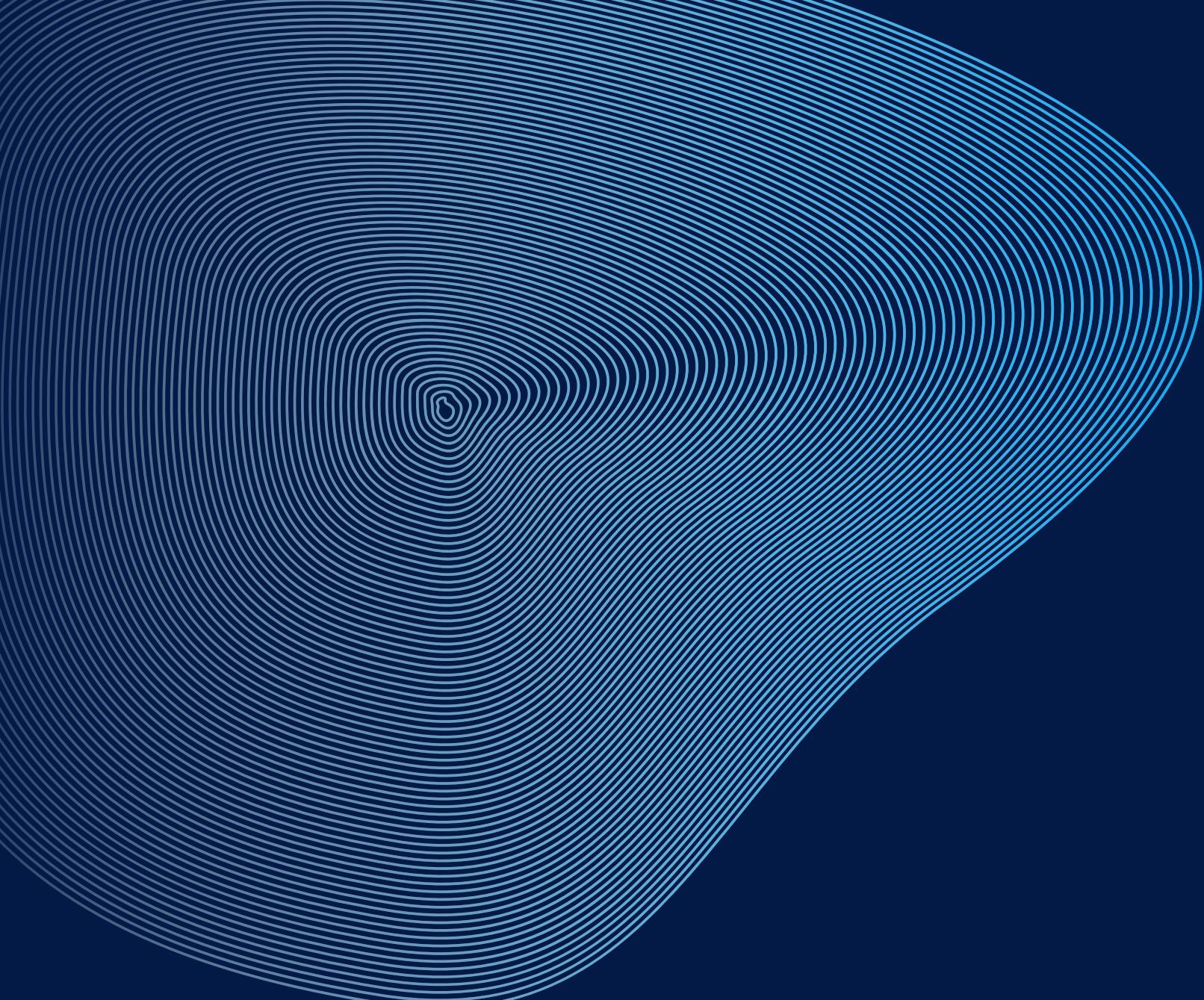


TELCO CUSTOMER CHURN ANALYSIS

BY AKOMA INTELLIGENCE



A major telecommunications company is experiencing customer churn, where customers are discontinuing their services at a significant rate.

