

CUSTOMER CHURN ANALYSIS

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INTRODUCTION

PROBLEM STATEMENT



 **26.5%**

WHAT ARE THE KEY REASONS FOR THE 26.5% CUSTOMER CHURN RATE, AND WHAT CUSTOMER SEGMENTS ARE MORE SUBJECT TO DISCONTINUING THE COMPANY'S SERVICES?

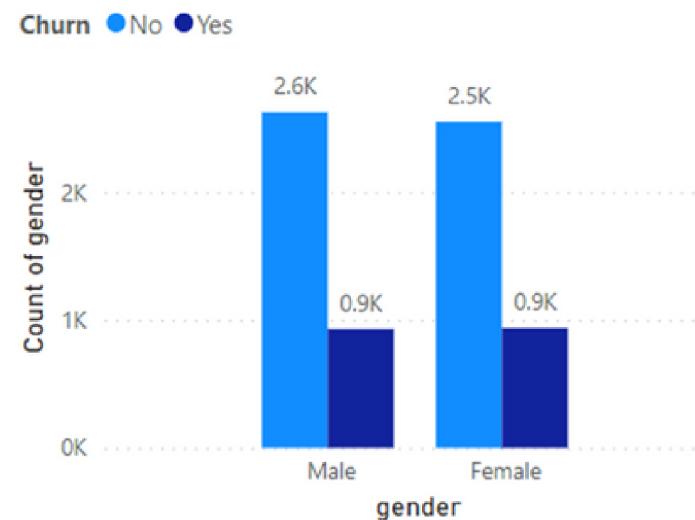
AIM & OBJECTIVE

To develop effective strategies and recommendations for reducing customer churn in the telecom industry by leveraging data analysis, customer insights, and design thinking approaches.

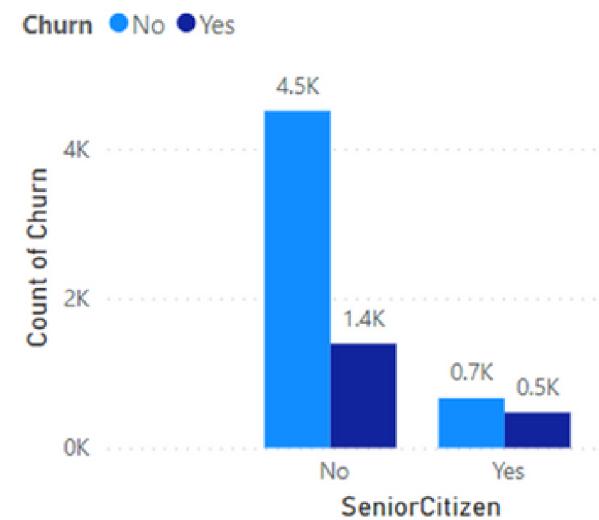
- To make the company retain its customers.
- To identify the service that is affecting the customer churn rate.

