



TELECOM CUSTOMER CHURN

Adam Chouman, Kaljang Sherpa, Nymul Islam



Project Objectives

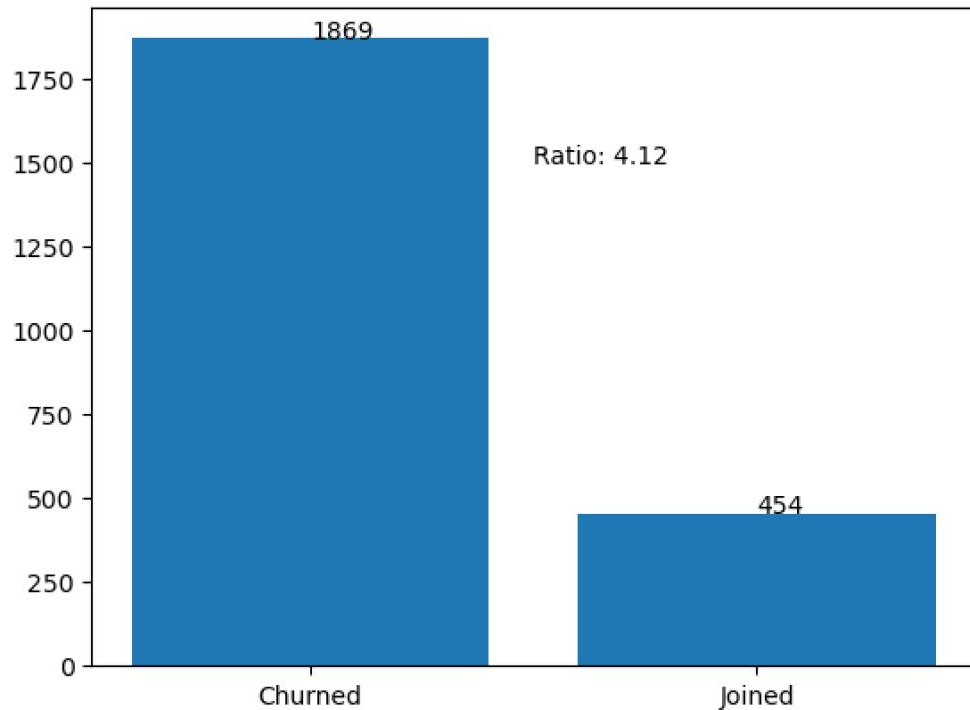
Analyze existing telecom customer data to identify churn correlations and find opportunities that exist for us to enhance customer retention rates.

