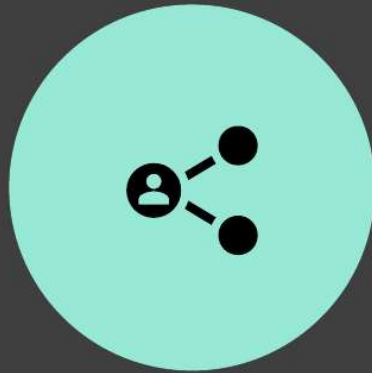


Customer churn Analysis using Tableau

|REPORT|

Objectives



ANALYZE CUSTOMER BEHAVIOR AND PATTERNS TO INCREASE CUSTOMER RETENTION AND LIFETIME VALUE (LTV).



MINIMIZE CUSTOMER CHURN BY IDENTIFYING AND ADDRESSING THE FACTORS THAT CONTRIBUTE TO IT.

Telco churn and LTV analysis

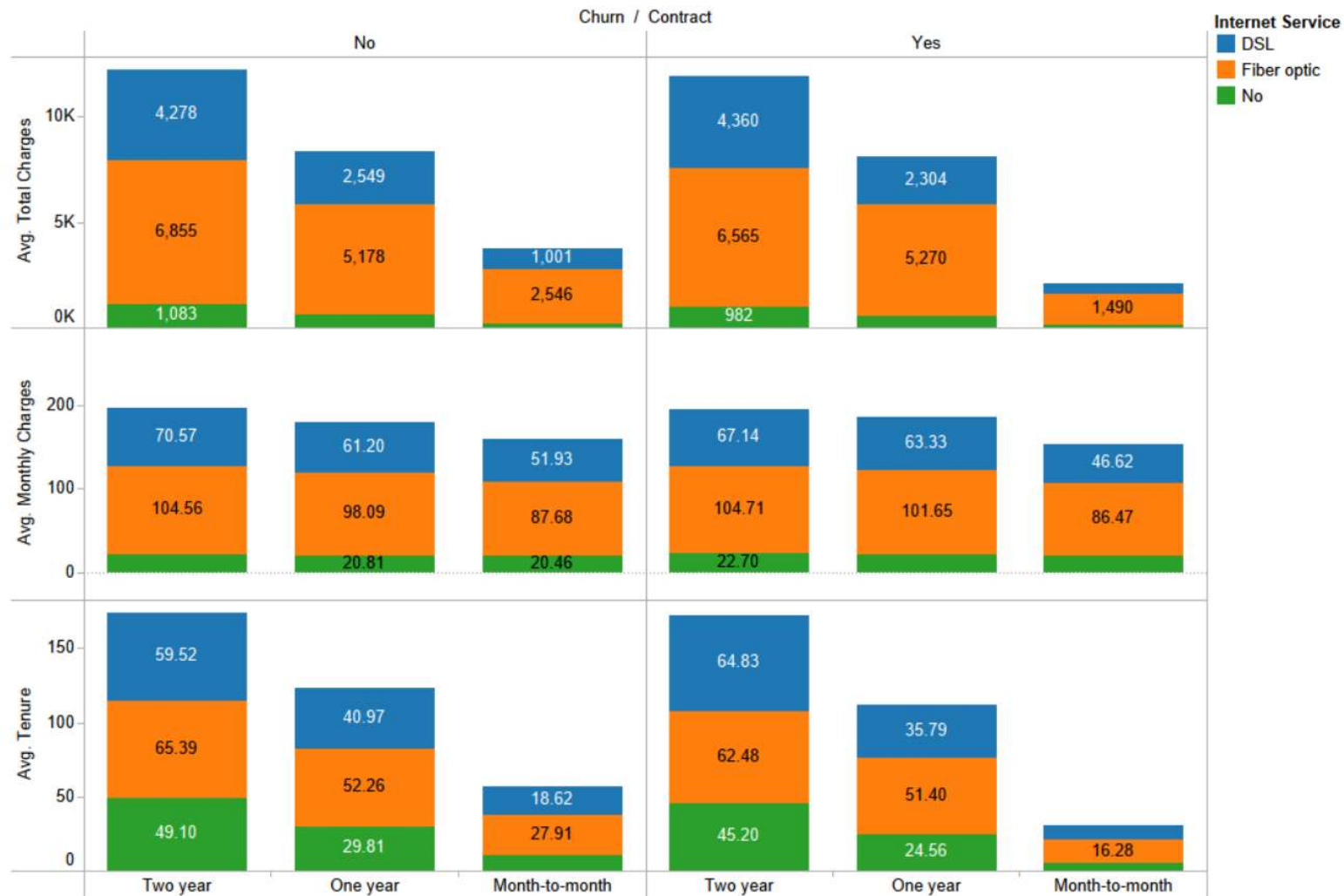
Service analysis by
churn and contract

Streaming services
analysis by churn and ...