DATA ANALYSIS

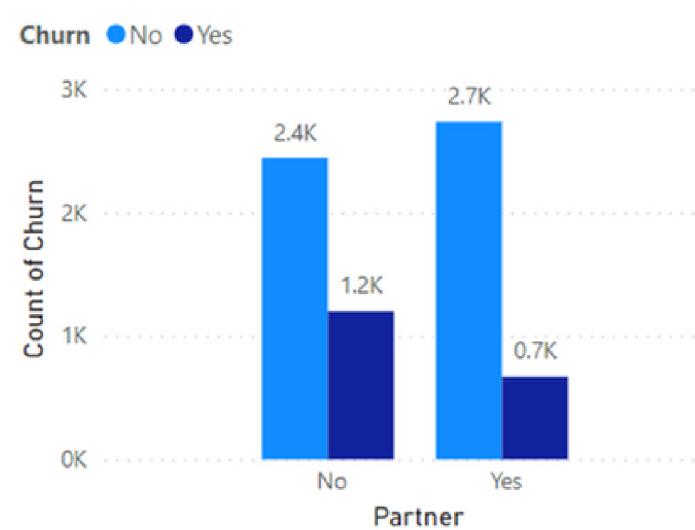
Churn by Gender



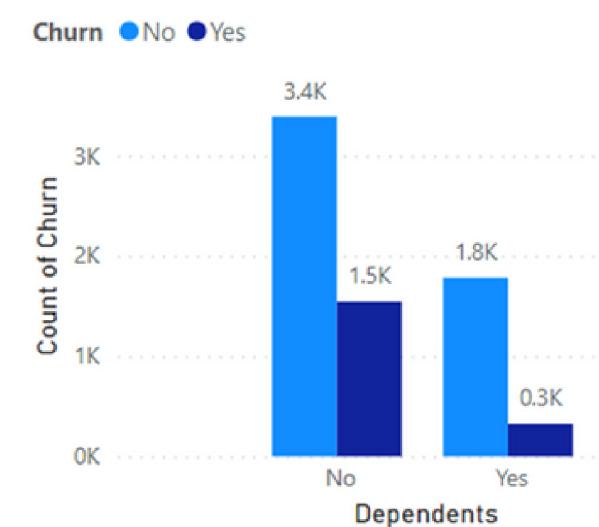
Churn by Senior Citizen



Churn by Partner

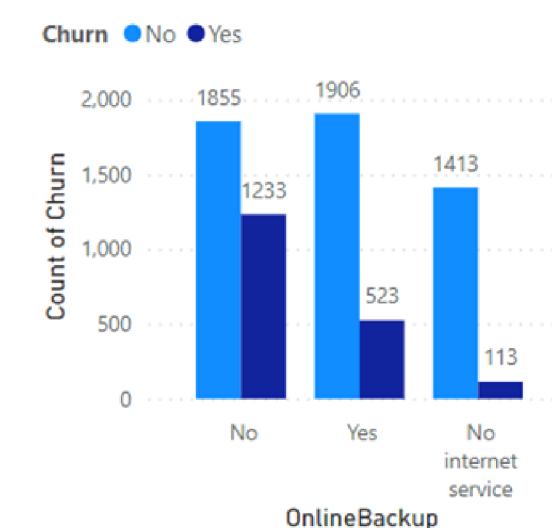


