



CUSTOMER CHURN RETENTION ANALYSIS

Customer Churn

Customer Risk

Services

Insights



Customer Churn

Customer Churn

Customer Risk

Services

Insights

Churn

All

1869

Customer Churn

\$16.06M

Yearly Charges

\$456.12K

Monthly Charges

3632

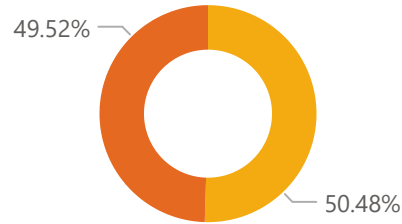
Admin Tickets

2955

Tech Tickets

Gender

Male Female



7043

SeniorCitizen

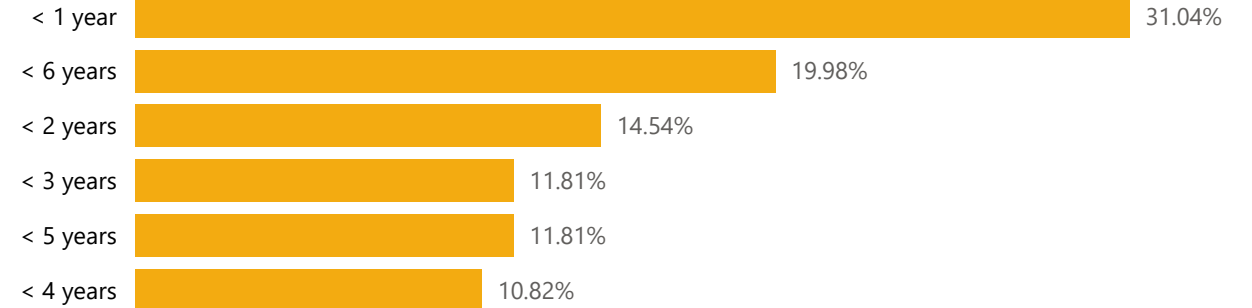
0.36

Partner in %

0.17

Dependent in %

Churn by Yearly



Payment Method



0.91

Phone service%

0.44

Streaming TV%

0.44

Streaming Movies%

0.29

Device protection%

0.28

Online backup%

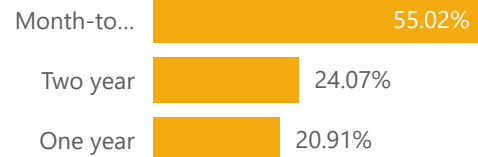
0.16

Online security%

0.17

Tech Support%

Contract Type



\$64.7616924...

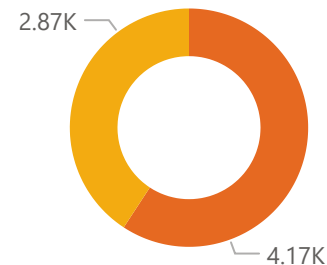
Avg. of Monthl...

\$2,283.3004408...

Avg. of TotalChar...

