CHURN ANALYTICS

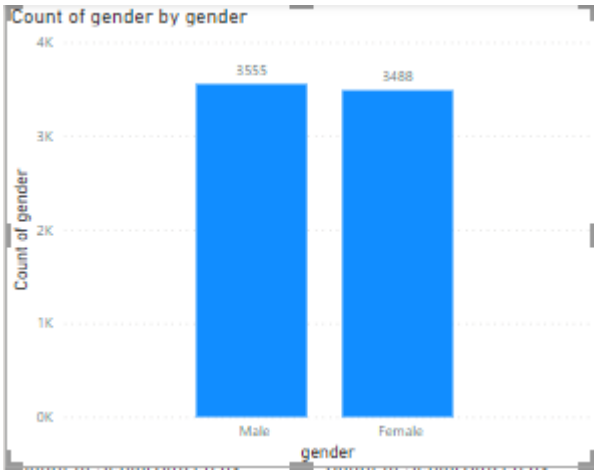
Wireframe Documentation

Homepage

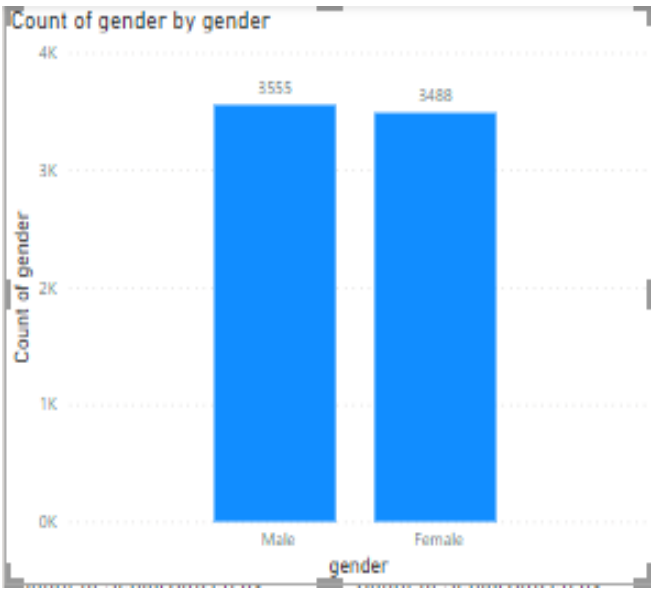
As per the problem statement, we have divided the analysis into following sections:

1. Impact of Gender on Churn:

- This is the overall classification of gender in the dataset in which there are 3555 are men and 3488 are female.



- Now, after applying filter of Churn to know the count of male and female who churned out from total. We get that out of 3488 females 939 female customers have been churned out and out of 3555 males 930 males are churned out.

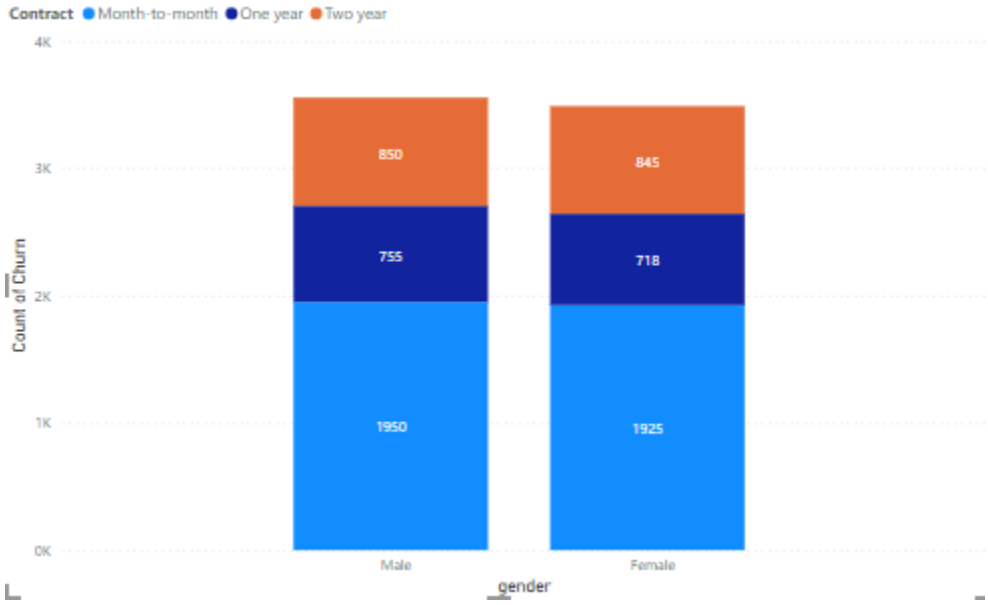


INSIGHTS:

i. When we calculate the churn percentage we got, 26.92% of females have been churned and 26.16% of male customers have been churned.