Understanding the drivers behind customer churn is essential for improving customer retention and maintaining profitability.



AKOMA INTELLIGENCE

ABOUT US

At Akoma Intelligence, we combine the power of data with the soul of innovation.

Inspired by the Akan symbol Akoma — meaning “the heart” — we bring empathy, insight, and intelligence to the world of data and machine learning.

From predictive models to customer churn analysis, we deliver solutions that drive growth, shape digital transformation.

Let your data speak — with heart.

THE TEAM



KOBY
ADISENU



LYDIA
FORDJOUR



AKOSUA
MENSAH



MARY D.
ASARE



KAUSARA
KPABIA

UNDERSTANDING CUSTOMER CHURN

CHALLENGES

High customer churn threatens profitability.

Understanding churn drivers is key.

DATA

- Internet Service
- Monthly Charges
- Tenure
- Contract
- Dependents

PROJECT GOALS

- Identify churn patterns.
- Build a predictive model
- Improve customer retention

MARKET SUMMARY



7032
TOTAL CUSTOMERS



\$16.06M
TOTAL SALES



CHURN RATE

KEY INSIGHTS



PAYMENT METHOD



Electronic check payment method most preferred



Electronic check method has the highest churn rate
45%



Linked to Month-Month Contract hence the high
churn rate



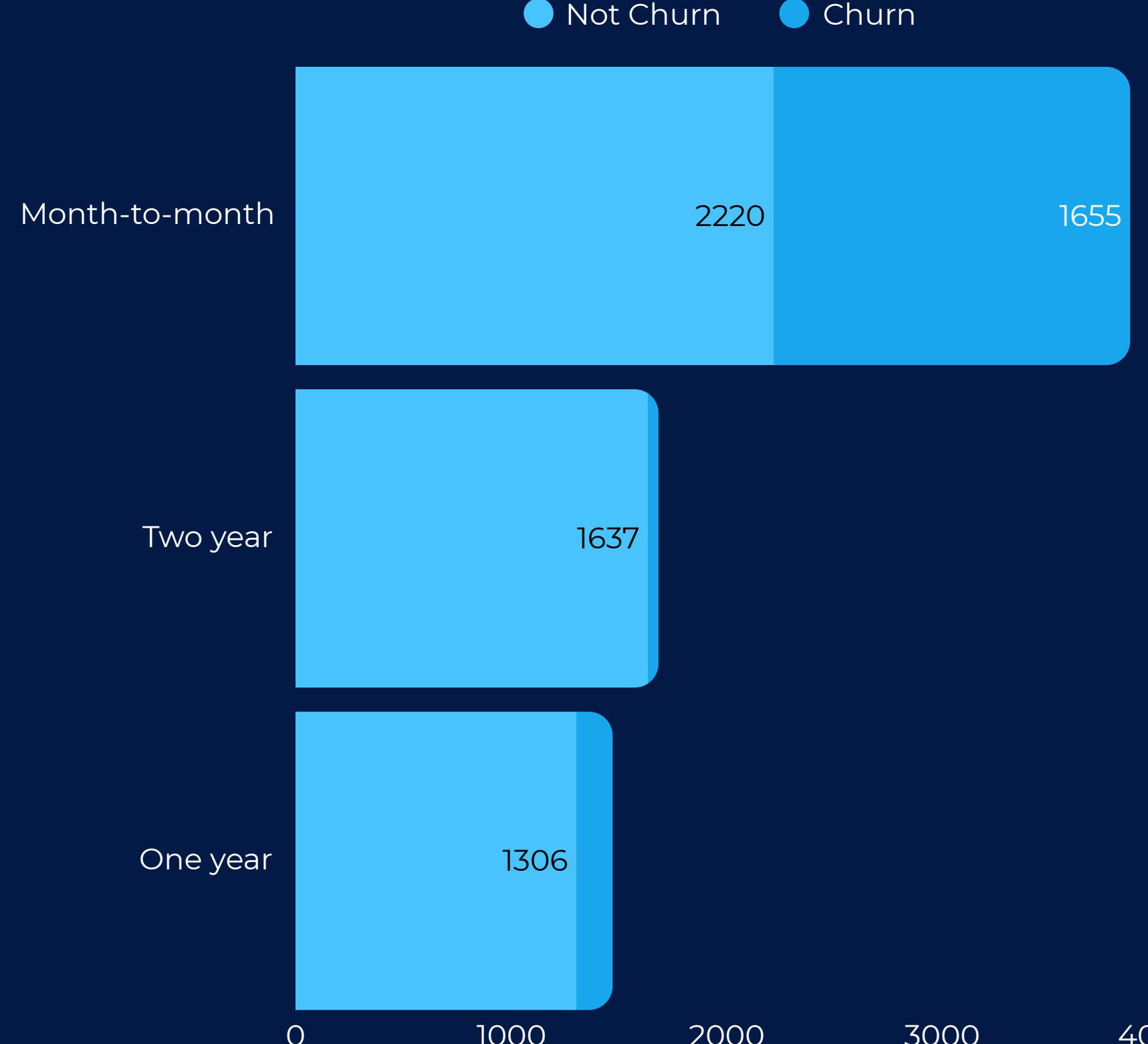
Prominent among tech savvy customers hence little
tolerance for slight glitches

