

Customer_churn_analysis

BUSINESS UNDERSTANDING

☐ README

OBJECTIVE SyriaTel, a telecommunication's company, seeks to understand potential customer churn and develop strategies to enhance retention. This project analyzes customer behavior, satisfaction levels from service calls, account length, and incurred charges to identify predictive patterns of churn. These insights will help the company implement targeted incentives, improve service quality, and enhance customer satisfaction which will result in maximizing retention and profitability

KEY BUSINESS QUESTIONS 1. What is the average account length of churned compared to retained customers?

2.Do customers with multiple service complaints have a higher likelihood of churning?

3. How do charges and pricing plans affect customer churn?

METRICS OF SUCCESS

Churn Rate

Average Account Length

Service Call Frequency

DATA UNDERSTANDING

OVERVIEW

This dataset contains customer's information such as the account length, service usage, charges and customer service calls and churn status. These features will be used in analysis to help the company implement targeted incentives, improve service quality, and enhance customer satisfaction which will result in maximizing retention and profitability

METRICS OF SUCCESS

Churn Rate

Average Account Length

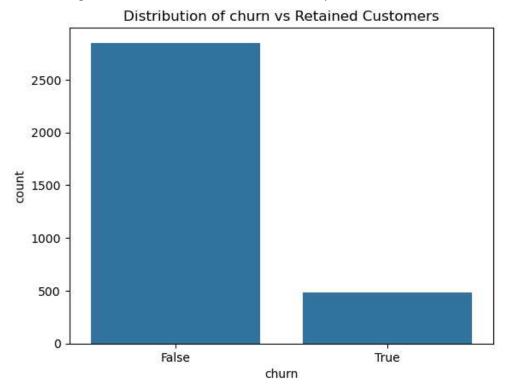
Service Call Frequency

DISTRIBUTION OF CHURN VERSUS ACCOUNT LENGTH

There is a slight difference between the Average Account Length of the churned and the Retained customers, Although the number of churned customers is still higher

DISTRIBUTION OF CHURN VERSUS RETAINED CUSTOMERS

There is a higher number of Retained customers compared to the churn customers.



DISTRIBUTION OF CHURN VERSUS CUSTOMER SERVICE CALLS

The number of customers who Churn tend to have more complaints .This could mean there is poor customer service

DISTRIBUTION OF CHURN VERSUS ACCOUNT LENGTH





Releases

No releases published Create a new release

Packages

No packages published Publish your first package

Languages

Jupyter Notebook 100.0%