2. Impact of Gender and Contract on churn.

- Here we will do a bi-variate analysis to get some insights from the data.
- We will use gender and Contracts and first see the total customers divided among these categories.



Original Data:

Male : 3555

Monthly Contract- 1950 → 54.85%→ 55%

Yearly Contract- 755 → 21.23% → 21%

Two Yearly Contract→ 850 → 23.90% → 24%

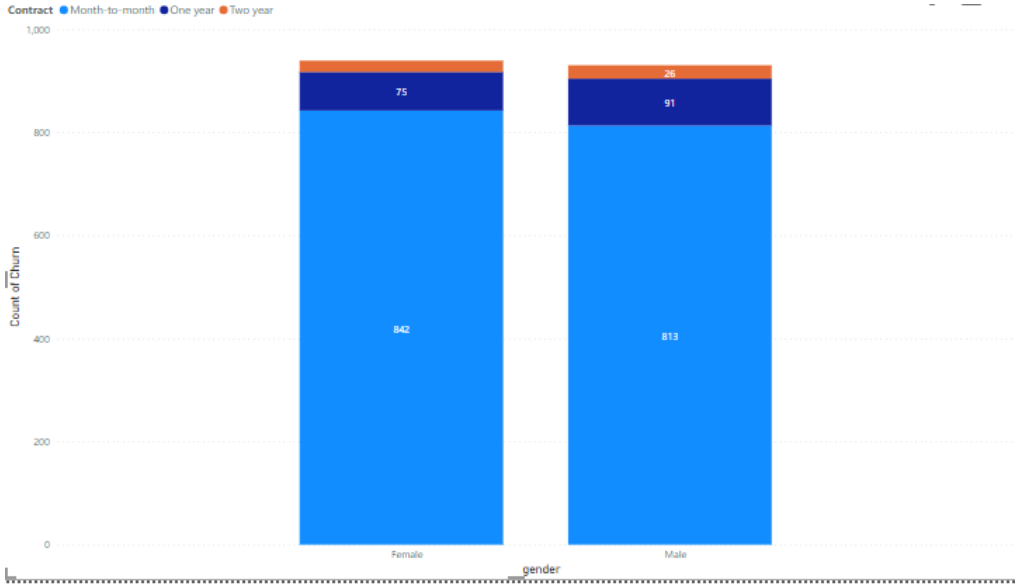
Female : 3488

Monthly Contract- 1925 → 55.18% →55%

Yearly Contract- 718 → 20.58% → 20%

Two Yearly Contract- 845 -> 24.22% -> 25%

- And, now applying a filter of churn and see the stats of churned customers.



Churned Data:

Female: 939

Monthly Contract- 842 -> 89.66% ->90%

Yearly Contract- 75 -> 7.98% -> 8%

Two Yearly Contract- 22 -> 2.34% ->2%

Male: 930

Monthly Contract- 813 -> 87.41% -> 87%

Yearly Contract- 91 -> 9.78% -> 10%

Two Yearly Contract- 26 ->2.79% -> 3%

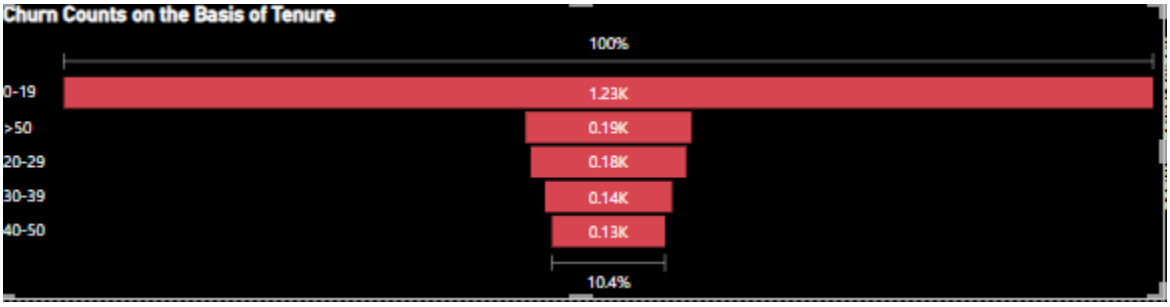
Insights:

i. Monthly Customers are more likely to churn in both Male (87%) and Female(90%) in which female monthly customers are more likely to churn as compared to male monthly customers.

ii. Male 2 yearly customers are more likely to churn as compared to Female 2 yearly customers

3. Impact of Tenure on Churn:

- The tenure in the dataset is in months and it was a continuous data. So, in order to get a valid visualization, I had divided the tenure into bins of months.
- And, then the chart is prepared where we get the correct insights.



- From the above funnel chart, it is clear that as the maximum churn is of customers who have 0-19 months of tenure.