

CUSTOMER CHURN ANALYSIS

Telecommunications Company

Problem: High churn rate



Senior	Under 30	Churn Rate
No	No	24.54 %
No	Yes	23.00 %
Yes	No	38.46 %
Total		26.86 %

6687

Count of Customer ID

26.86 %

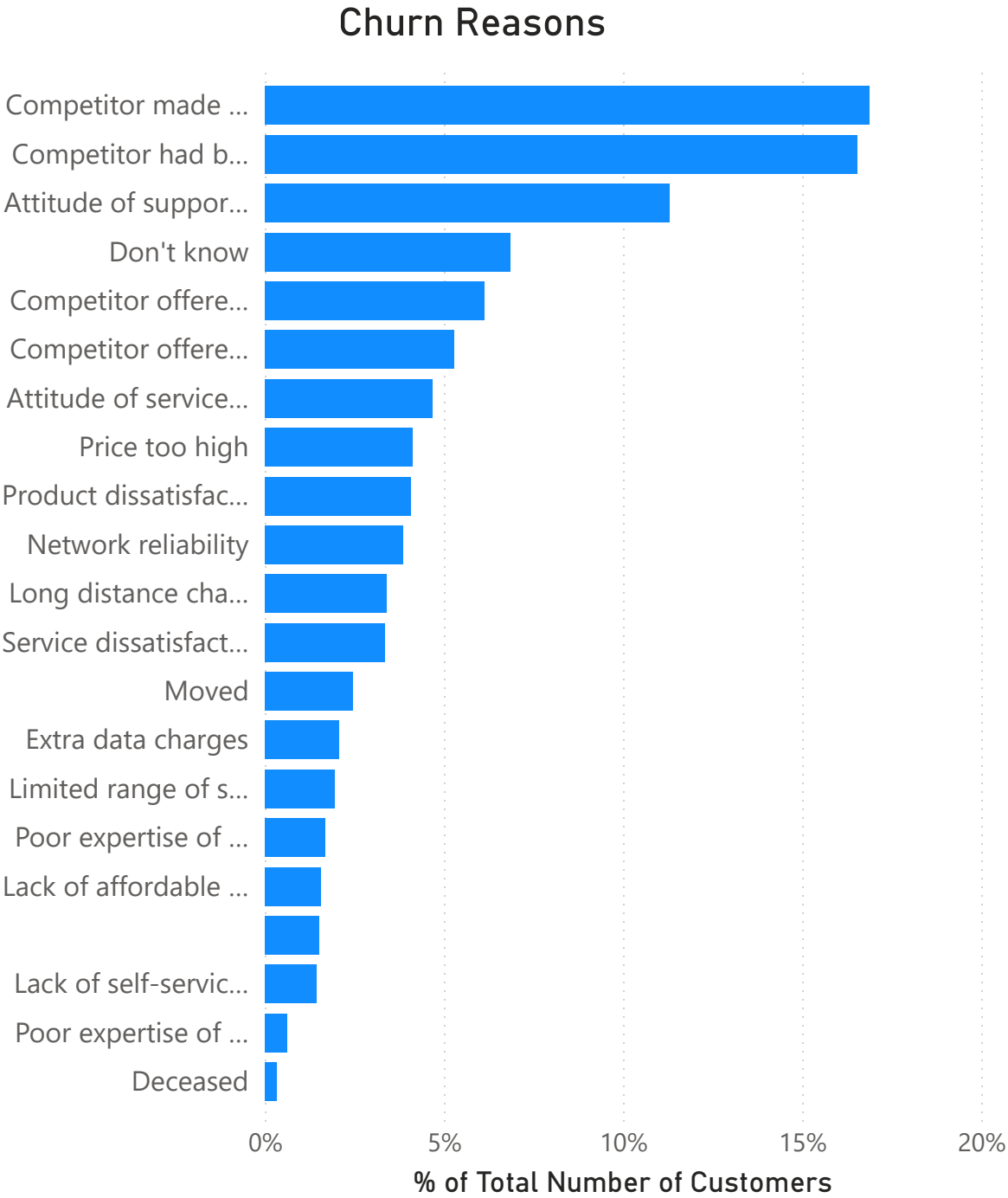
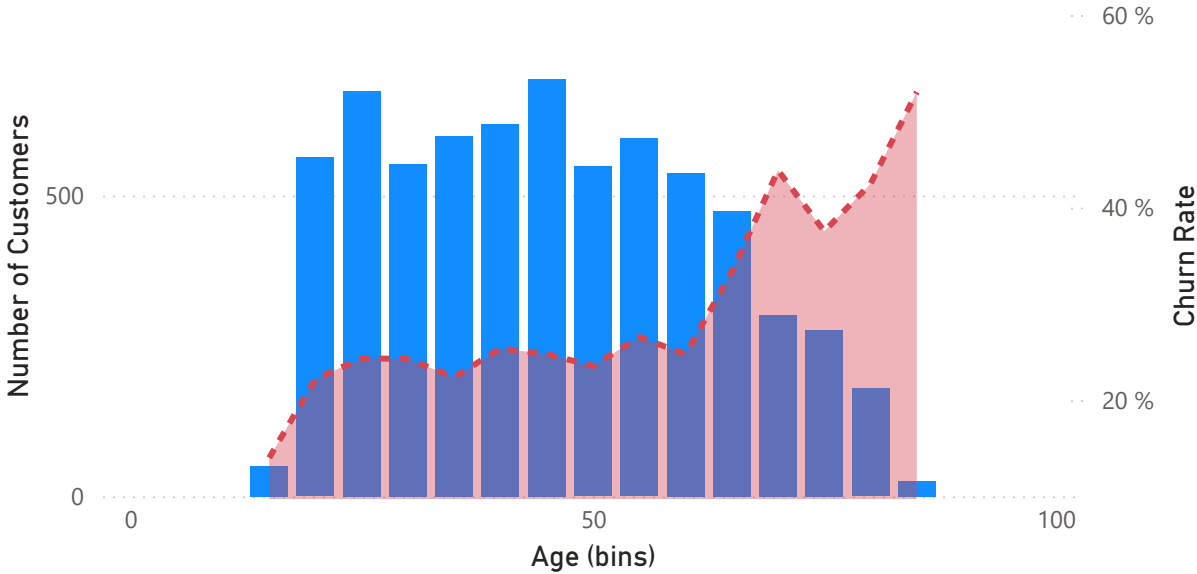
Churn Rate