Process



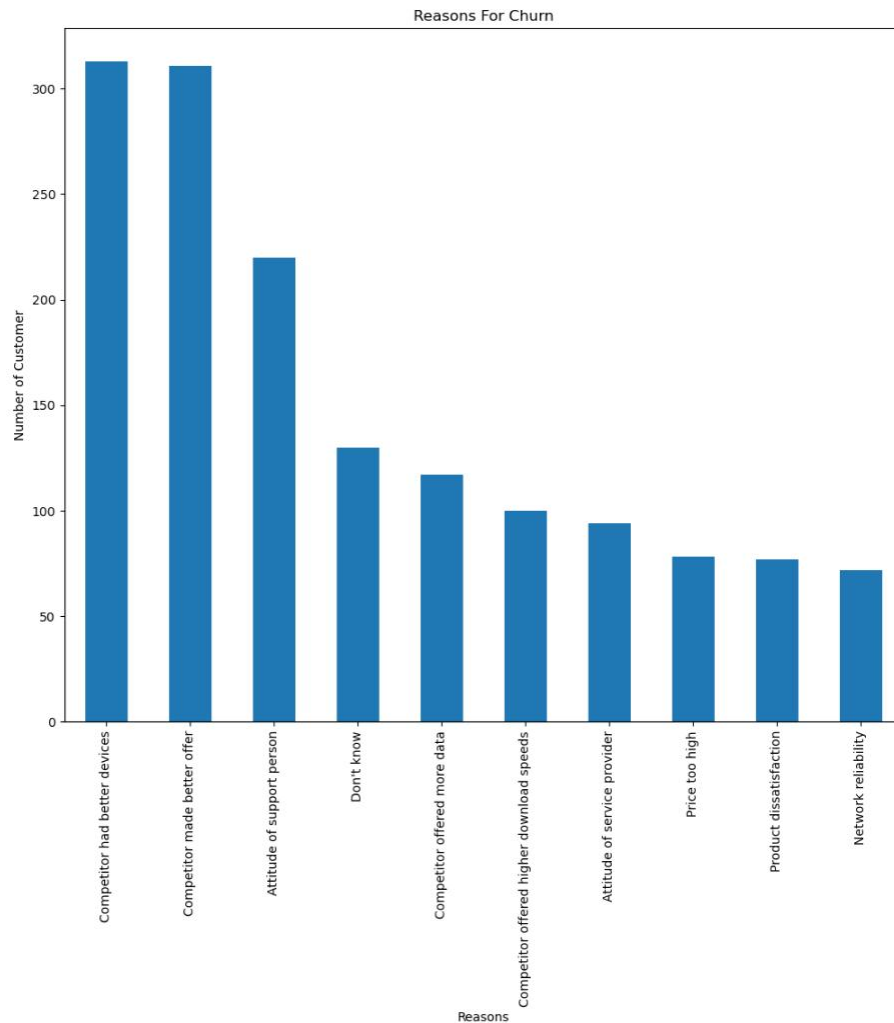
- Define the problem and reframe the question
- Data Gathering
- Data Cleaning and Preprocessing
- Data Analysis
- Data Visualization
- Report
- PowerPoint Presentation