Contract pattern by
charges and tenure

Payment method by
charges and tenure

LTV by most important
services



- People leaving the company have paid more money in general when they have a 2-year contract.
- People who have a month-to-month contract are most likely to churn.
- People who have used phone services and multiple lines tend to pay more in general, but we saw that these customers tend to leave the company if they have to pay higher monthly charges.

Telco churn and LTV analysis

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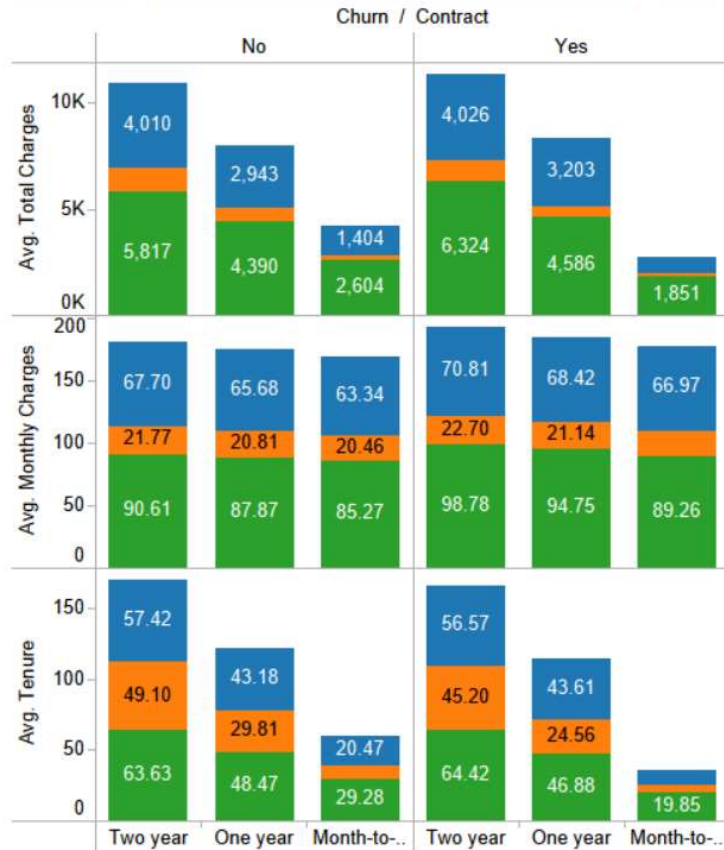
Streaming Movies

■ No ■ Yes
■ No internet ser..

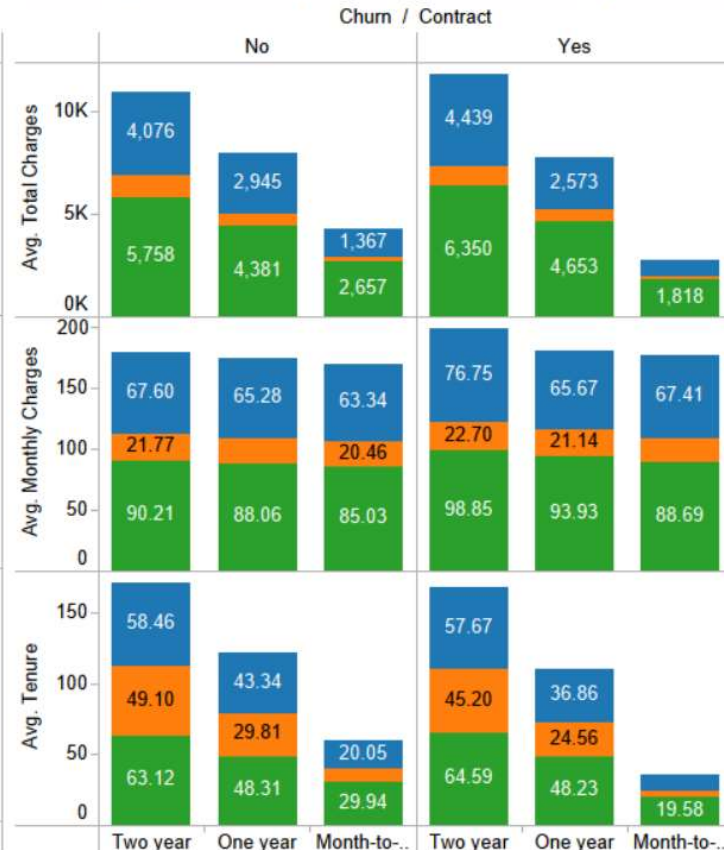
Streaming TV

■ No ■ Yes
■ No internet ser..