1796

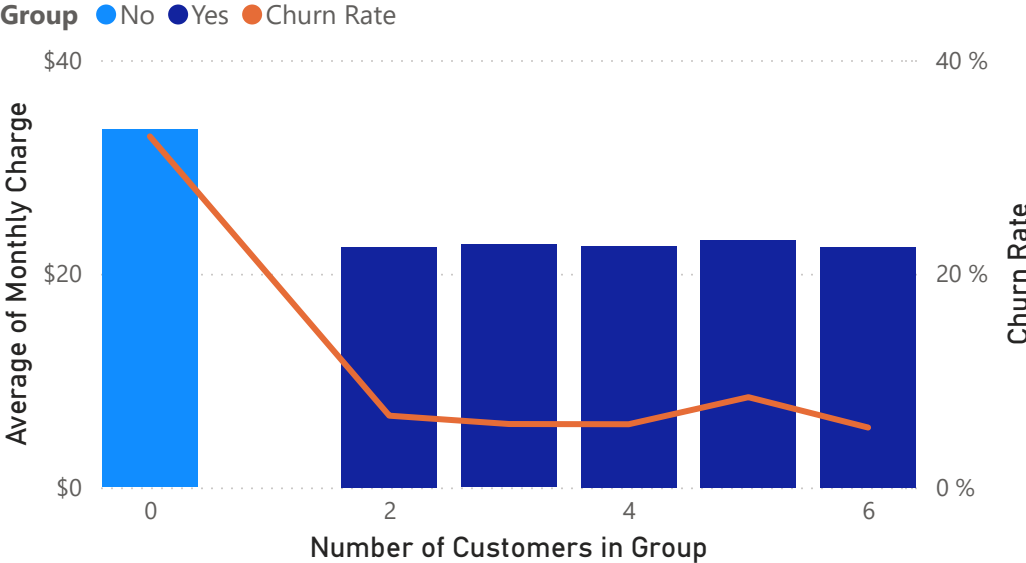
Churned

Number of Customers and Churn Rate by Age (bins)