KEY INSIGHTS

CONTRACT



Shorter Contracts - Higher Churn rate

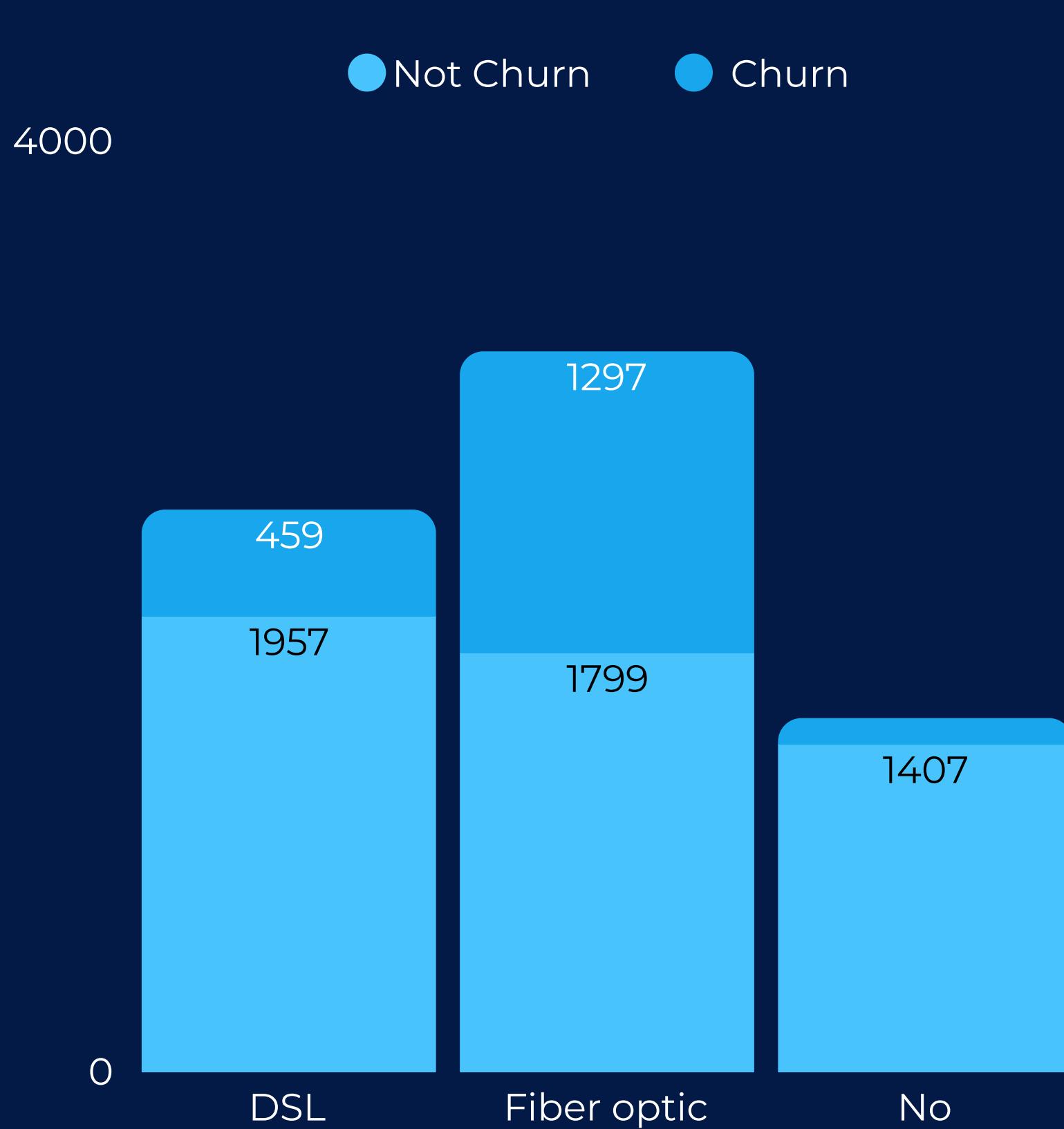


**Shorter contracts speak to lower commitments
hence ease of churning**



Tried and tested out by new customers

KEY INSIGHTS



INTERNET SERVICE