Churned-to-Joined Ratio



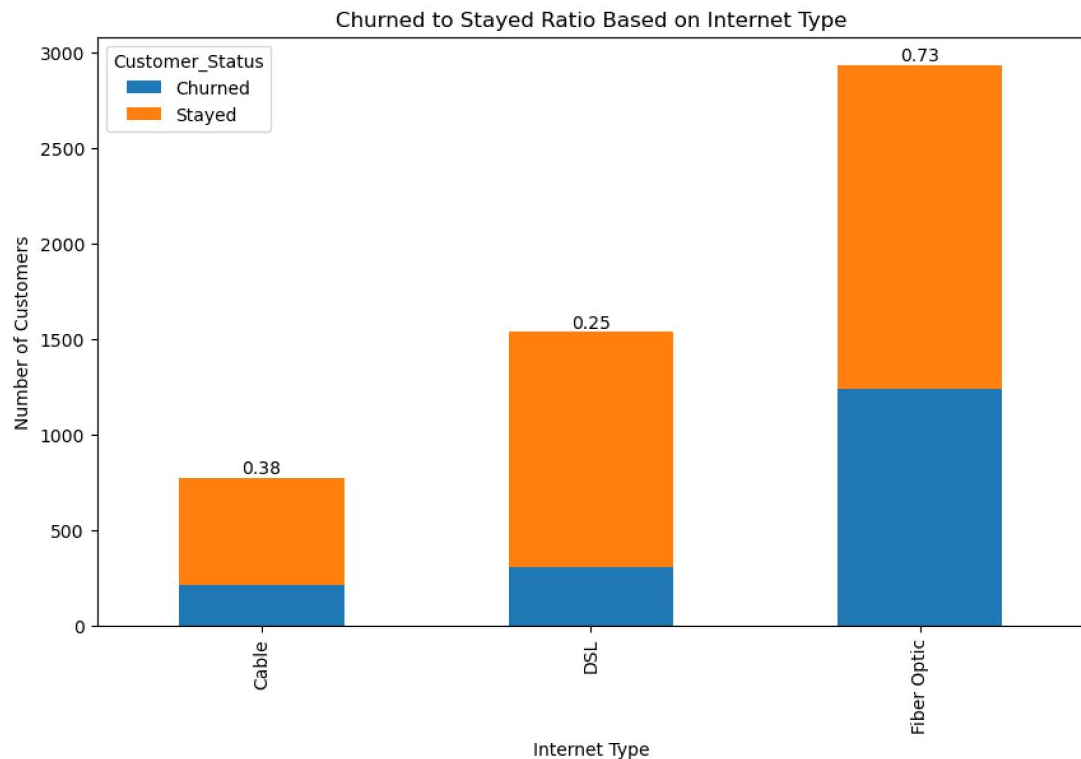
Alarming Retention Rate

For every new customer the company acquired, over 4 customers left the company.



Biggest Churn Cause

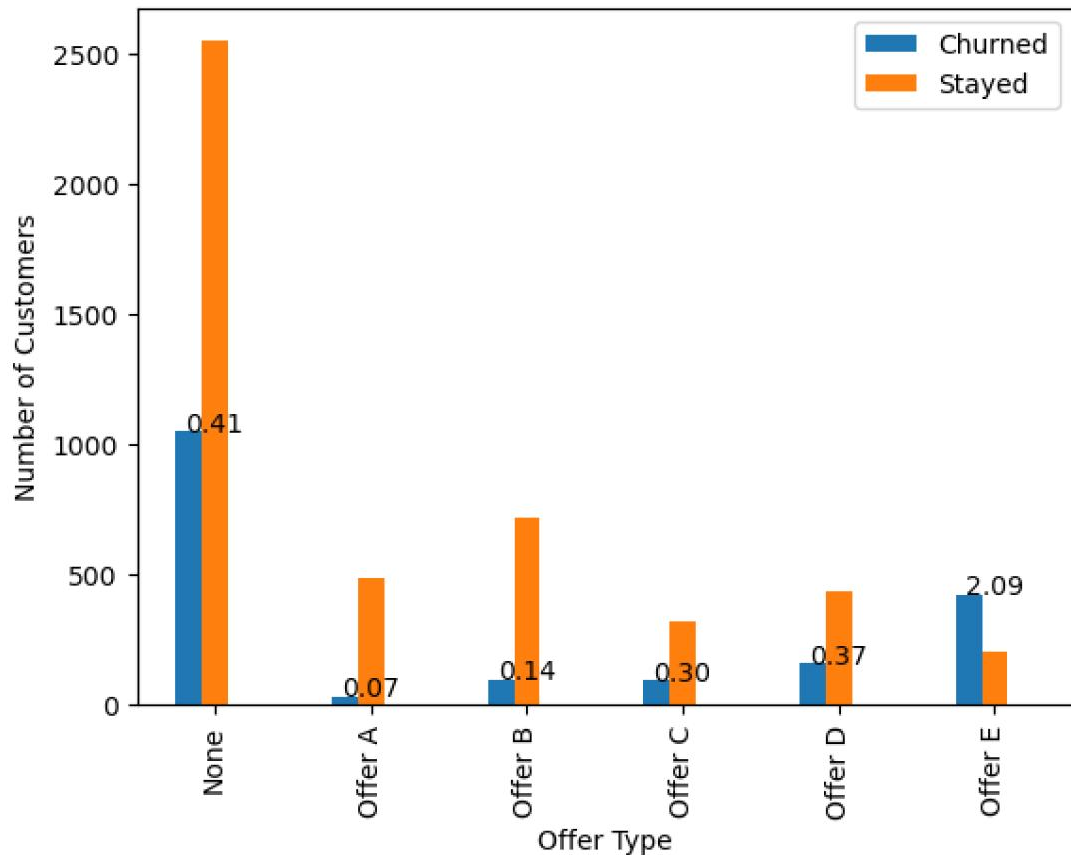
The telecom company needs to Improve device, offerings, and customer support to retain customers and reduce further churn.



