**TELCO CUSTOMER CHURN ANALYSIS**

[Churn](https://www.profitwell.com/customer-churn/guide) analysis is the evaluation of a company’s customer loss rate in order to reduce it. Also referred to as [customer attrition](https://www.paddle.com/resources/customer-attrition) rate, churn can be minimized by assessing your product and how people use it.

**DATA TRANSFORMATION**

Microsoft Excel and power query were used for the data cleaning and transformation. Here, the column headers were properly spaced. The Senior citizens column was tranformed from the “0” and “1” to “no” and “yes” representing the former and latter respectively for ease of analysis. The total revenue was gotten by suming up the total charges for all customers and percentage of churn was gotten by dividing churned customers by the total number of customers and multiplying by 100.

During the data transformation, (for ease of analysis) I added a column called “Tenure range” which separates all the individual tenures into 3 groups:

|  |
| --- |
| 1) short- between 1 and 20 months |
| 2) medium- between 21 and 50 months |
| 3) long- above 50 months |

**INSIGHTS AND OBSERVATIONS**

Using the slicer for Churn, it may be deduced that the highest churned customers were those that:

have no partners and dependents, use phone service between 1 and 20 months, use month- to month contract term, and/or use fiber optic for internet service provider and electronic check as their payment method.