

Churn Analysis

7037
Total Customer

1863
Churned

26.47%
Percentage Churned

1863

26.47%

Churn Analysis

Overview

Tenure and Contracts

Charges and Add-ons

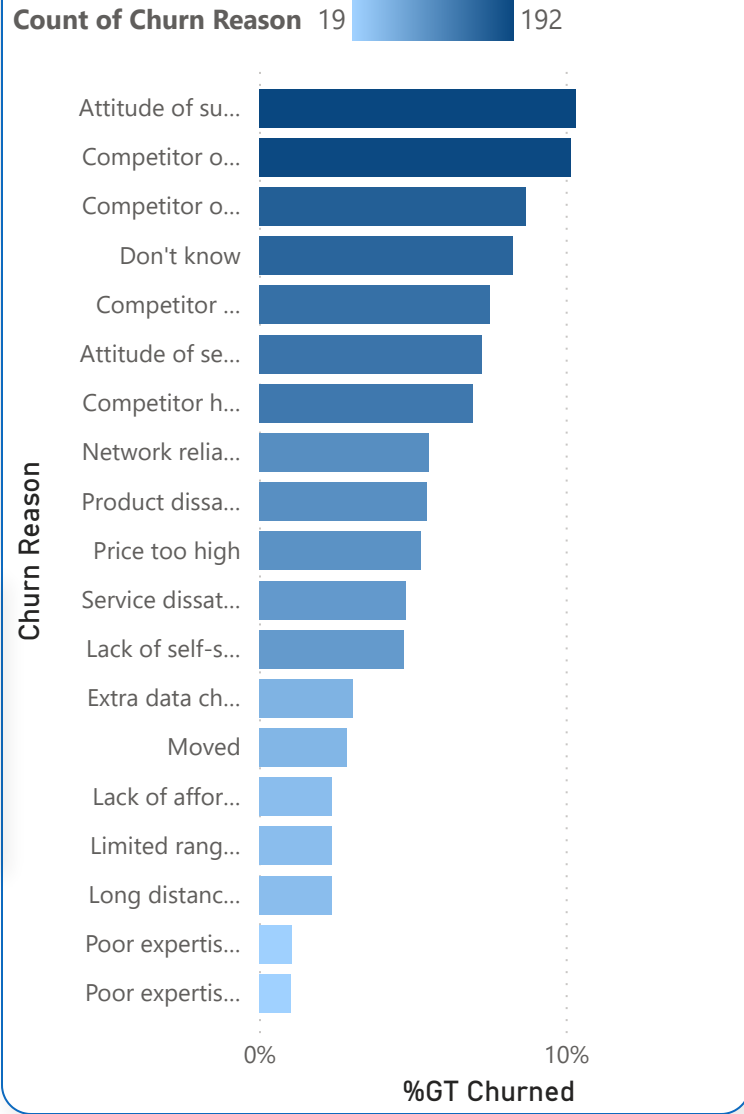
%Total Customers by Churn Reason

Count of Churn Reason 19 192

A horizontal bar chart titled '%Total Customers by Churn Reason'. The y-axis is labeled 'Churn Reason' and lists 19 reasons. The x-axis is labeled '%GT Churned' and ranges from 0% to 10%. A legend at the top shows a blue bar representing a count of 19 and a darker blue bar representing a count of 192. The bars are ordered from highest to lowest percentage. The first two reasons, 'Attitude of subscriber' and 'Competitor offer', both reach 10%. The last two reasons, 'Poor expertise of salesperson' and 'Poor expertise of technician', are both around 1%.

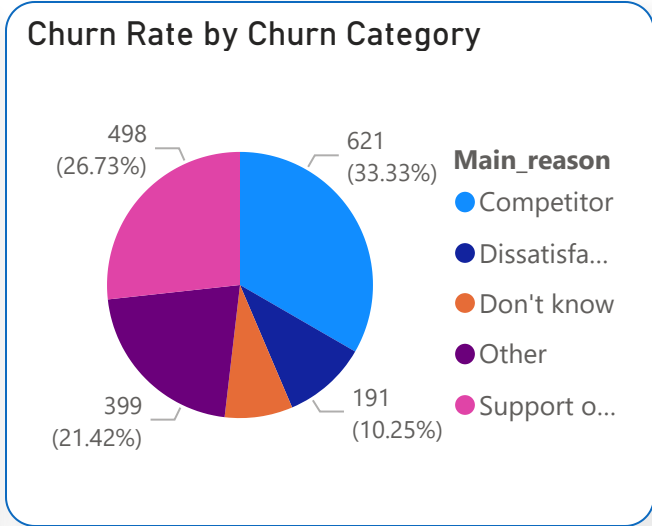
Churn Reason	%GT Churned
Attitude of subscriber	10%
Competitor offer	10%
Competitor offer	9%
Don't know	8%
Competitor has better service	7%
Attitude of salesperson	7%
Competitor has better price	6%
Network reliability	5%
Product dissatisfaction	5%
Price too high	5%
Service dissatisfaction	4%
Lack of self-service	4%
Extra data charges	3%
Moved	3%
Lack of affordability	2%
Limited range of services	2%
Long distance charges	2%
Poor expertise of salesperson	1%
Poor expertise of technician	1%

