

Customer Churn



# Telecom Customer Churn Analysis

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# INTRODUCTION

**A summary of findings from telecom customer churn data analysis, including customer demographics, usage, and key drivers of churn.**

# Customer Demographics

- **Telecom customer churn data with 7044 customer records and demographics details including gender, payment method, customer status, and usage data.**
- **Churn customer rate is 27%, joined customer rate is 6%, and stayed customer rate is 67%.**

# REVENUE ANALYSIS

- **Churned customers have an average revenue of 1971, while joined customers have an average revenue of 120.**
- **High-value customers are being lost.**



# CHURN CUSTOMER ANALYSIS

- **Gender distribution is equal at 50/50.**
- **94% of churn customers use internet services, and 80% use unlimited data.**
- **Top 12 cities by churned customers are San Diego, Los Angeles, San Francisco, San Jose, Sacramento, Fallbrook, Temecula, Escondido, Long Beach, Glendale, Fresno, and Oakland.**
- **The most churned age group is between 39-48.**
- **Key driver for churn is competitor.**

# JOINED CUSTOMER ANALYSIS

- Female count is 46%, while male count is 55%.
- 60% of joined customers use internet services, and 49% use unlimited data.
- Top 12 cities with the most joined customers are Los Angeles, San Diego, San Francisco, Sacramento, Glendale, Oakland, Riverside, Bakersfield, Escondido, Burbank, Upland, and Anaheim.
- The most joined age group is between 19-38.

# THANK YOU

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Discord

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Peerlist

<https://peerlist.io/abhijeetranjan>