Fiber Optic's Retention Issues

Fiber Optic is inefficient in retaining customers. DSL may be a better alternative for customers.

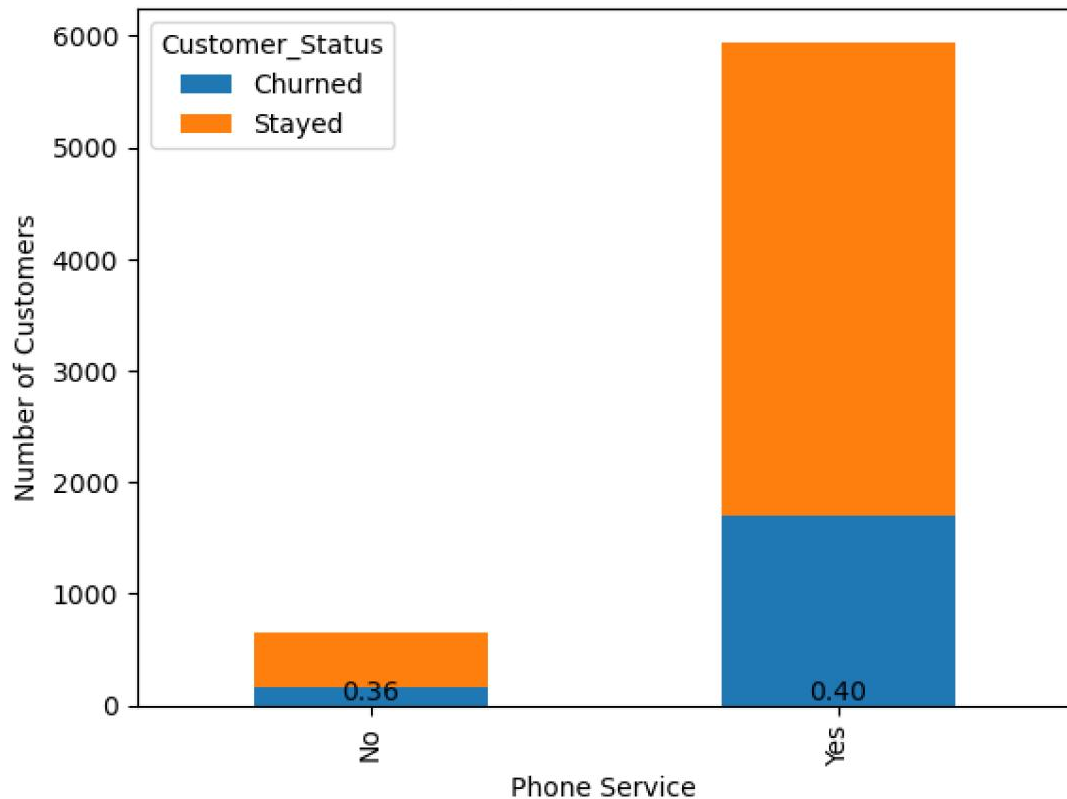
Churn to Stay Ratio Based on Offer Types