Churn Reason	%GT Churned
Attitude of su...	19%
Competitor o...	19%
Competitor o...	18%
Don't know	17%
Competitor ...	16%
Attitude of se...	16%
Competitor h...	15%
Network relia...	14%
Product dissa...	14%
Price too high	14%
Service dissat...	13%
Lack of self-s...	13%
Extra data ch...	12%
Moved	12%
Lack of affor...	11%
Limited rang...	11%
Long distanc...	11%
Poor expertis...	5%
Poor expertis...	5%

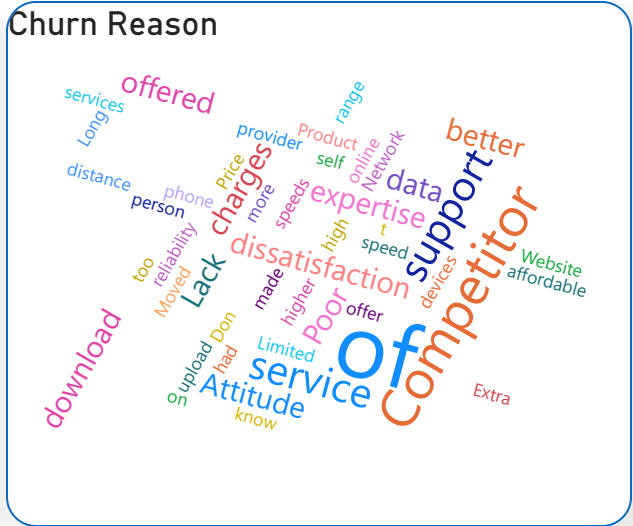


Churn Rate by Churn Category

Main_reason	Count	Percentage
Competitor	621	33.33%
Dissatisfac...	191	10.25%
Don't know	399	21.42%
Other	498	26.73%
Support o...	498	26.73%



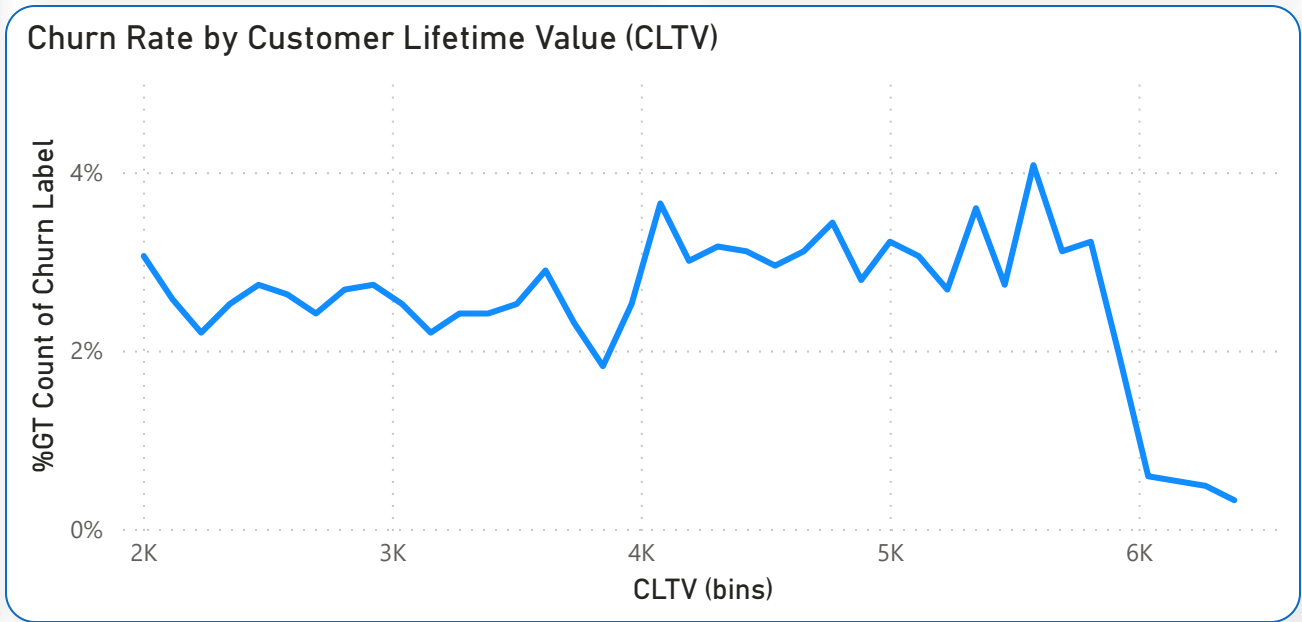
A word cloud titled "Churn Reason" illustrating various factors leading to customer churn. The most prominent words, shown in larger fonts, include "Competitor", "Of", "Service", "Support", "Better", "Charges", "Dissatisfaction", "Poor", "Lack", "Download", "Attitude", "Price", "Speed", "Reliability", "Distance", "Person", "Phone", "Provider", "Product", "Self", "Online", "Network", "Data", "Website", "Affordable", "Extra", "Made", "Higher", "Offer", "Devices", "Range", "Longer", "Services", "Too", "Moved", "Don't", "Had", "Know", "Limited", "On", "Upload", "Down", "Load". The words are arranged in a circular pattern, with "Competitor" and "Of" being the largest and most central.