Average numerics by contract and streaming tv



Average numerics by contract and streaming Movies



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Telco churn and LTV analysis

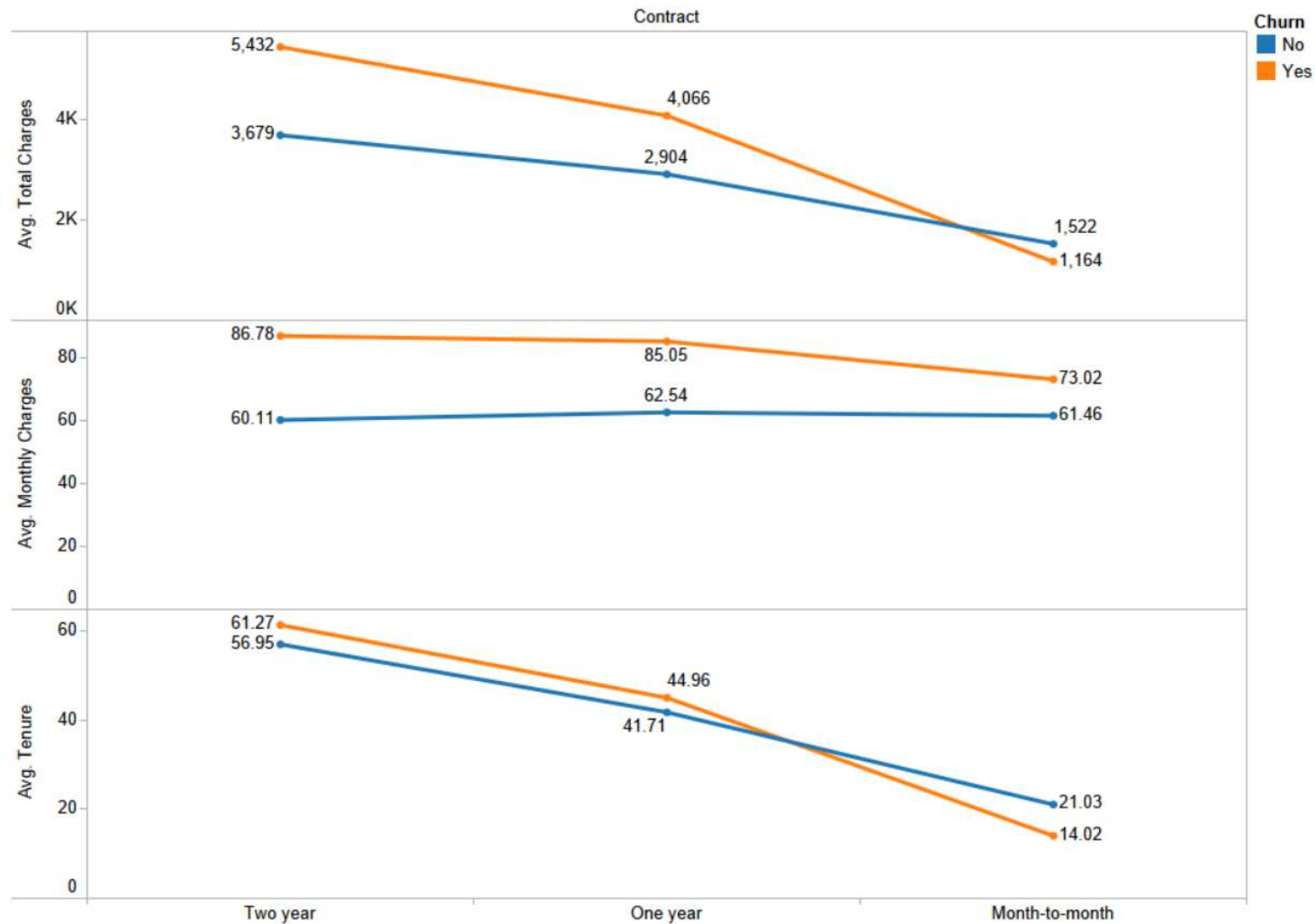
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Telco churn and LTV analysis