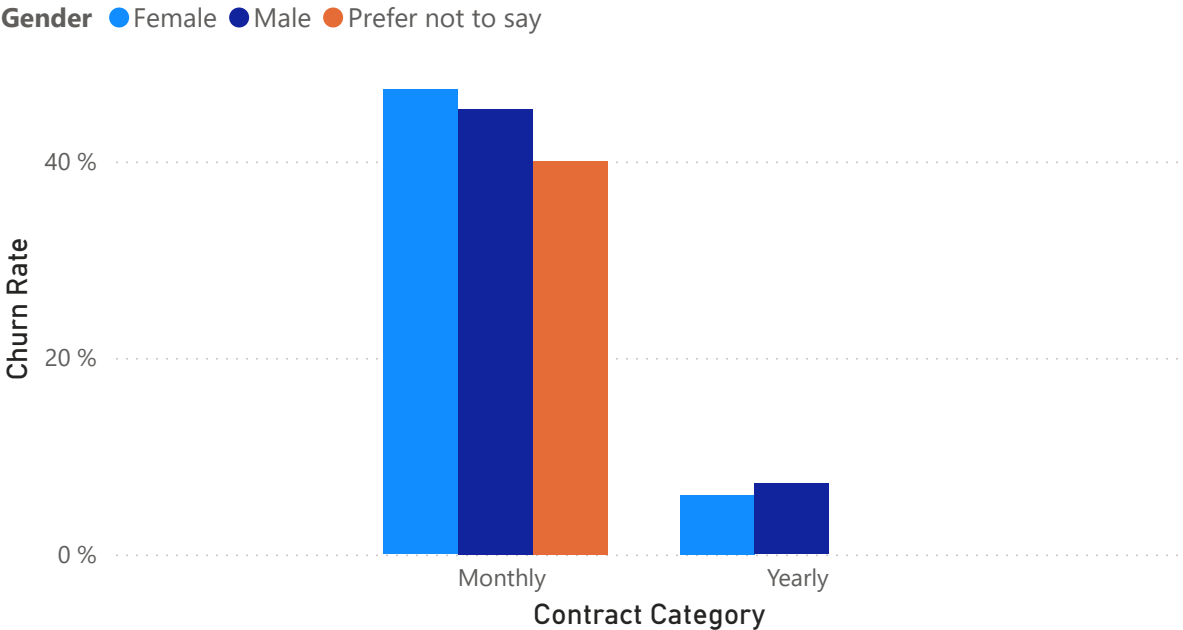
● Number of Customers
 ● Churn Rate



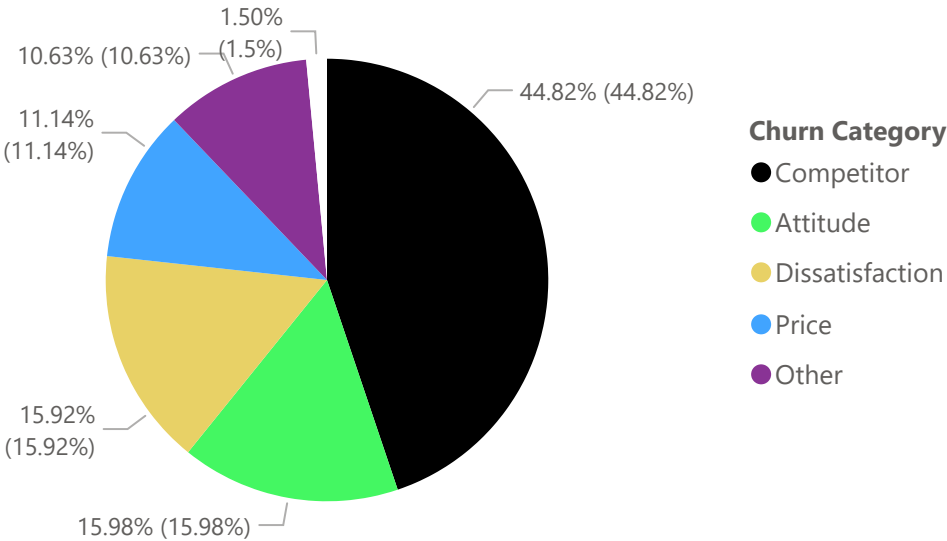
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Churn Rate by Contract Category and Gender