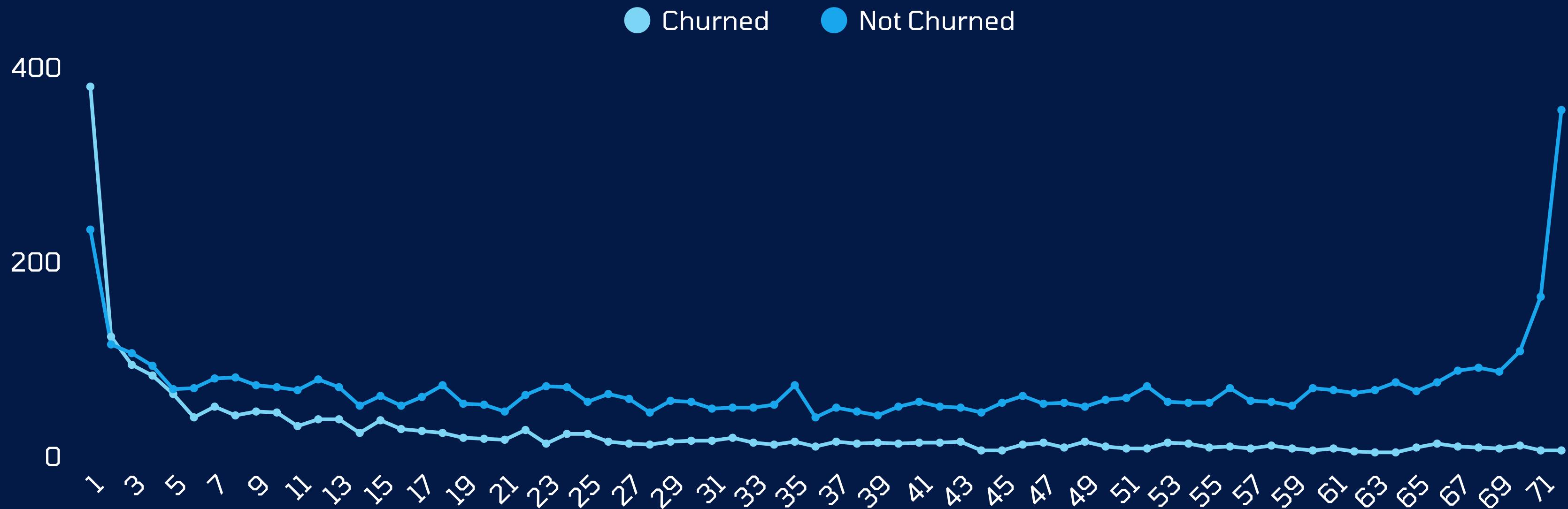
- Most Customers enjoy Fiber Optic Internet, but struggle with payment.
- High expectations of Fiber Optics users hence little tolerance for internet glitches
- Competitive markets leading to hopping and switching customers