Count of Churn by Dependents and Churn

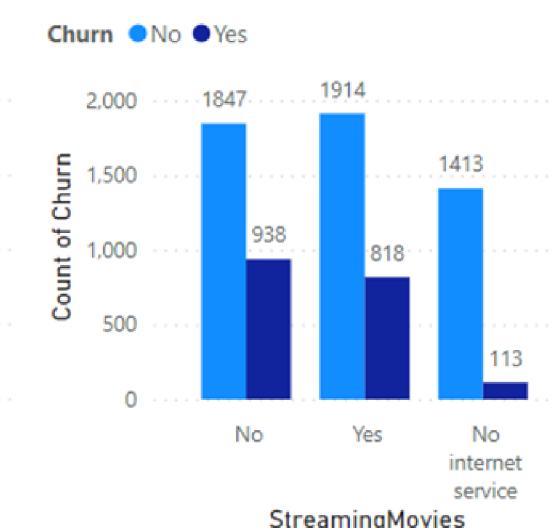


SERVICES PROVIDED

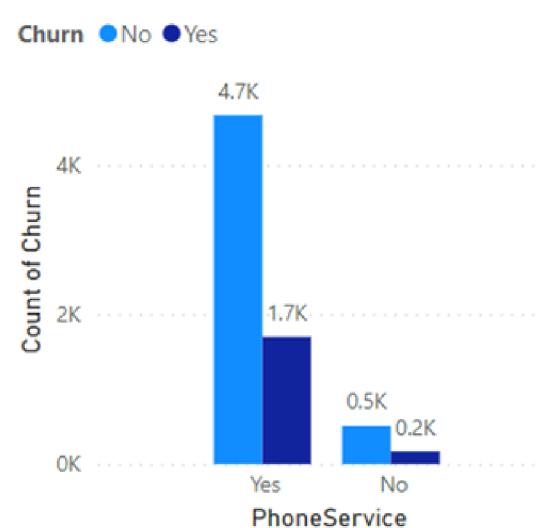
Churn by Online Backup



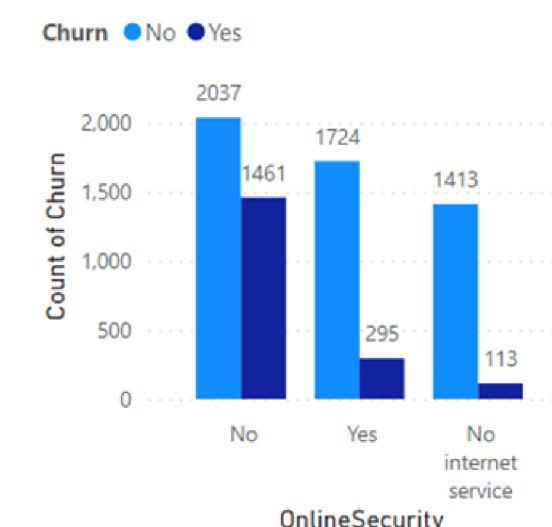