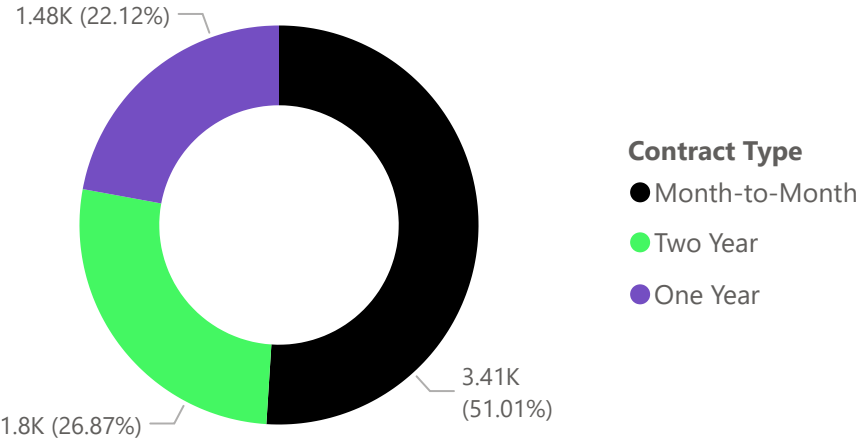
Churn by category



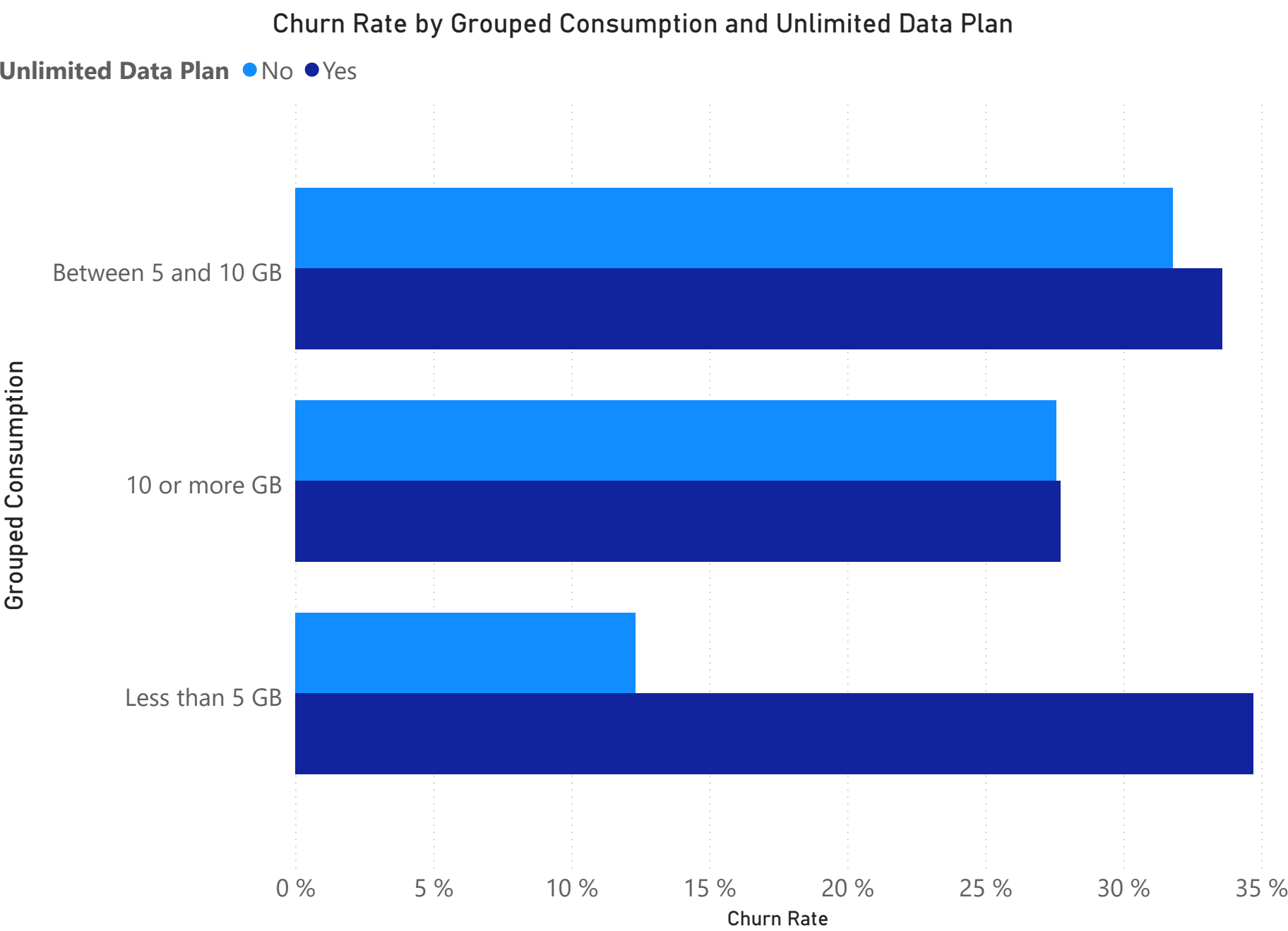
Monthly
46.29 %
Churn Rate

Yearly
6.62 %
Churn Rate

Customers by Contract type

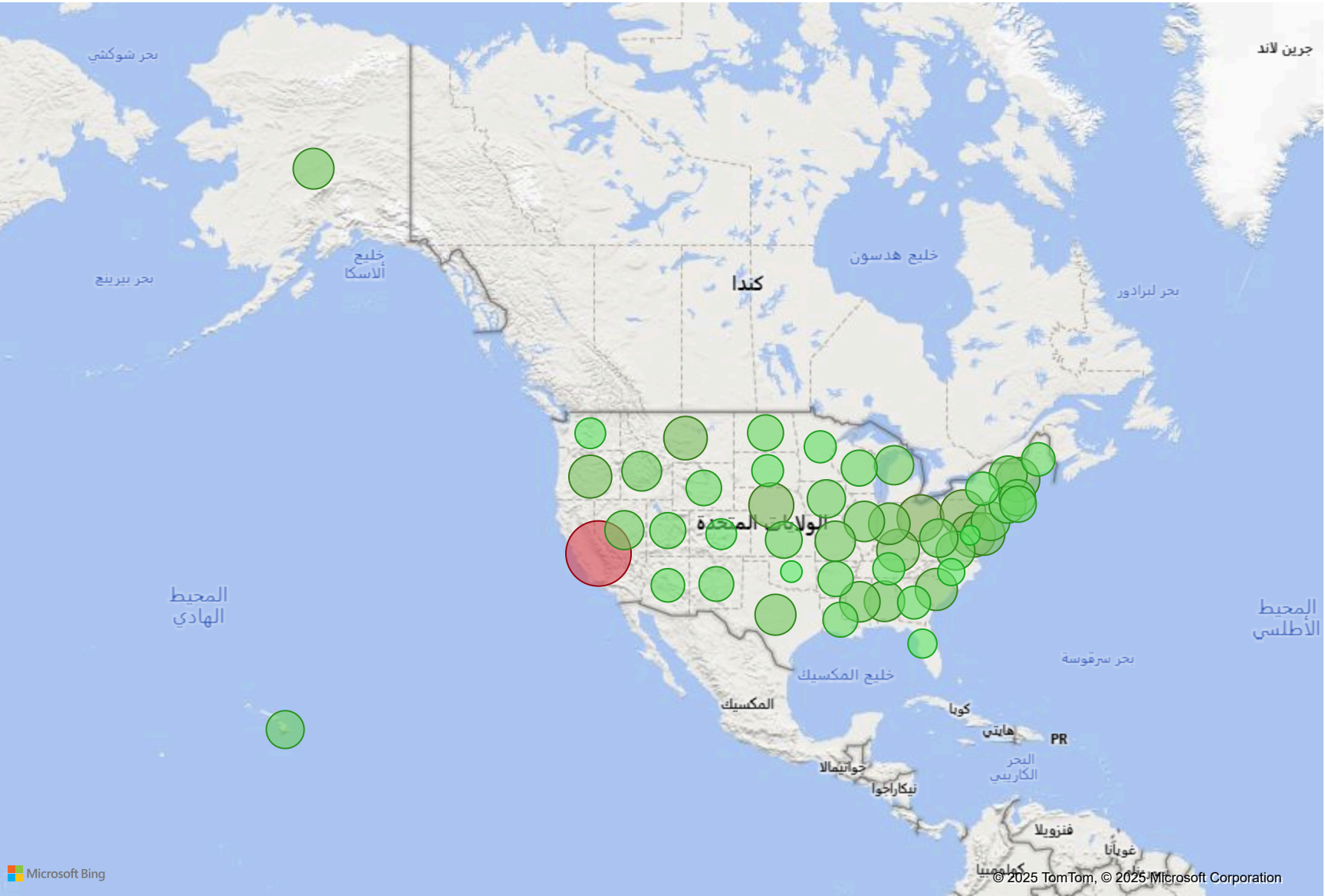


Churn Rate	Number of Customers	Unlimited Data Plan
16.10 %	2193	No
32.11 %	4494	Yes
26.86 %	6687	