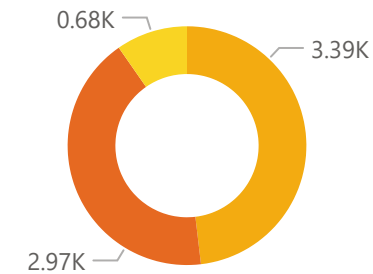
PaperlessBilling

Yes No



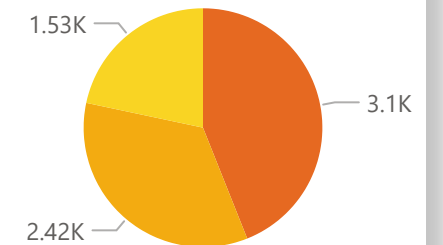
Multiple Lines

No Yes No phone service



Internet Service

Fiber optic DSL No





Customer Risk

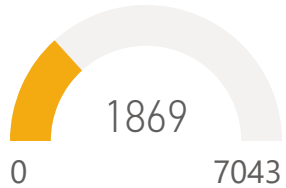
Customer Churn

Customer Risk

Services

Insights

Churn



7043

Total Customer Churn

0.27

Churn Rate %

\$456.12K

Monthly Charges

\$16.06M

Yearly Total Charges

Churn Risk

All

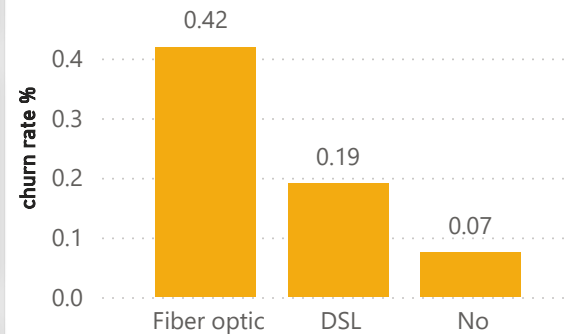
InternetService

All

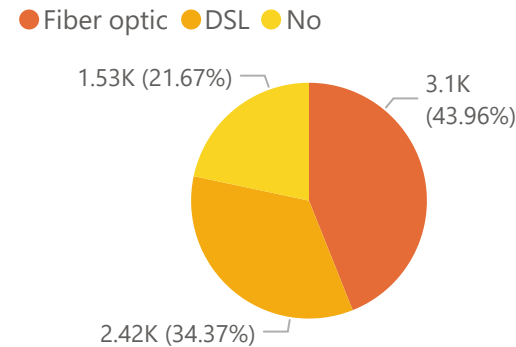
Contract

All

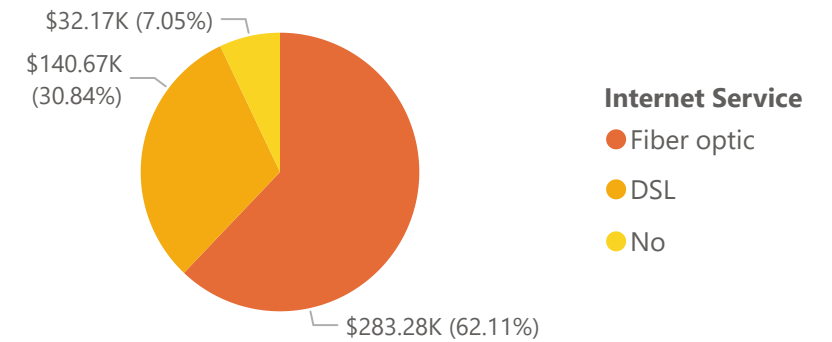
Churn by Internet Service



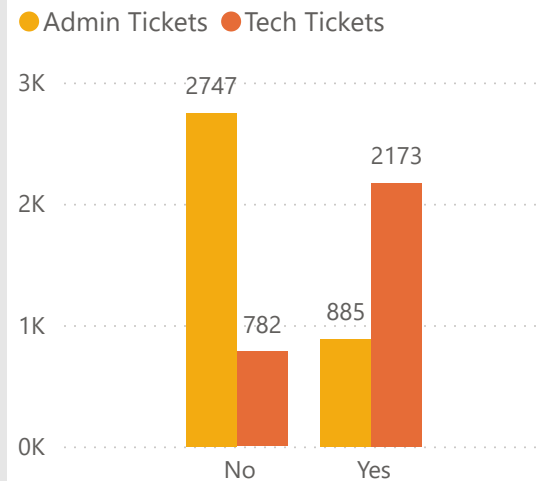
Customer by Internet Service



Monthly Charges by Internet Service

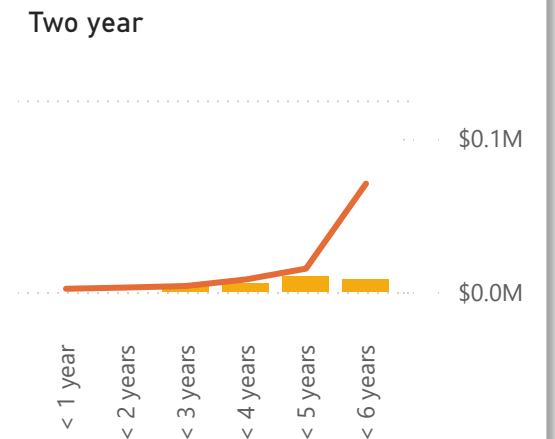
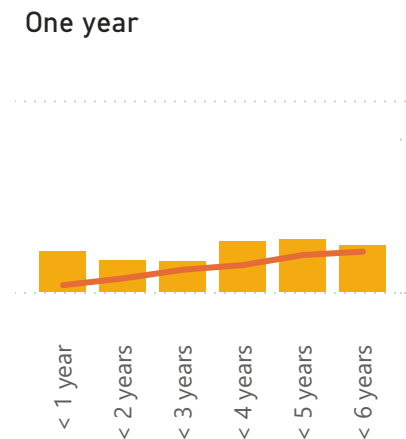
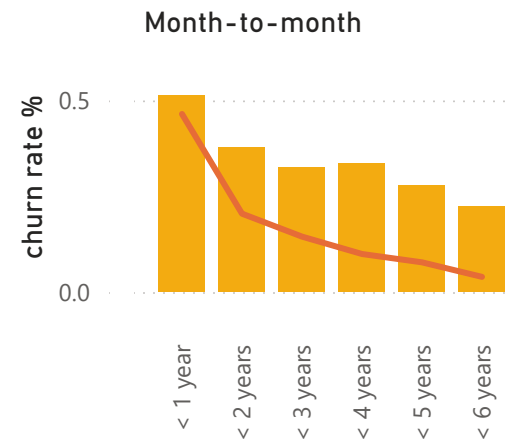


