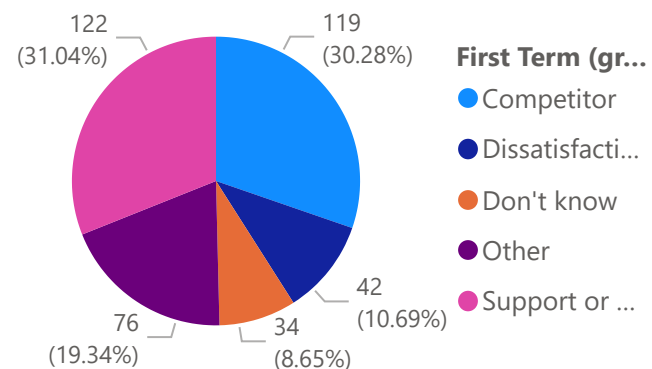
Average Monthly Charges

Overview

Tenure and Contracts

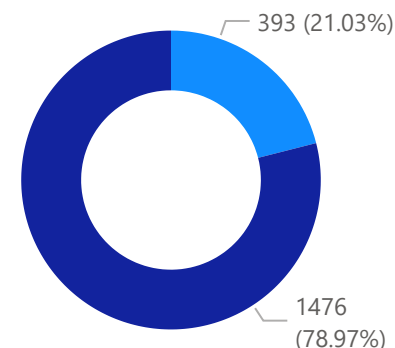
Charges and Add-ons

Churn Rate by Churn Category during First term



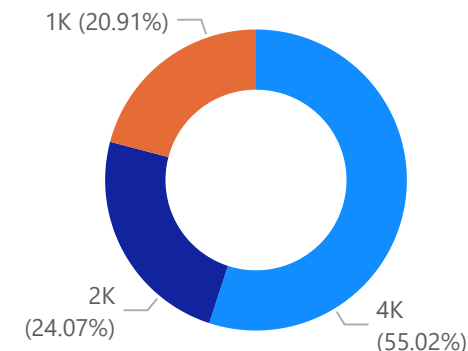
First Term vs. Later Term

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



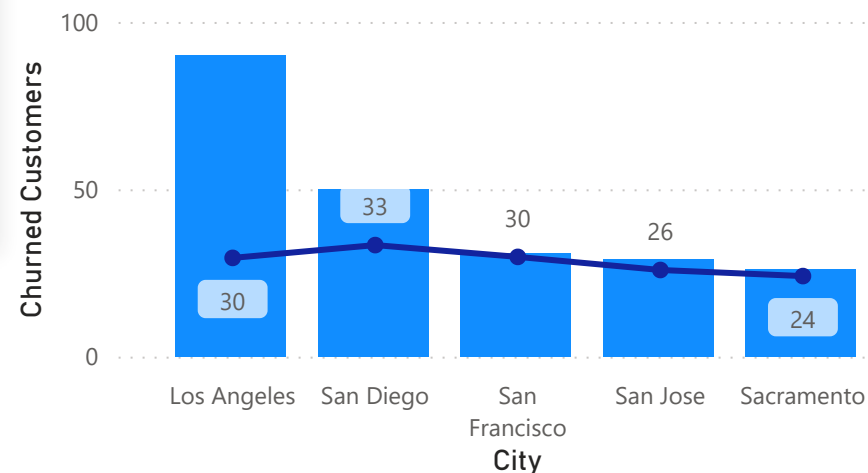
Customer Count by Contract Type

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