Churn by Streaming Movies



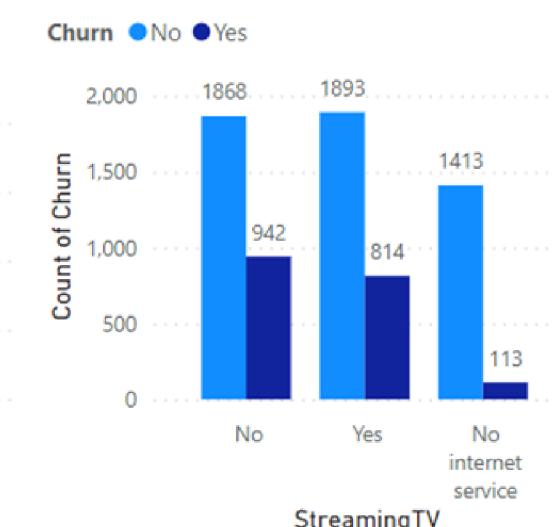
Churn by Phone Service



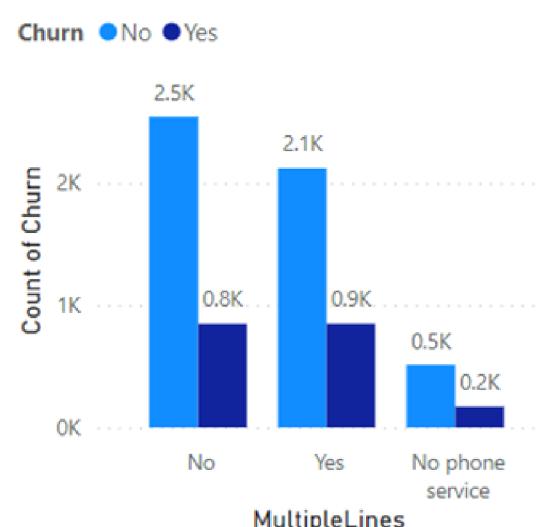
Churn by Online Security



Churn by Streaming TV

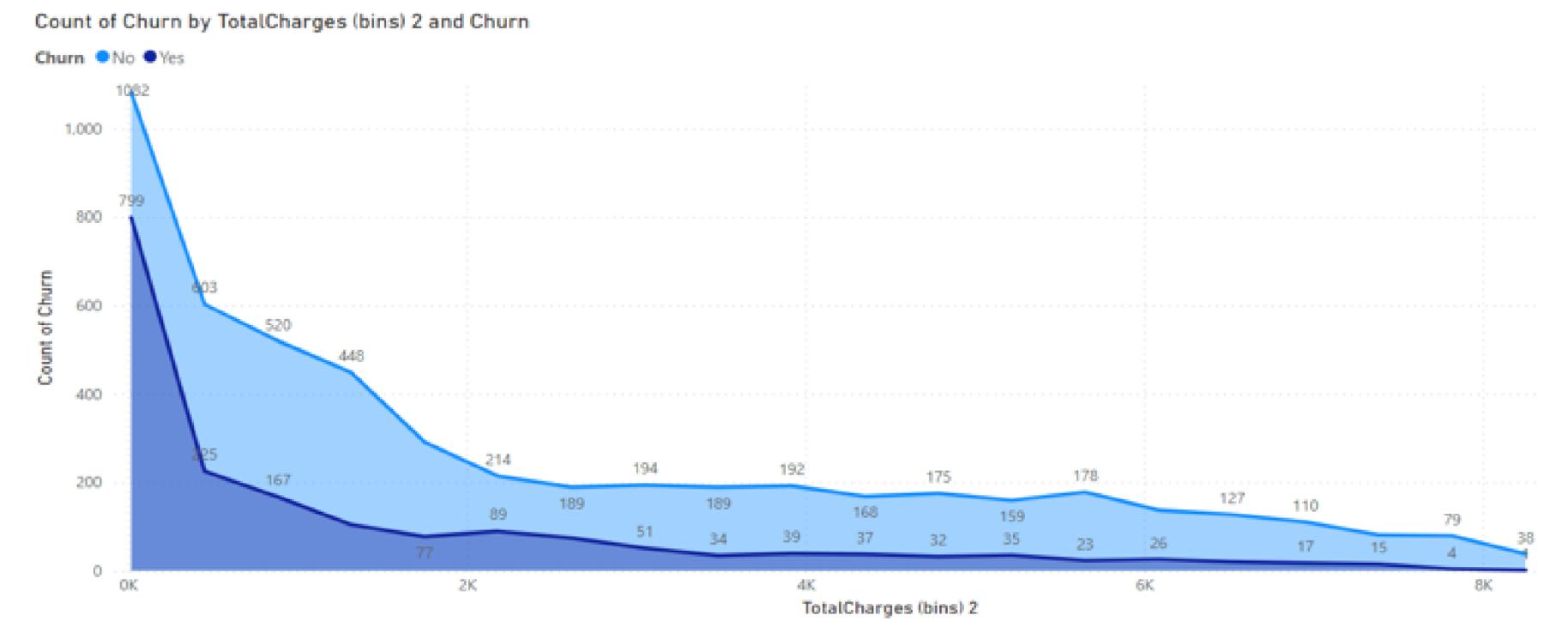