Churn Rate by Customer Lifetime Value (CLTV)

The chart illustrates the relationship between Customer Lifetime Value (CLTV) and the churn rate. The x-axis represents CLTV in bins, ranging from 2K to 6K. The y-axis represents the percentage of GT Count of Churn Label, ranging from 0% to 4%. The churn rate is relatively stable, fluctuating between approximately 2% and 4% for CLTV values up to 5.5K. However, 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	2.7%
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

32.39

Average Tenure

18.01

Avg Tenure of churned customers

61.27

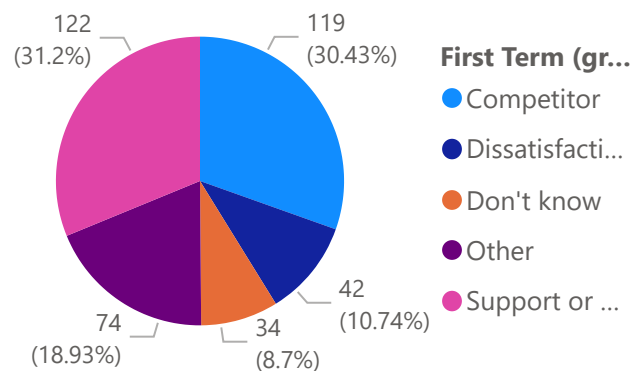
Average Monthly Charges