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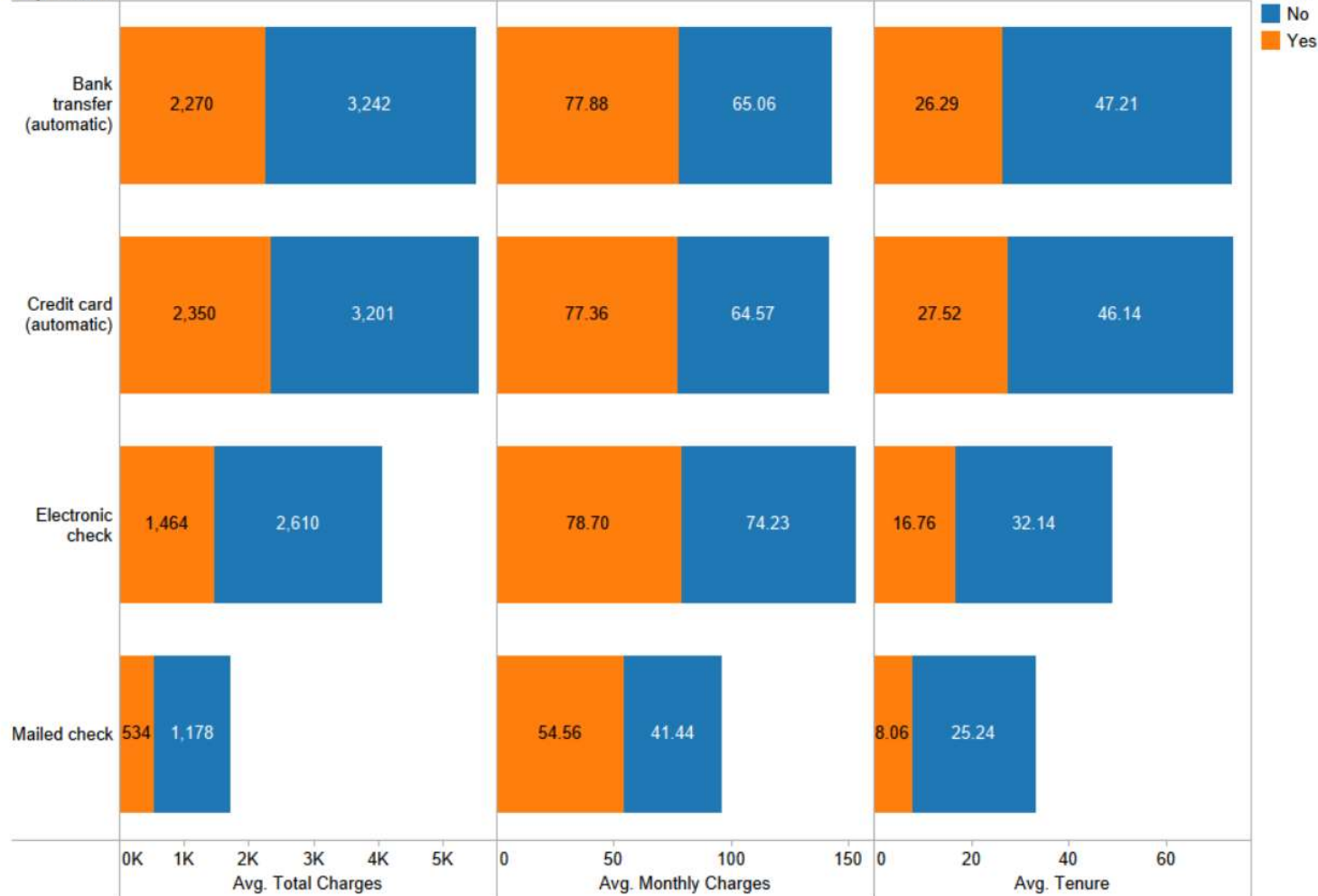
Streaming services
analysis by churn and ..

Contract pattern by
charges and tenure

Payment method by
charges and tenure

LTV by most important
services

Payment M..



- We should encourage customers to make more automatic payments because such people generally have higher LTVs and stay with us longer.