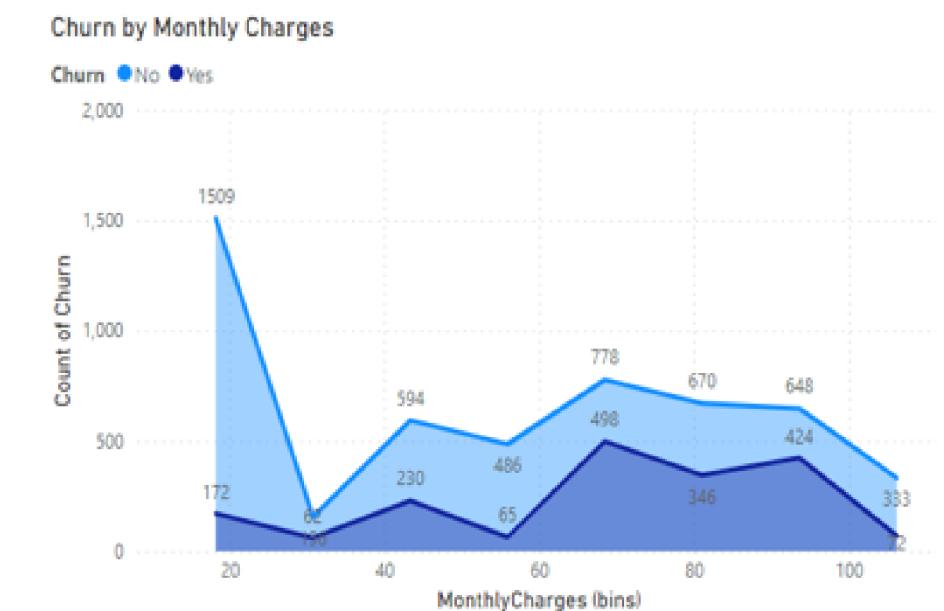
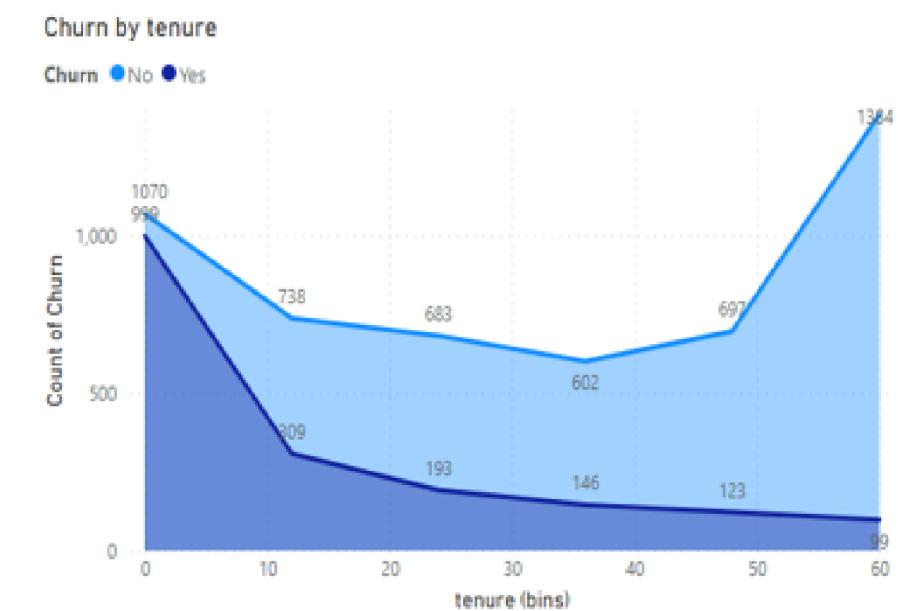
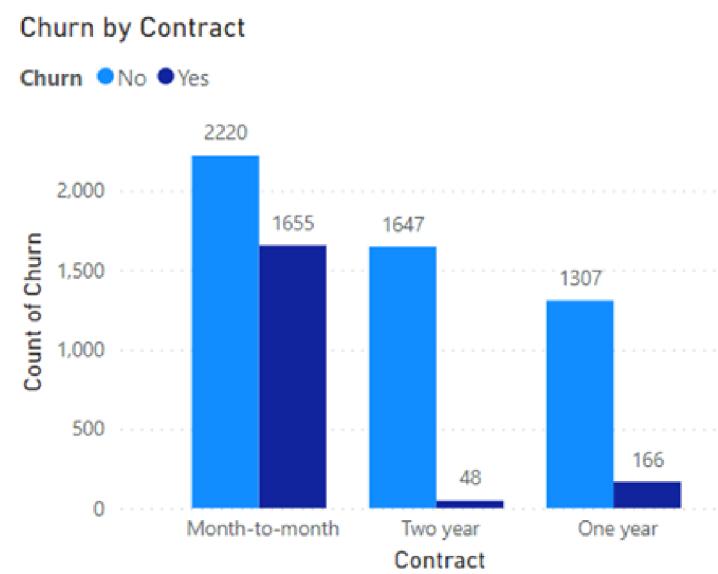
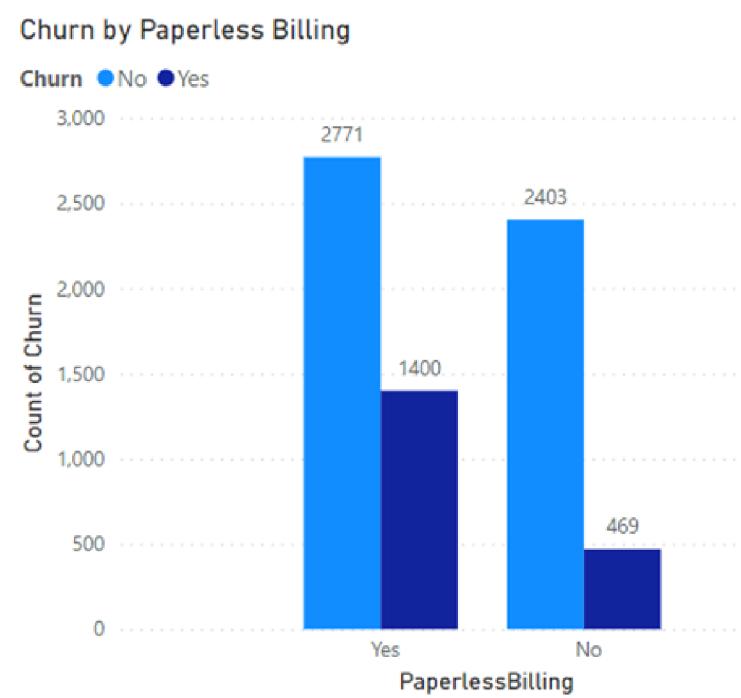
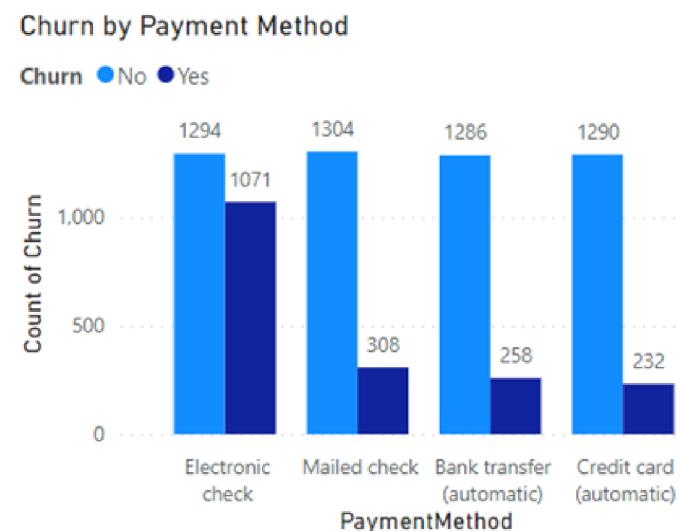