Overview

Tenure and Contracts

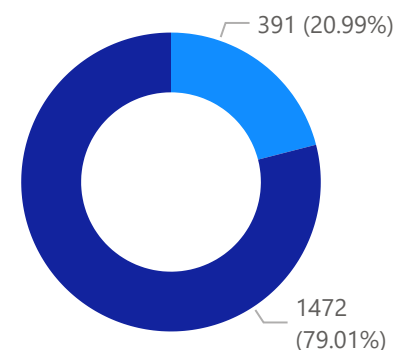
Charges and Add-ons

Churn Rate by Churn Category during First term



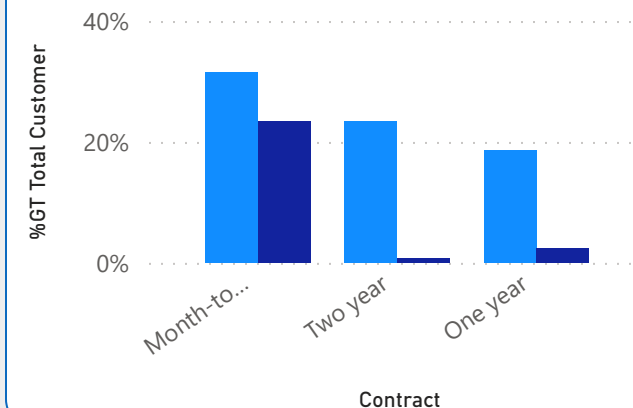
First Term vs. Later Term

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



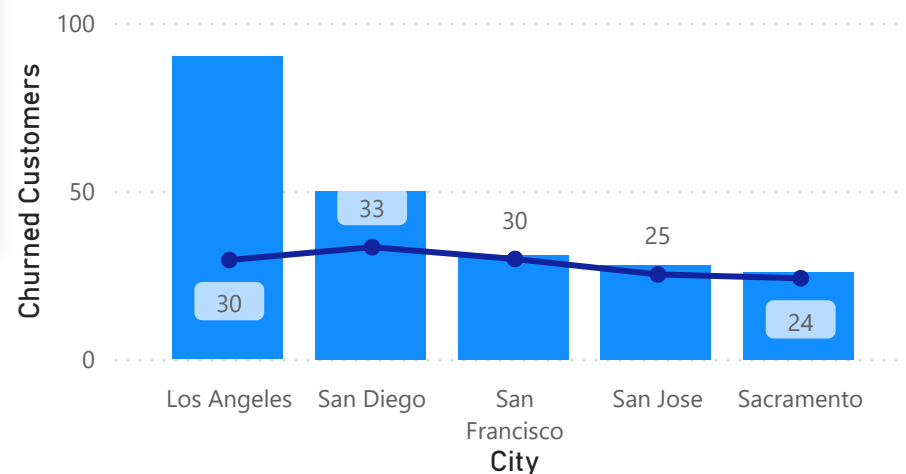
Customer Count by Contract Type

Churn Label ● No ● Yes



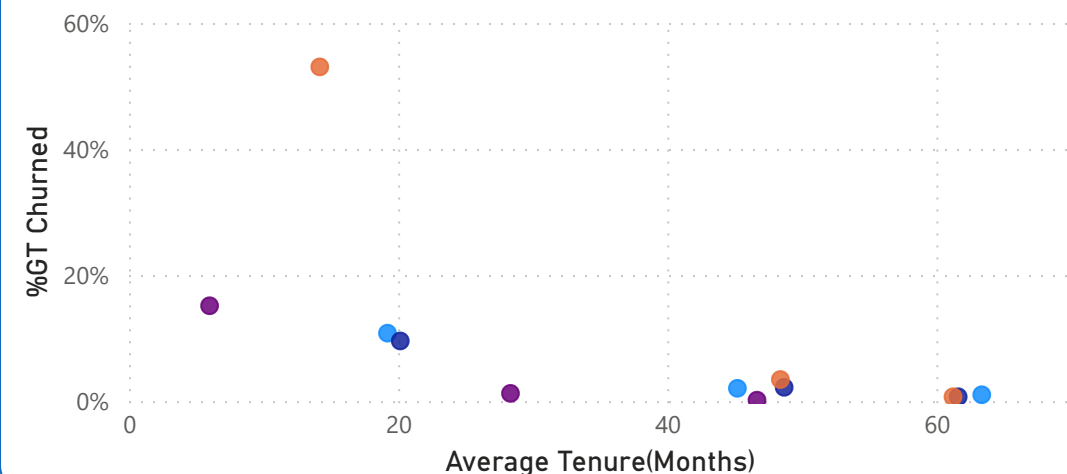
Top Cities with Highest Churn Rate

● 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

16.05M

Total Revenue

2.28K

Average Charge per Customer

20.43

Average Add-on charges per service

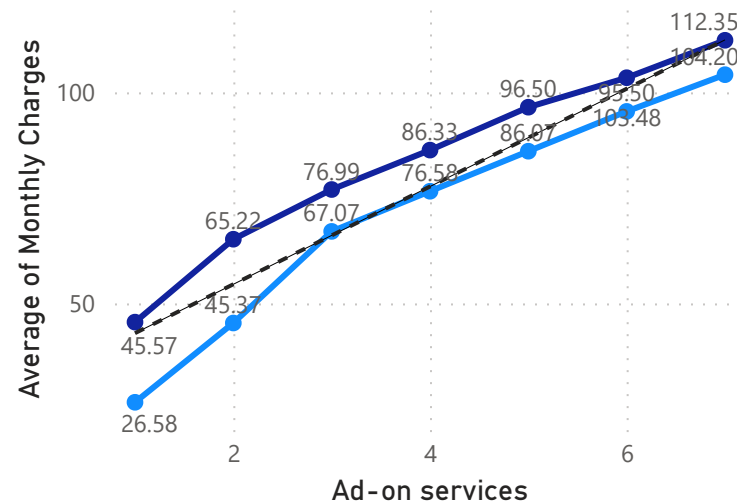
Overview