Issues With Current Offers

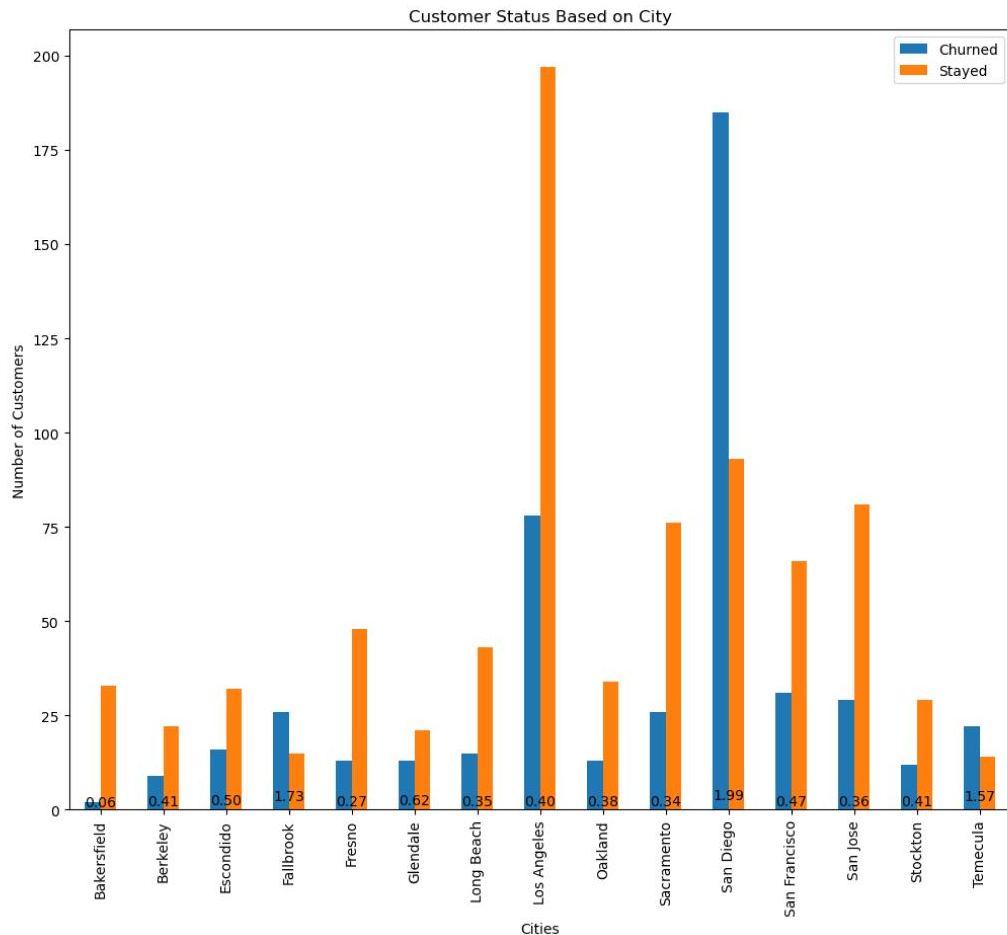
Most churned customers received either no offers or offer E, both terrible at retaining customers.