Churn by Multiple Lines



CUSTOMER DEMOGRAPHICS

CUSTOMER ACCOUNT (TENURE,MONTHLY & TOTAL CHARGE)



CUSTOMER ACCOUNT (PAYMENT, CONTRACT & BILL)

KEY FINDINGS

- 01** Impact of demographic such as gender, age, partner and family on churn.
- 02** Impact of services provided and particular service show high churn rate.
- 03** Impact of payment method, contract and billing shows churn rate.
- 04** Impact of tenure, monthly and total charge show churn rate.



INFORMATION ANALYSIS

01

Younger and tech-savvy customers more likely to churn.

02

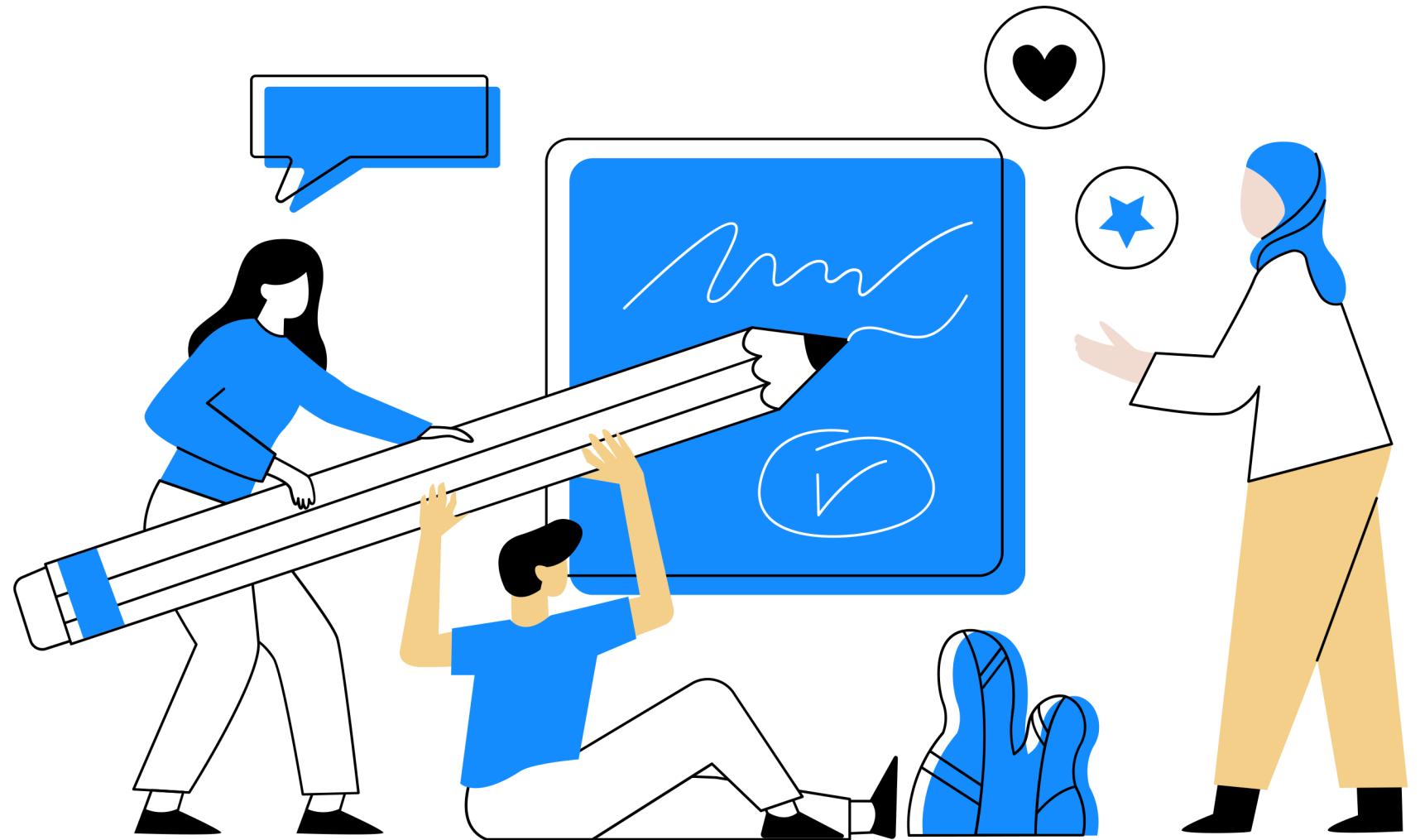
Lack of services like online security, support, and streaming options increases churn.