Tenure and Contracts

Charges and Add-ons

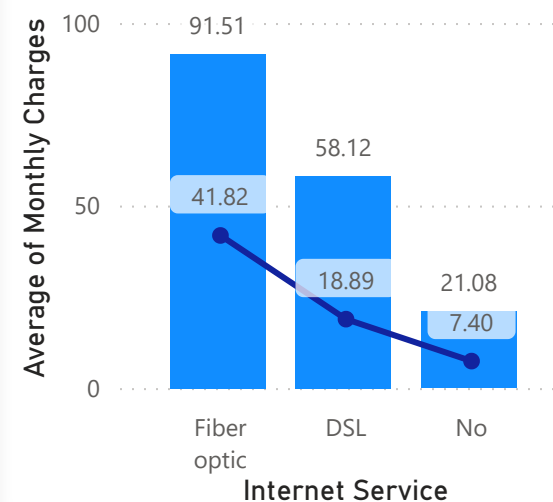
Average of Monthly Charges by Ad-on services and Churn Label

Churn Label ● No ● Yes



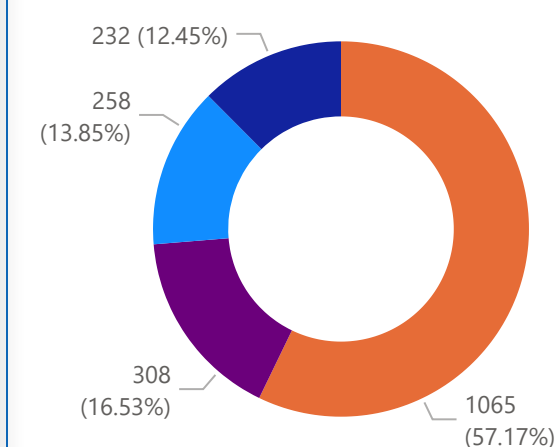
Average of Monthly Charges and %churned by Internet Service

● Average of Monthly Charges ● %churned

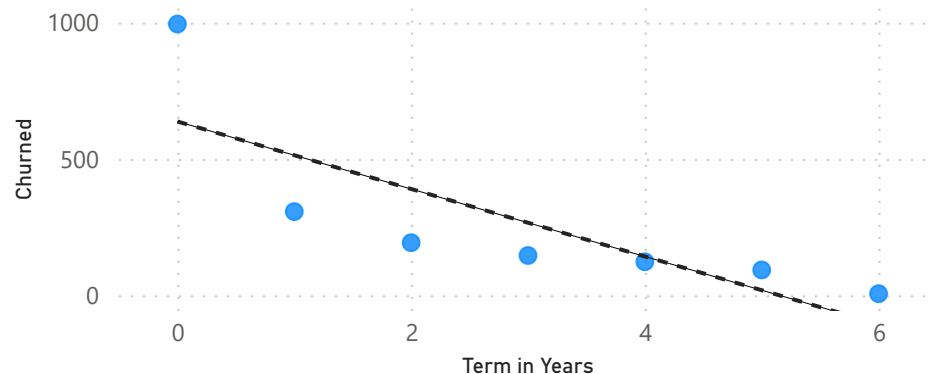


Churn Rate by Payment Method

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

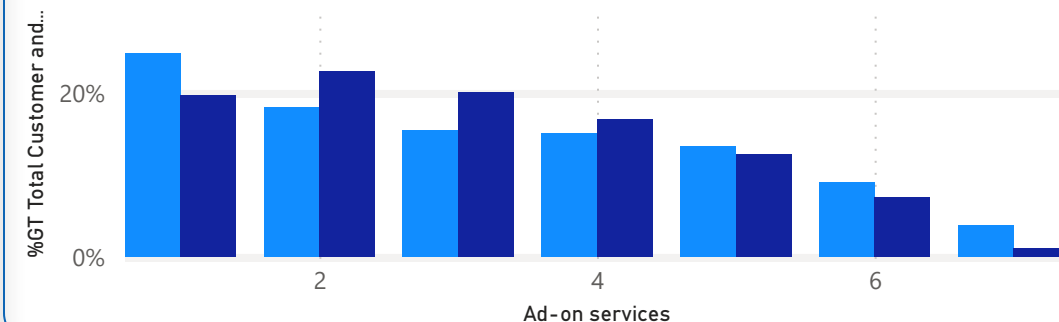


Churned by Term in Years



%GT Total Customer and %GT Churned by Ad-on services

● %GT Total Customer ● %GT Churned





What influences Churn Label to be

Yes

 ?