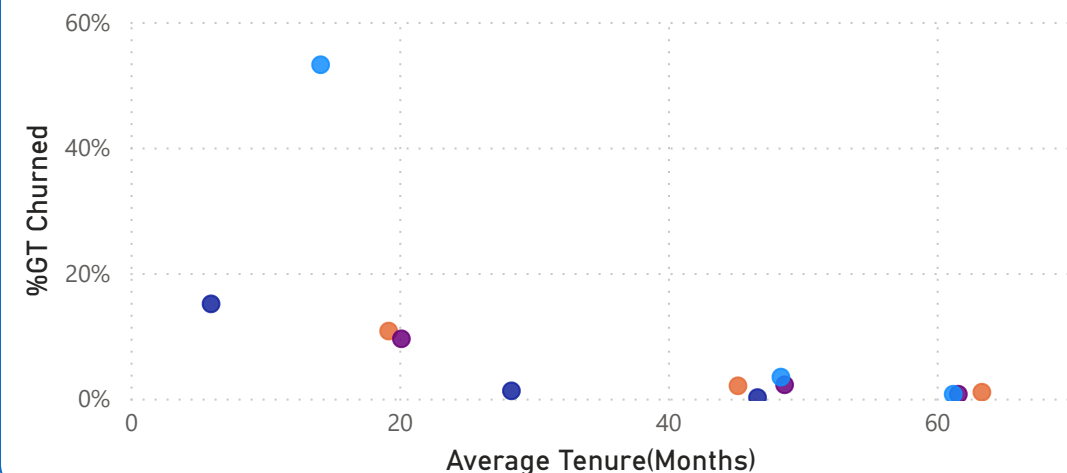
Top Cities with Highest Churn Rate

● 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

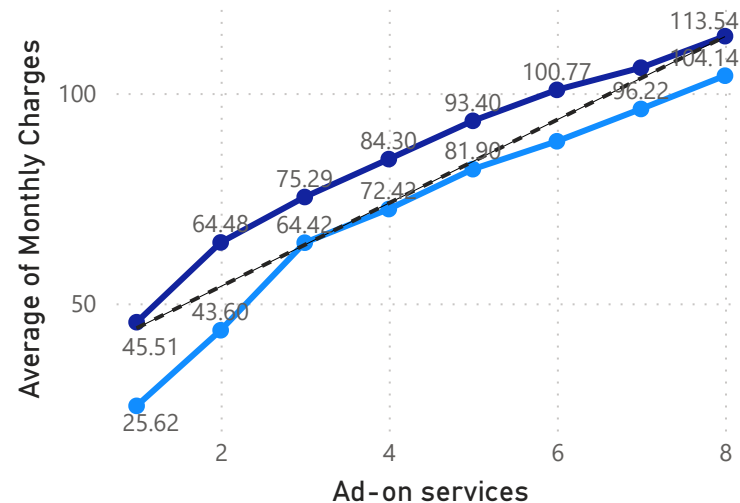
Overview

Tenure and Contracts

Charges and Add-ons

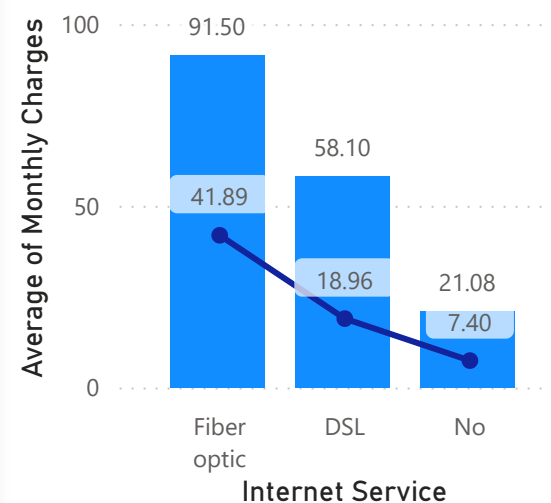
Average of Monthly Charges by Ad-on services and Churn Label

Churn Label ● No ● Yes



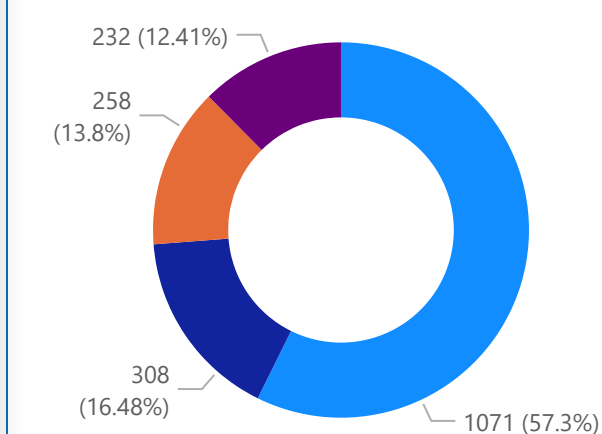
Average of Monthly Charges and %churned by Internet Service