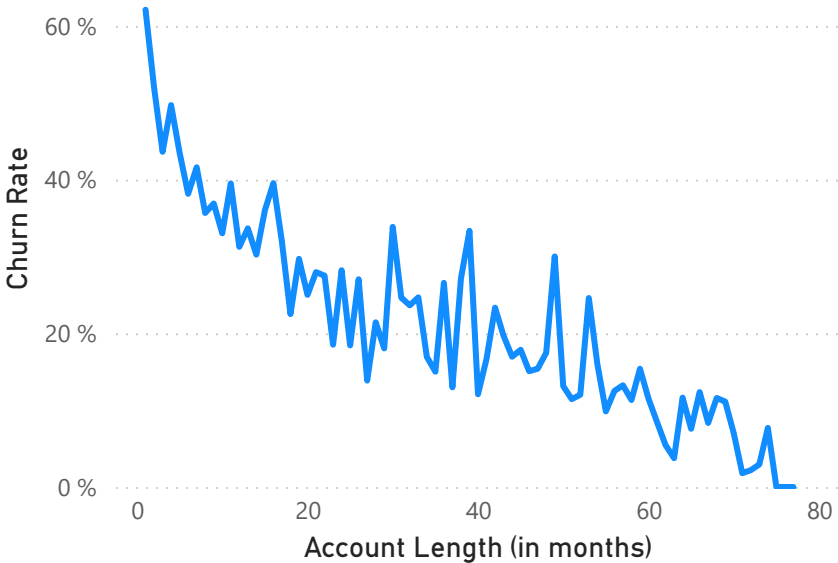


Intl Active	no	yes	Total
No	20.01 %	71.19 %	22.21 %
Yes	40.34 %	7.59 %	34.31 %
Total	27.07 %	24.88 %	26.86 %

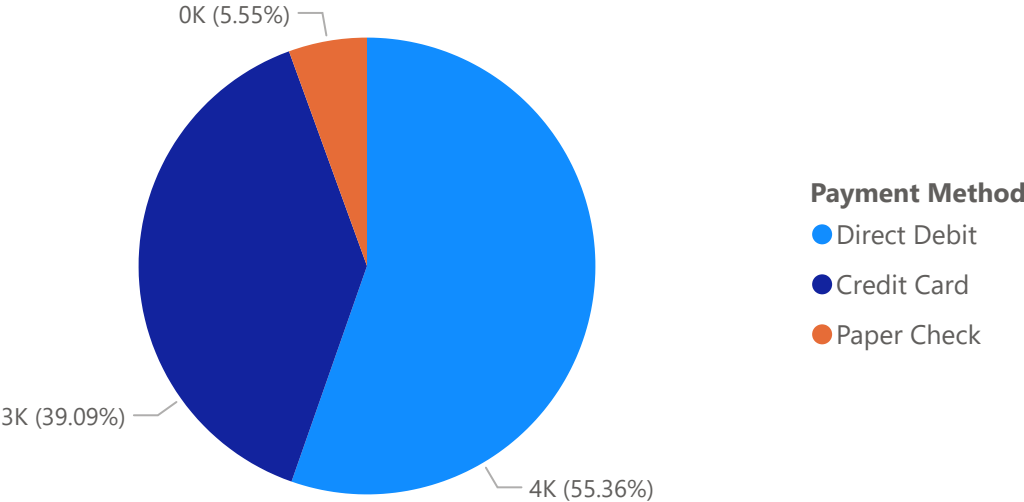
Churn Rate by State



Churn Rate by Account Length (in months)