KEY INSIGHTS

TENURE

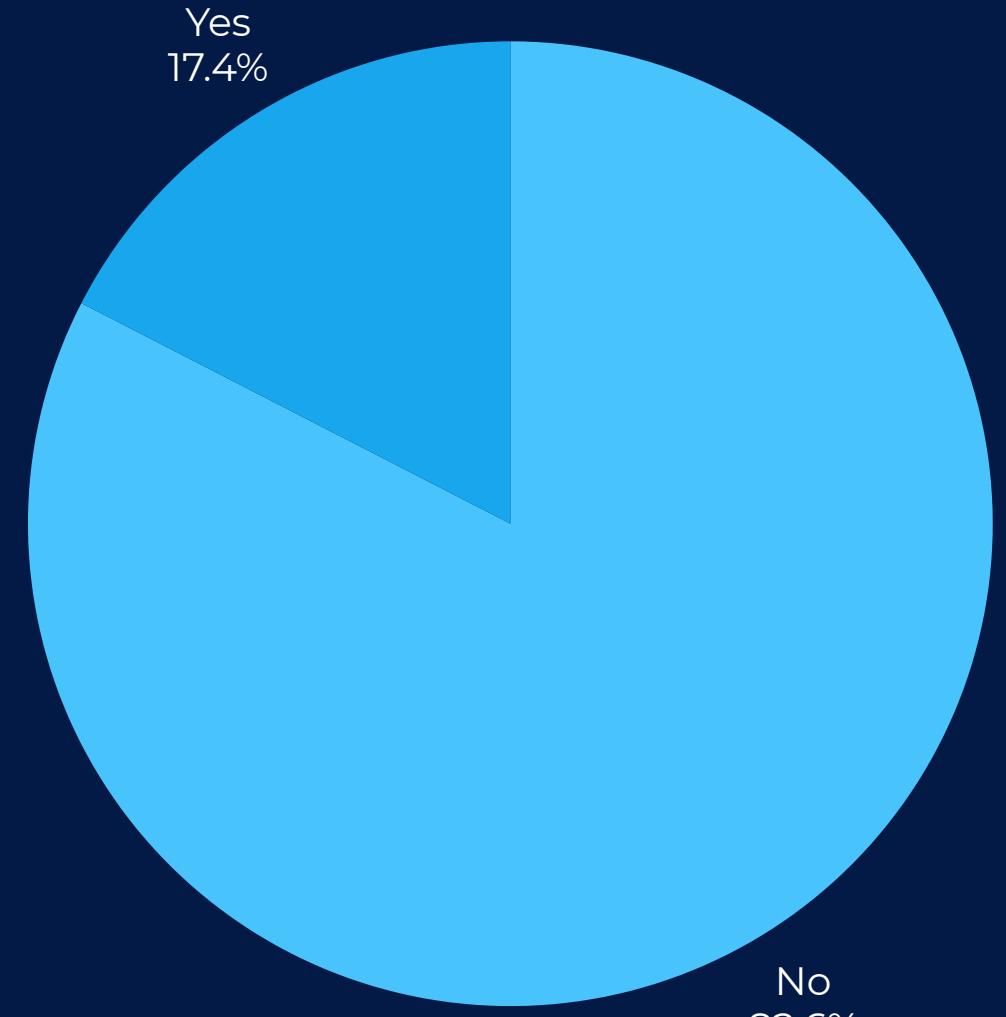
- Longer tenure = lower churn rate

- 200+ increase in retained customers in last 2 months



KEY INSIGHTS

DEPENDANTS



Customers without Dependants churn more.