● Average of Monthly Charges ● %churned

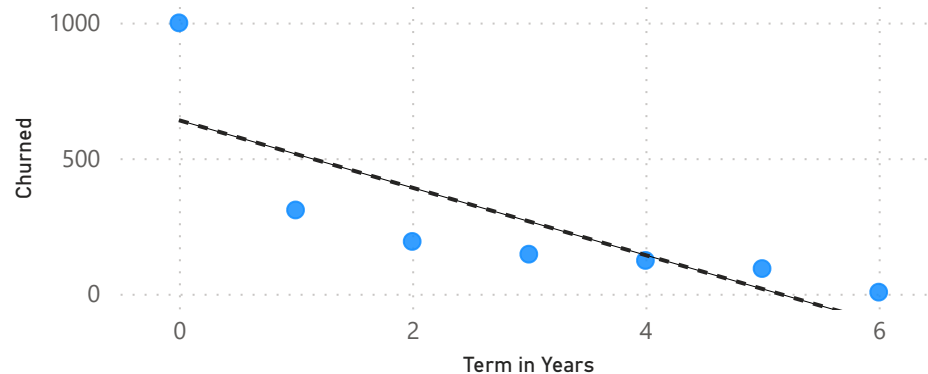


Churn Rate by Payment Method

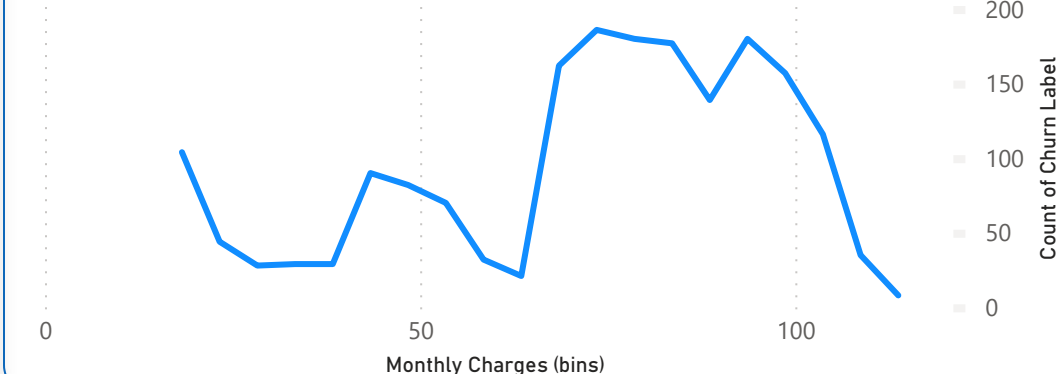
Payment Method ● Electron... ● Mailed c... ● Bank tra...



Churned by Term in Years



Churn Rate by Monthly Charges

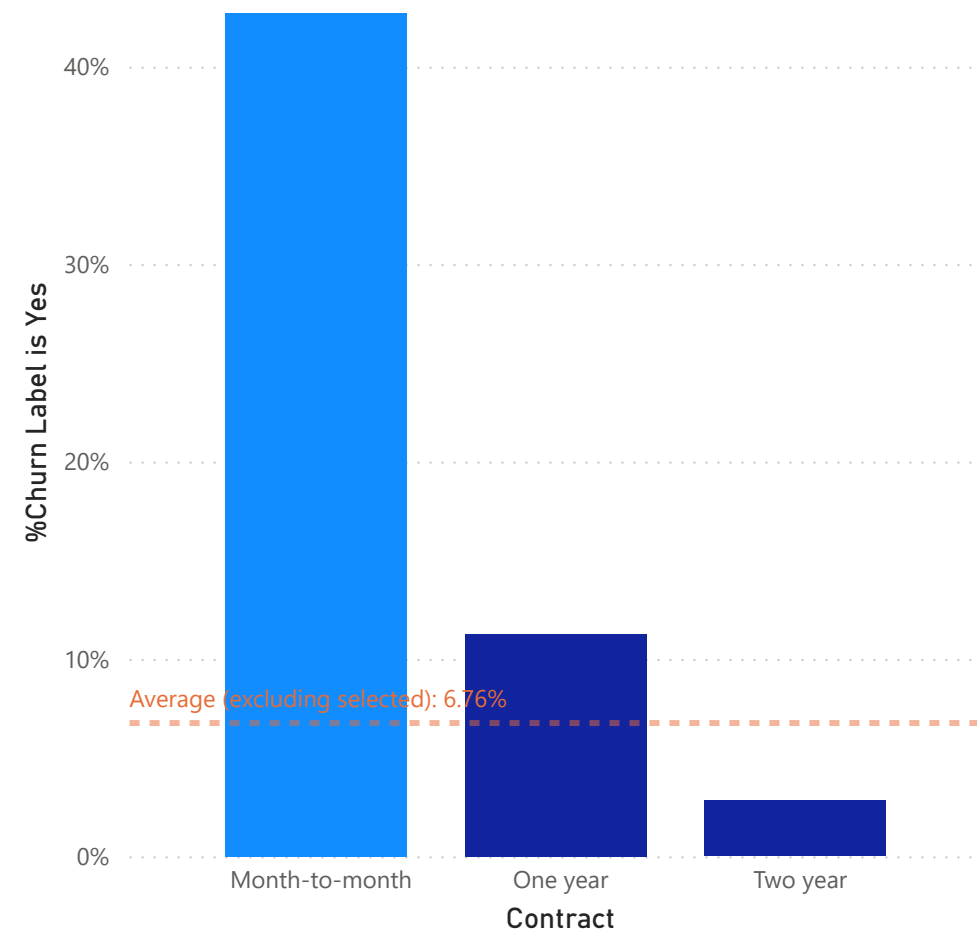


Yes 

....the likelihood of Churn
Label being Yes increases by

 $6.32x$ $2.89x$ $2.35x$

1.70x

 $1.35x$ $1.26x$ ☐ Only show values that are influencers