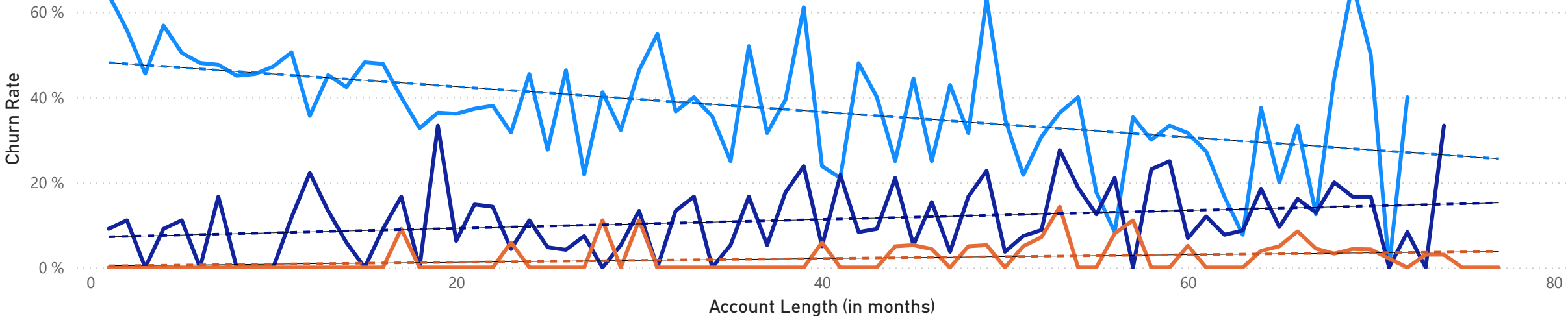


Number of Customers and Churn Rate by Payment Method



Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



26.86 %

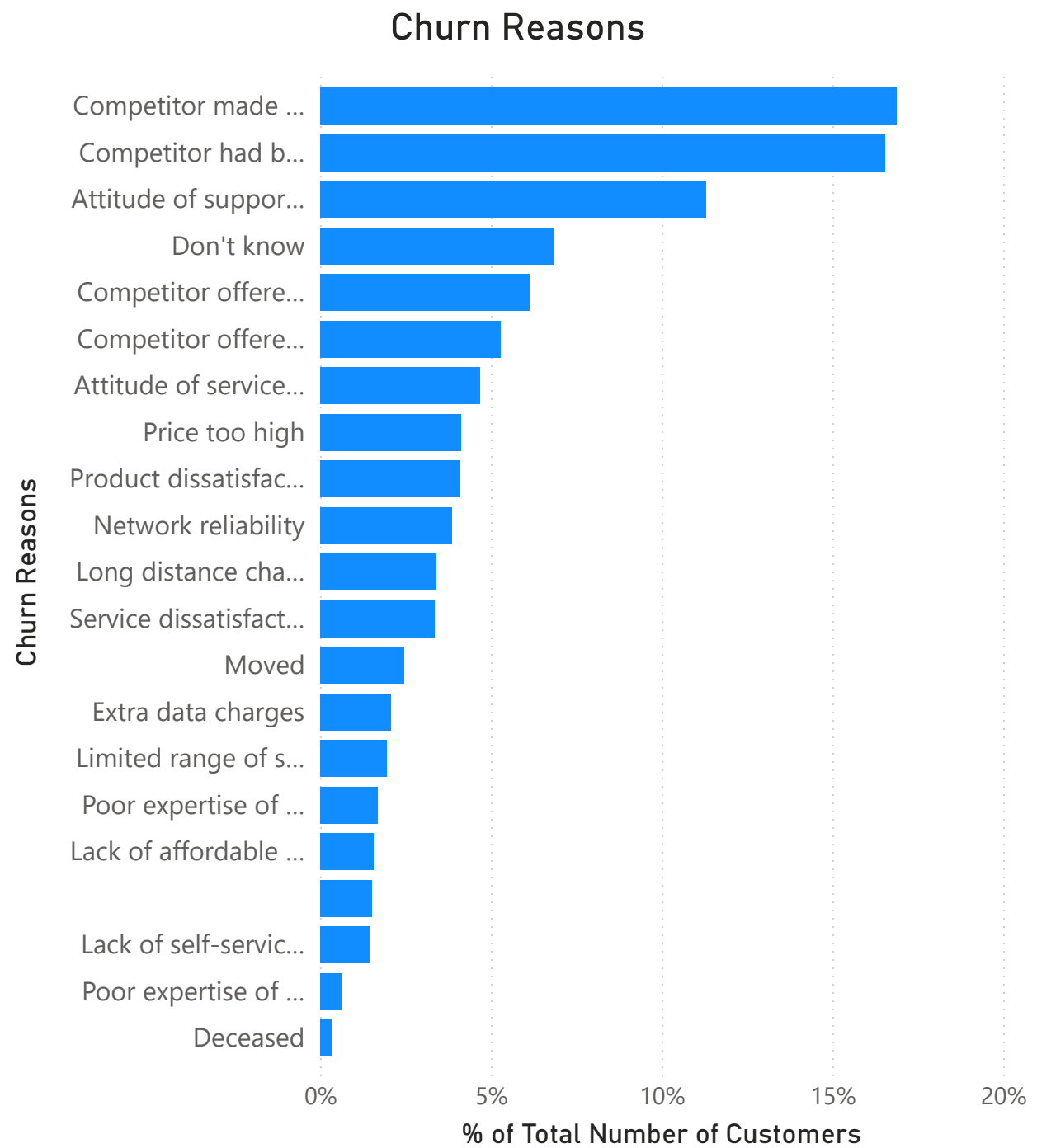
Churn Rate

