

Telecom Churn Dataset

Data Analytics Using Excel

Charan N

After analyzing the given dataset, I have asked three questions and given solutions for it.

1. Whether senior citizens churn or not? Can this telecom company suggest that people belong to the senior citizen category?

The answer is, people who are senior citizens do not churn. I have taken the count of all the customers and filtered it for senior citizens alone. While applying a column chart, it is clear that senior citizens' churn is less. By using numbers, there are a total of 7011 customers, out of it, 1138 were senior citizens. Out of 1138, 663 did not churn and 475 senior citizens churned. This shows that this telecom company is good for senior citizens and it is suggestable for senior citizens.

2. What payment methods customers use to pay their bills and how can the business improve using this?

The most payment method used by people is electronic cheque. I have taken all the customers who had churn or not. By using filters, I have separated all the payment methods. While seeing the chart and numbers, we can decide which payment mode is used by many. Out of 7011 people, 2358 people used electronic cheque, which is the highest. So the telecom company can increase the efficiency in using the electronic cheques payment mode which helps the customers to pay their bills more efficiently, or on the other side, the telecom company can advertise more to use an automated billing system using credit cards as only 1517 people use their credit card.

3. The additional technical support of this telecom company is working good or bad and how is it related to churn of the customers?

As we know, the technical support team is one of the most important teams of a telecom company, so it is necessary to check how the technical support is beneficial to the people. For this I have taken all the customers count and compared them who opted for additional technical support. In a line chart, it clearly says most people doesn't opted for

additional technical support. 3461 people don't want additional technical support and 2034 people need it. In the next chart I have filtered people using technical support and compared it with the churn rate. It shows out of 2034 people opted for support, 1725 does not churn and 309 customers churned. Which shows that the additional technical team of the telecom company works well and is beneficial to the customers.