Admin Tickets and Tech Tickets by Churn



churn rate % and Monthly Charges by Year and Contract

churn rate % Monthly Charges





Services

Customer Churn

Customer Risk

Services

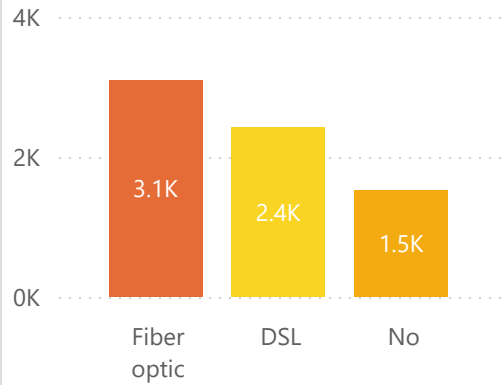
Insights

Churn

All

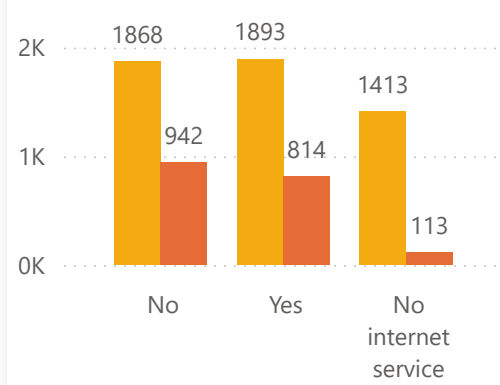
Internet Service

Fiber optic DSL No



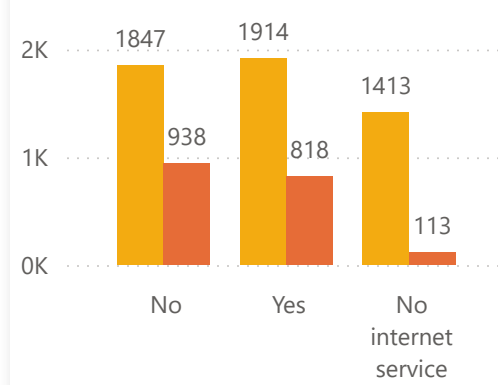
Streaming TV

No Yes



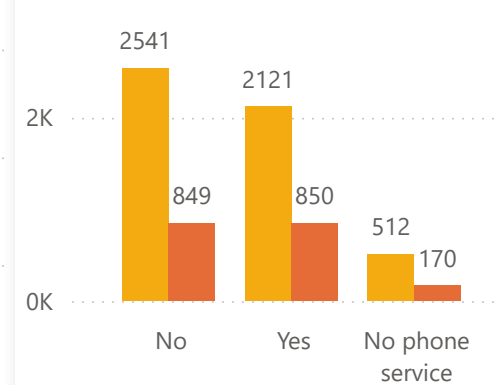
Streaming Movies

No Yes



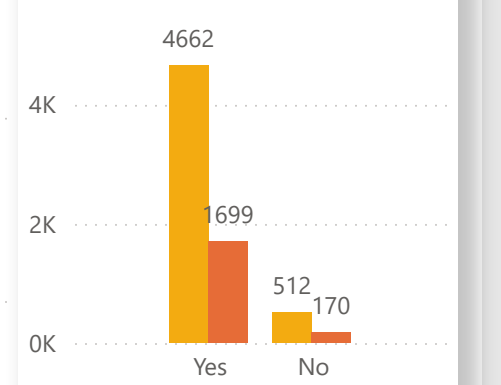
Multiple Lines

No Yes



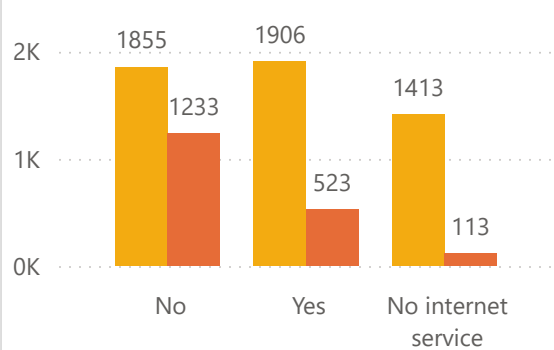
Phone Service

No Yes



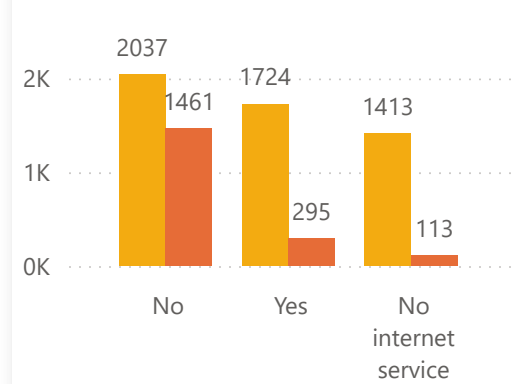
Online Backup

No Yes



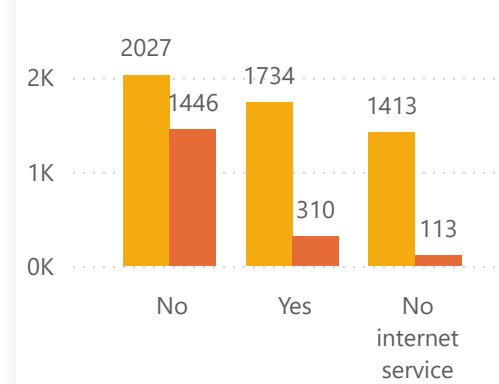
Online Security

No Yes



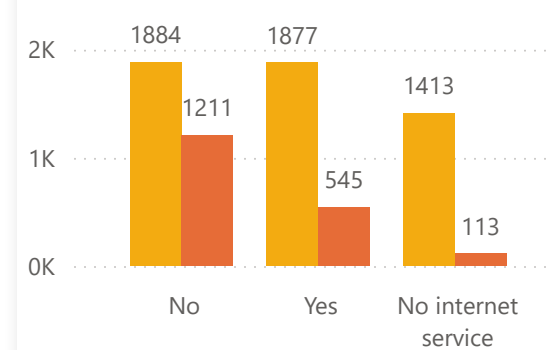
Tech Support

No Yes



Device Protection

No Yes





Insights

As shown the data visualization, it can be taken into considerations that

- Customers on the Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract joined the company.
- The company is at risk of losing recently joined customers.
- **7043** customers are at the risk of churn. and The churn rate is **27%** and yearly charges is **\$16.06M** charges and Monthly Charges is **\$456.12K** monthly charges.
- **2955** tech tickets and **3632** admin tickets were opened.
- Most of the churned customers did not sign up for Online Security and tech support and also did not sign up for Phone Services.
- There a significant number of customers had an issue with Fiber Optic which is up to **42%** of the customers churned were using Fiber Optic as their Internet Services.

Recommendation

- The Company should try convincing customers to subscribe to **One-Year and Two-Year** contract since the contract are not favorable to customers as they tend to pay more monthly.
- Giving the discount to customers based on the some specific tasks is also good in retaining them, especially those **month-to-month contract**.
- From the analysis, the majority of customers who churned **did not sign up for Online Security and Tech Support**. These are the important services that customers should customers sign up for.
- The company **should give more information and program** to acknowledge customers about the advantages of signing up for these services.