6687

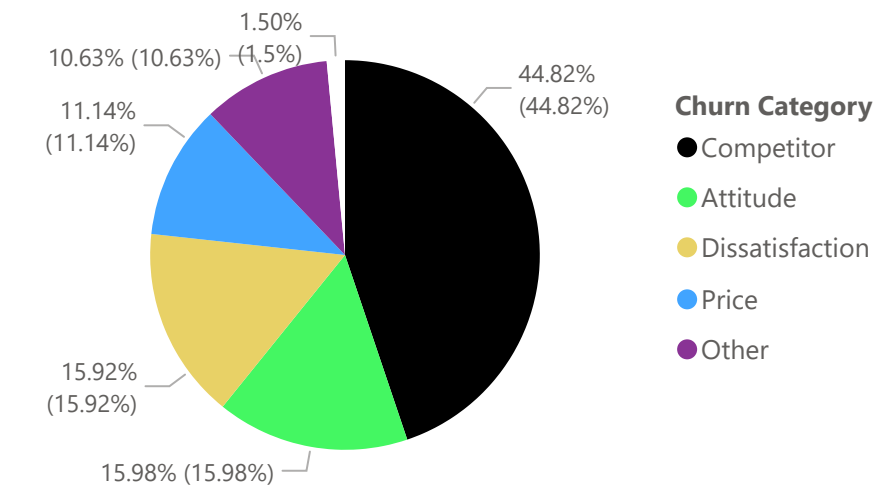
Count of Customer ID

1796

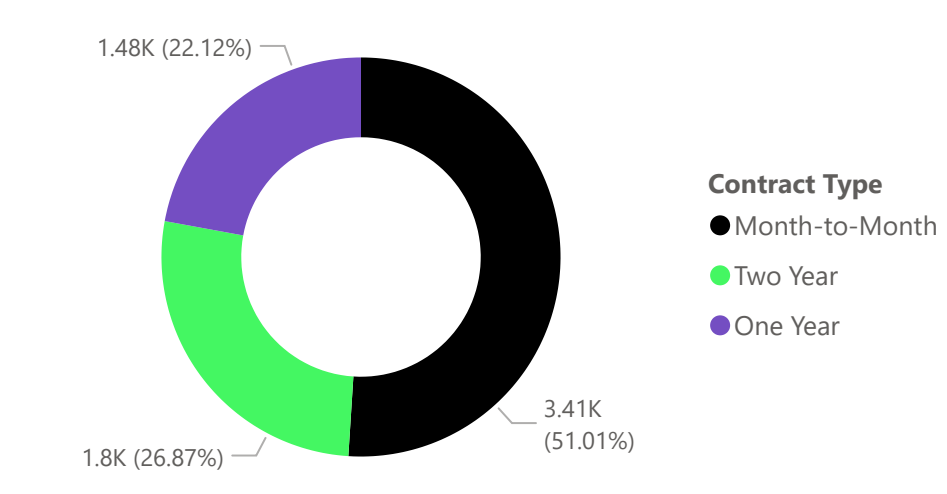
Churned



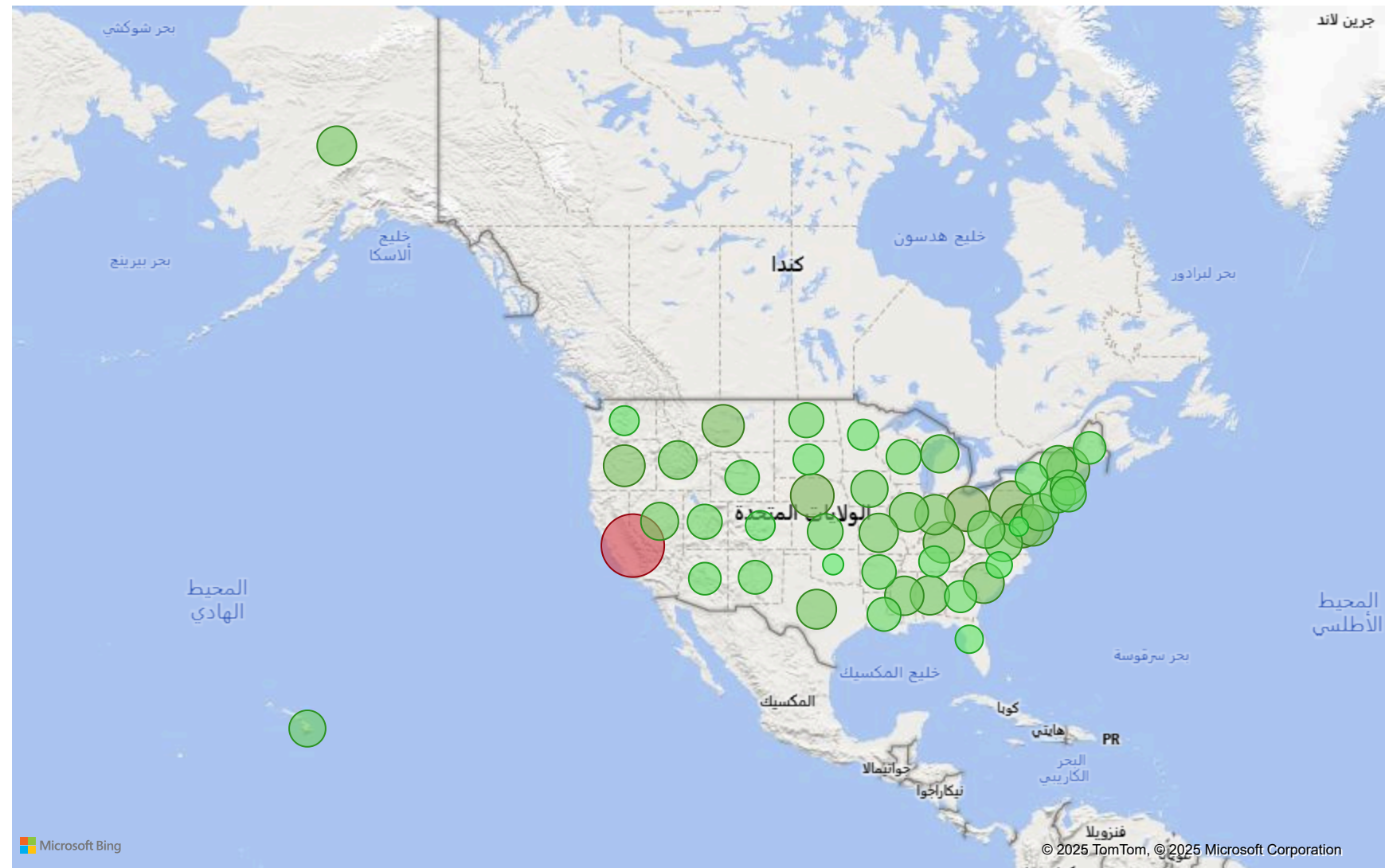
%GT Count of Churn Label by Churn Category