03

Short-term contracts and paper billing lead to higher churn rates

04

Initial months and high pricing contribute to customer attrition



KNOWLEDGE ANALYSIS

Customer Demographics Impact Churn Rates:

- Gender, age, relationship status, and family dynamics play a role.
- Women and older consumers exhibit lower churn rates.
- Married or committed individuals show higher loyalty (Becker et al., 2020; Jin, 2022; Ribeiro et al., 2023).

Service Quality is Crucial for Retention:

- Reliability, responsiveness, and issue resolution are key factors.
- Patro (2020) emphasizes the importance of service quality.
- Trustworthy digital backup and security services enhance loyalty (MaxBill, 2023).

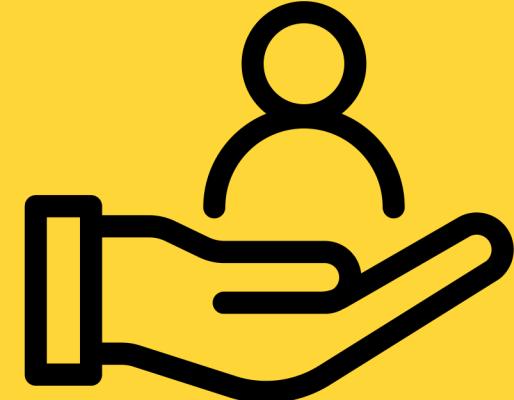
Payment Methods, Contract Length & Paperless Billing Matter:

- Payment options and contract lengths influence churn probabilities.
- Post-paid bills correlate with higher churn; longer contracts foster loyalty (Ribeiro et al., 2023; Pinheiro & Cavique, 2022).
- Adoption of paperless billing contributes to improved customer experience.

Monthly Expenses and Competitive Pricing:

- Monthly fees and total cost significantly impact customer retention.
- Competitive pricing is crucial for reducing churn (SubscriptionFlow, 2022; HeavyAI, 2021).
- Providing savings and special deals attracts and retains customers.