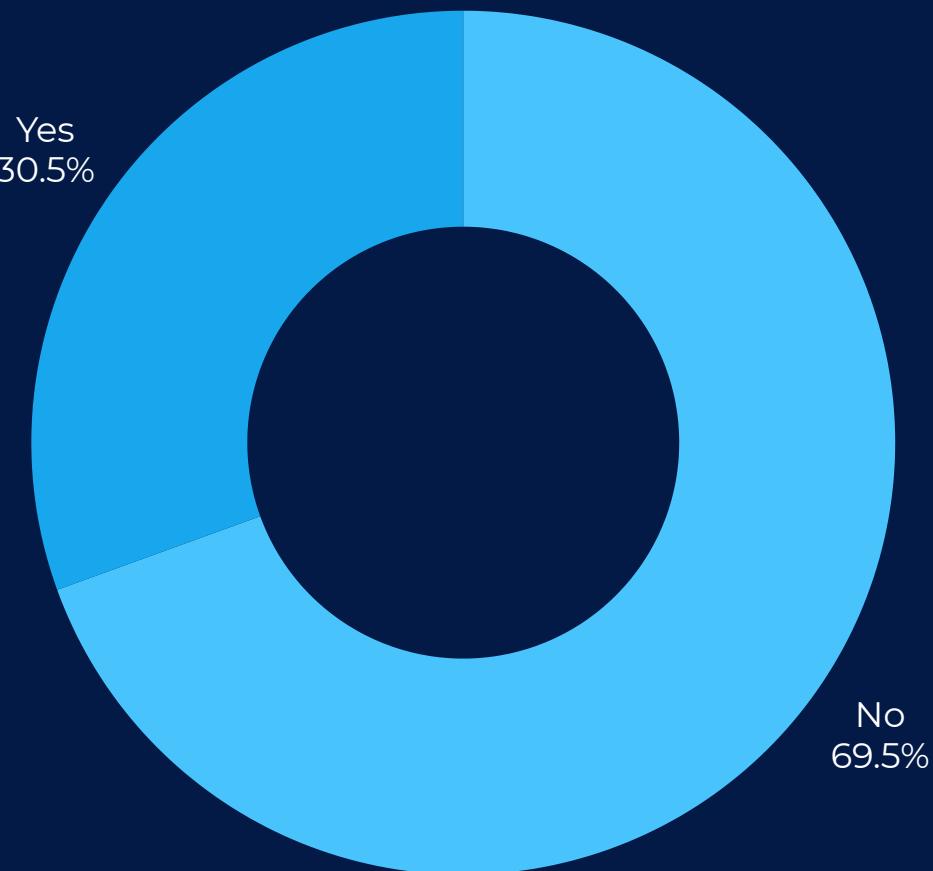


Less ties eg kids and spouses churn easily

MONTHLY CHARGES



Higher charges leading to higher churn rate

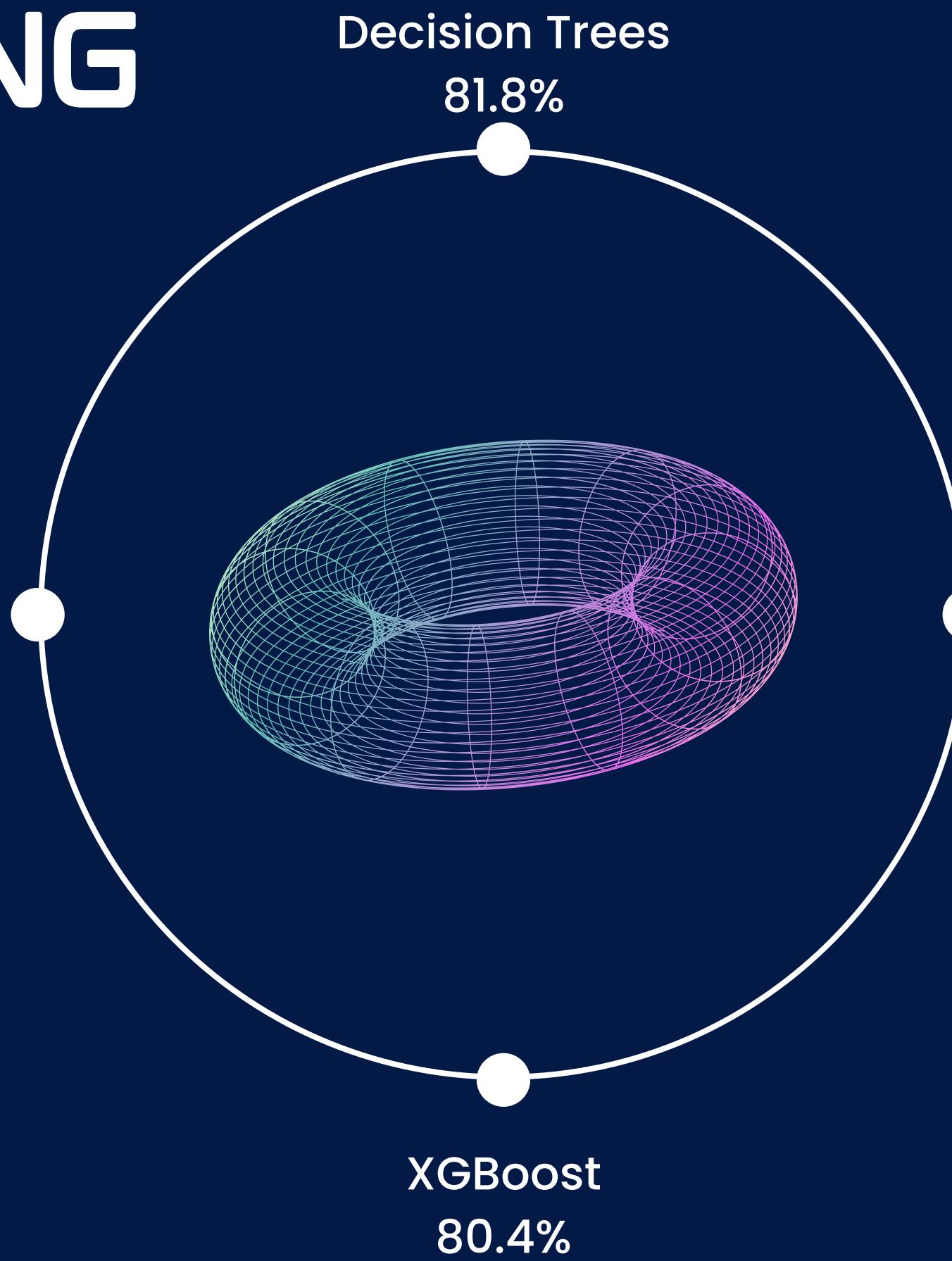


PREDICTION & MODELLING



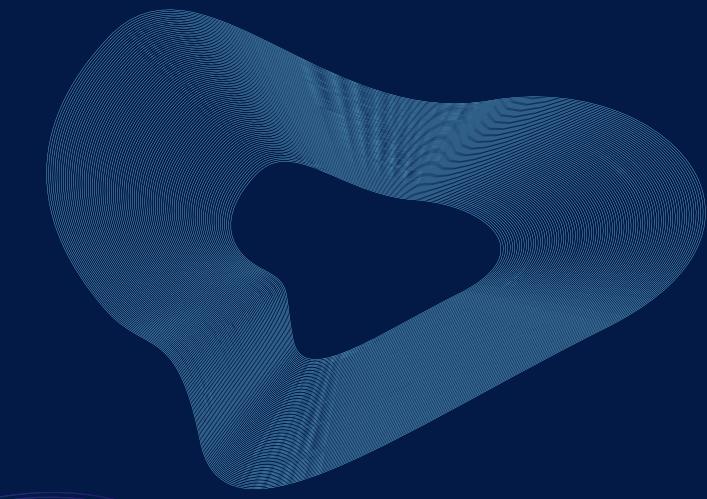
ROC-AUC SCORE

83%



Logistic Regression is our best performing model

RECOMMENDATIONS



OFFER DISCOUNTS TO
REDUCE CHURN RATE TO
ABOUT 5%

ADDRESS CHALLENGES
OF CHURN CUSTOMERS
TO INCREASE RETENTION
RATE BY 7%

RECEIVE FEEDBACK
FROM ALL CUSTOMERS
TO IMPROVE OUR
SERVICES

RUN PROMOS AND
CUSTOMER AWARDS
MONTHLY

GET IN TOUCH

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THANK YOU

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