Count of Customer ID by Contract Type



Churn Rate by State



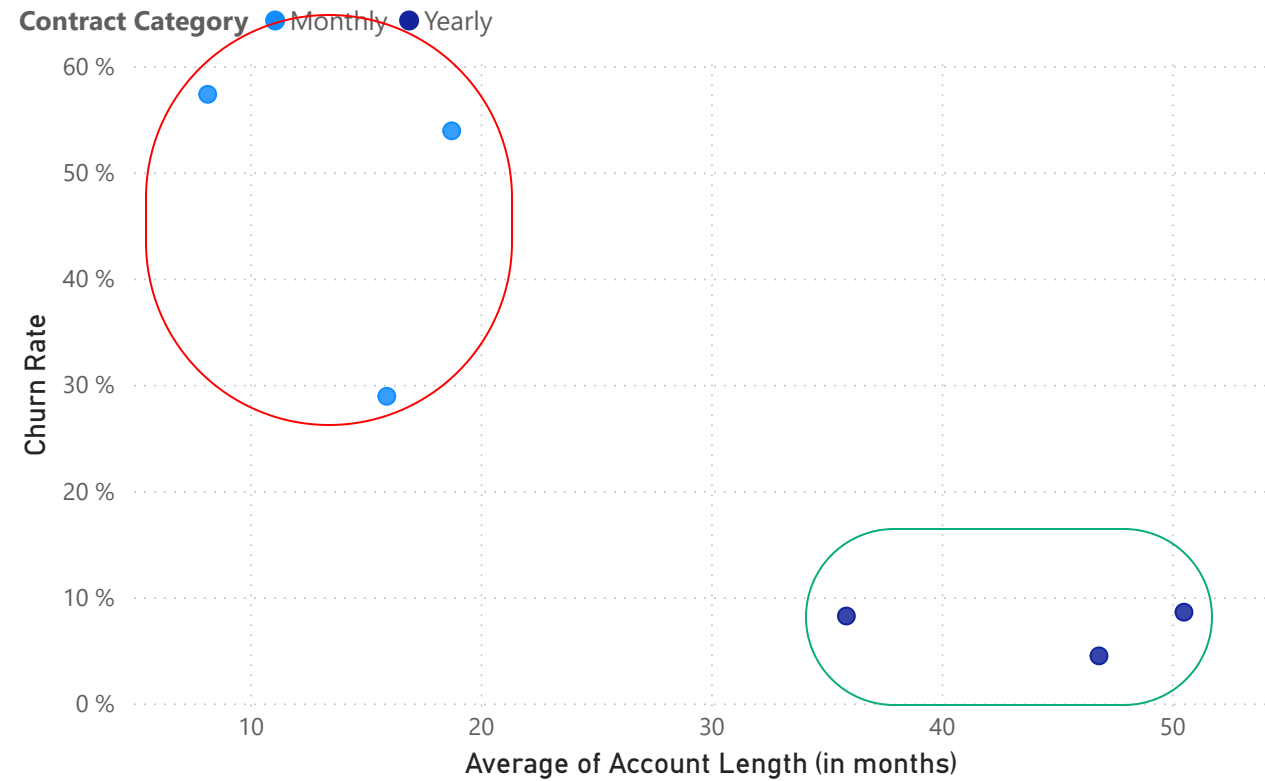
6123

Customer Service Calls

0.92

Avg Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category



Contract Category, Payment Method

- Monthly
 - Credit Card
 - Direct Debit
 - Paper Check
- Yearly
 - Credit Card
 - Direct Debit
 - Paper Check

6123

Customer Service Calls

33.64

Avg Extra International
Charges

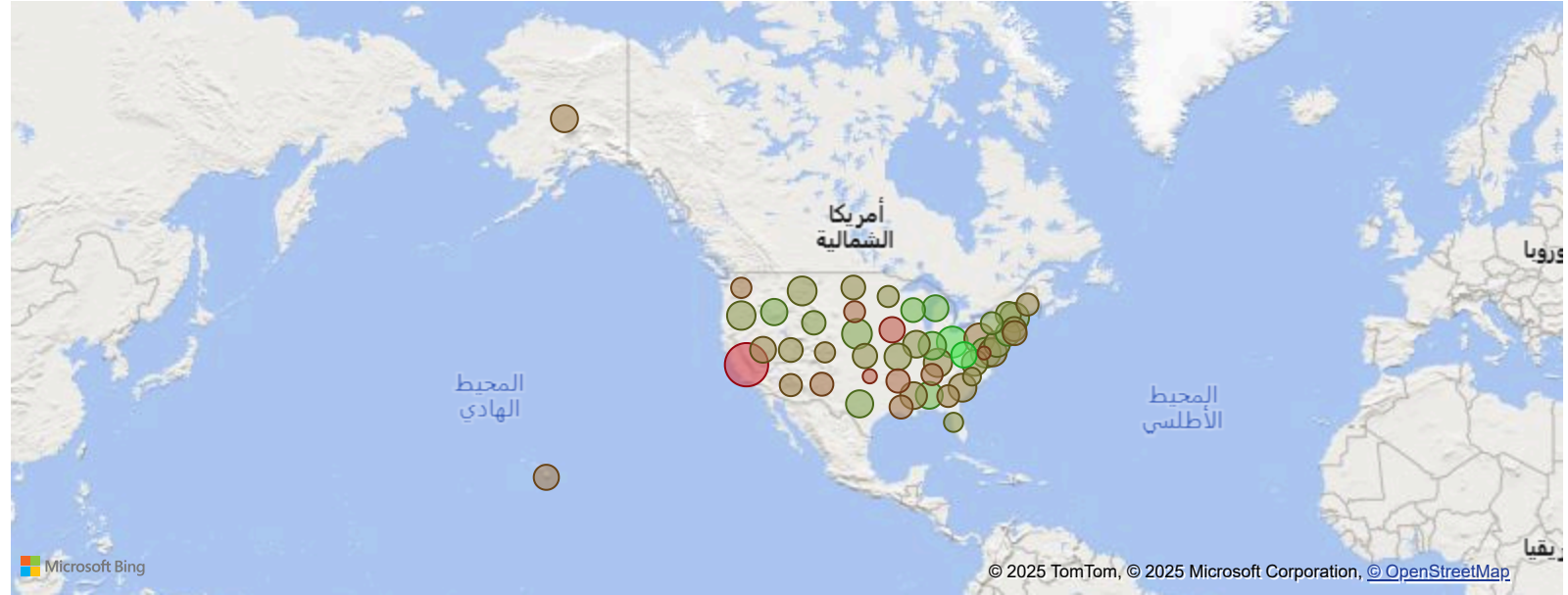
0.92

Avg Customer Service C...

3.37

Avg Extra Data Charges

Churn Rate and Customer Service Calls by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