STRATEGIES



Target Customer Engagement

- Segment customers based on characteristics
- Develop personalized offers, discounts, and bundled packages

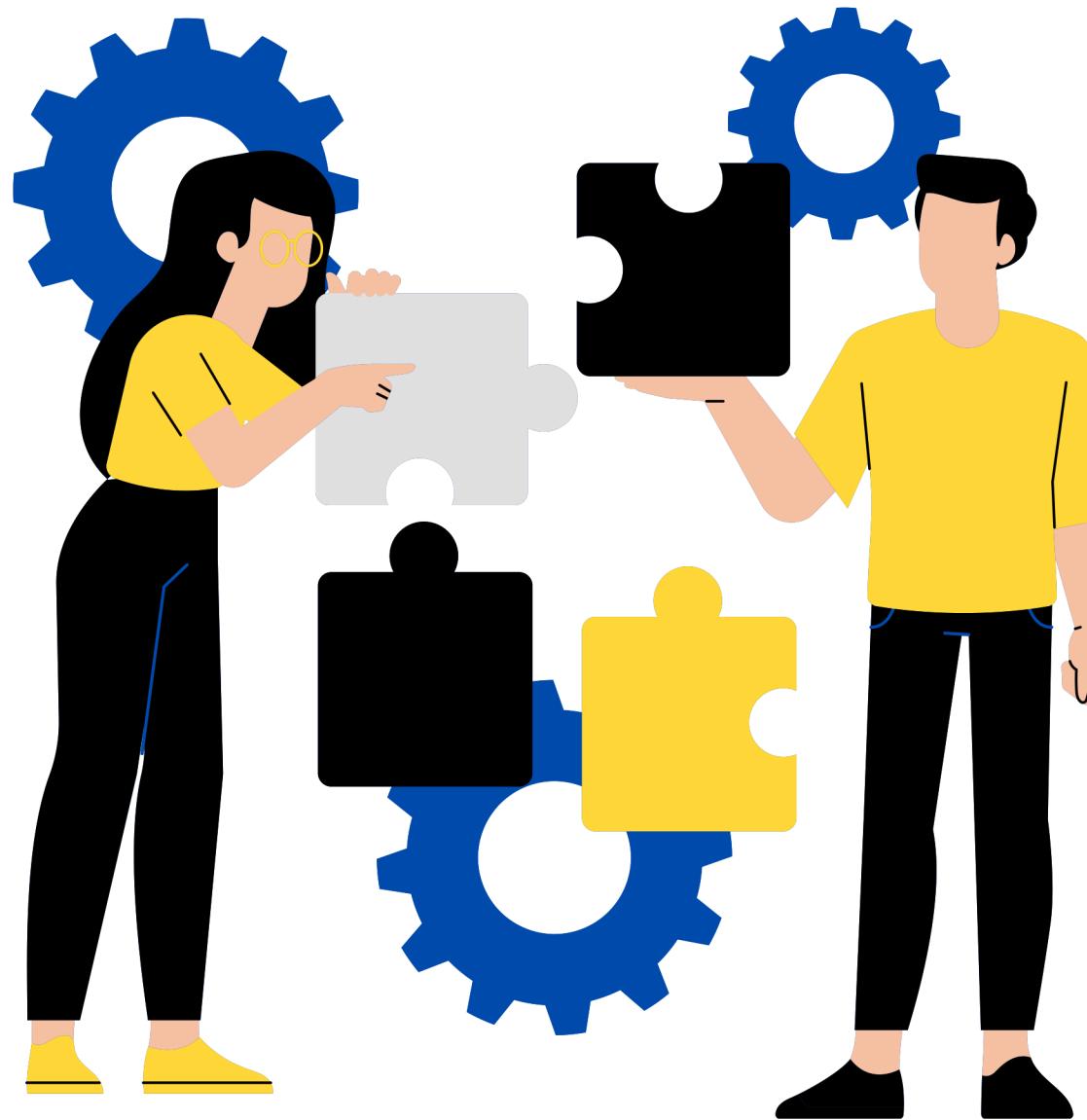
Data-Driven Efforts

- Implement churn prediction models
- Reach out and personalized retention offers for high-risk customers

Flexible Pricing & Billing

- Offer varied contract lengths
- Experiment with flexible pricing models
- Provide prepaid and paperless billing options

RECOMMENDATION



01

Invest in Customer Experience

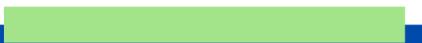
- Ensure reliable service, helpful customer support, and quick issue solutions.
- Prepare staff to interact well with users and provide easy ways for communication like the website and app.

02

Continuous Monitoring and Improvement

- Continuously review data on customers no longer using our services and perform satisfaction surveys to comprehend.
- Utilize ML to obtain understandings and refine techniques to maintain customers.

Q & A





THANK YOU