Telco churn and LTV analysis

Service analysis by
churn and contract

Streaming services
analysis by churn and ..

Contract pattern by
charges and tenure

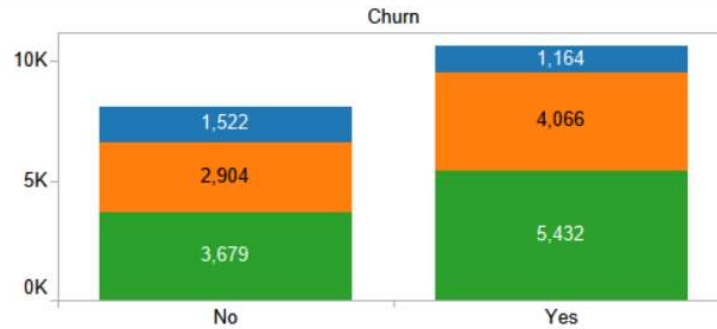
Payment method by
charges and tenure

LTV by most important
services

Contract

Month-to-month Two year
One year

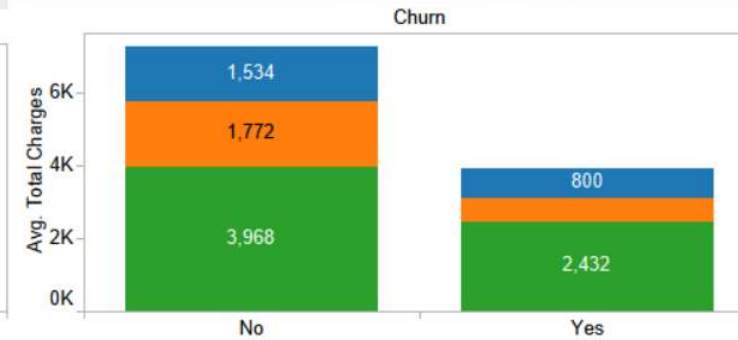
Contract ratio VS Average total charges by churn



Multiple Lines

No No phone servi.. Yes

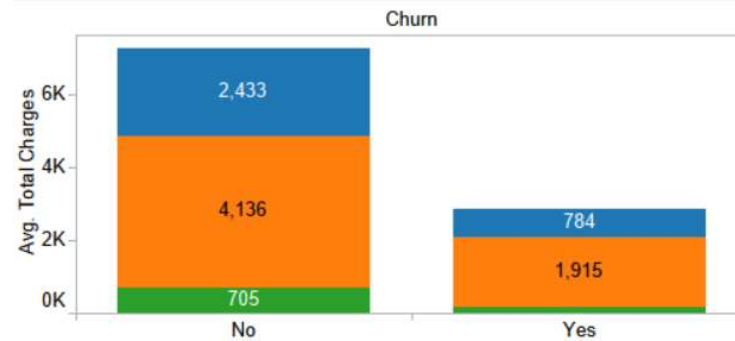
Multiple lines ratio VS Average total charges by churn



Internet Service

DSL Fiber optic No

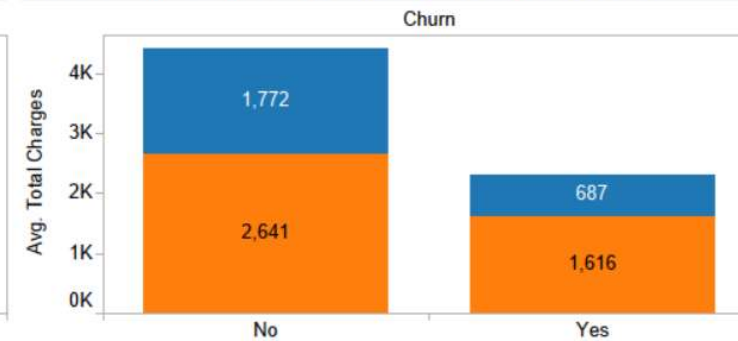
Internet service ratio VS Average total charges by churn



Phone Service

No Yes

Phone service ratio VS Average total charges by churn



- We want to encourage customers to use 2-year contracts, internet services, phone services and multiple lines.
- Concerning churn, we saw that the most important variables related to it include contract, monthly charges, and some services (internet, phone, and multiple lines).
- People who stay with a company longer normally lead to higher LTVs, and enforcing 2- or 1-year contracts can help with this.
- We can and must categorize people as having high and low LTVs.