Churned to Stayed Ratio for Phone Service



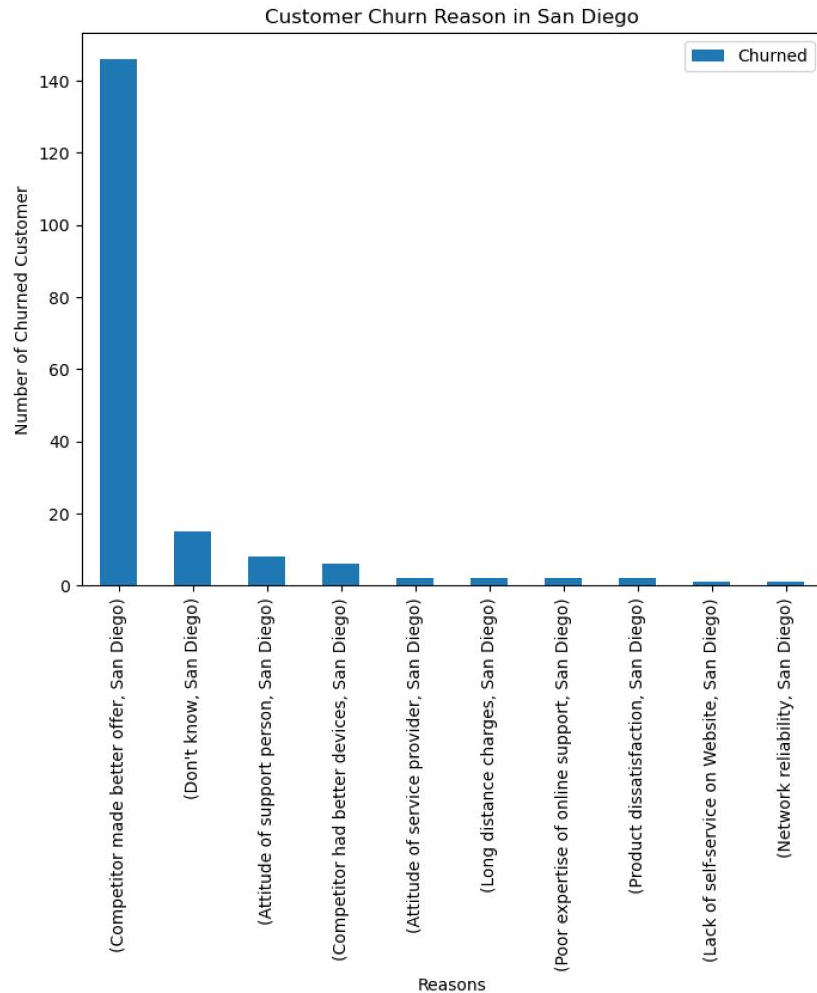
Problem With The Existing Phone Service

The default phone service may be a pain point for customers.



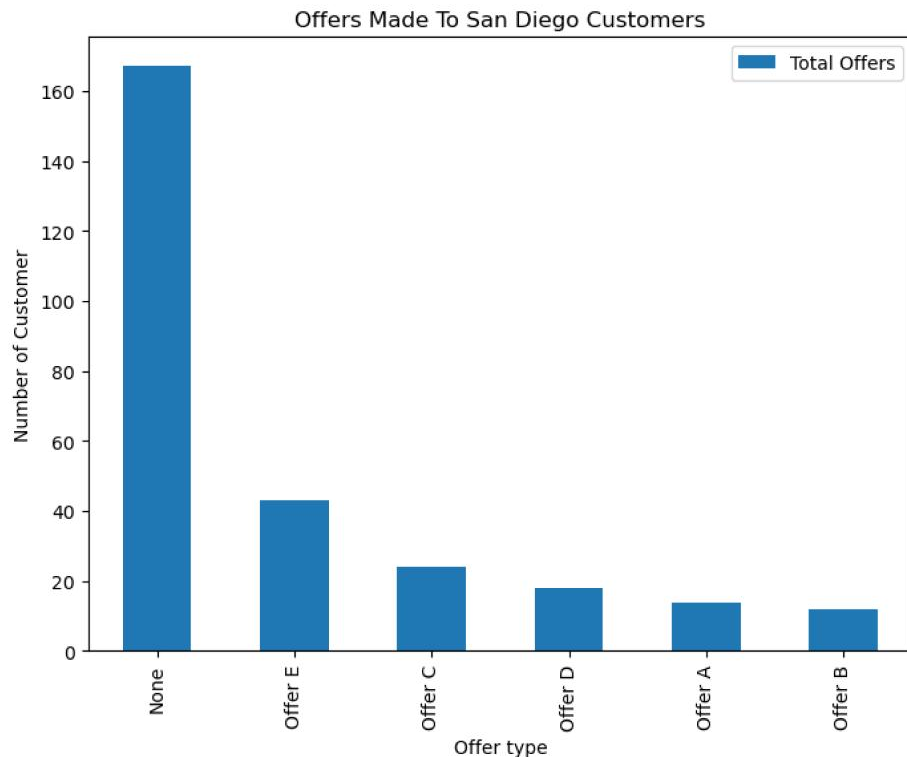
San Diego Disaster

San Diego accounted for almost 10% of the total customer churn population.



San Diego Reasons For Churn

79% of customers churned in San Diego
because competitors made better offers.



San Diego Solution

A lack of good offers for San Diego customers was the primary reason for churn. The firm should focus on creating more competitive offers for this region to retain customers.