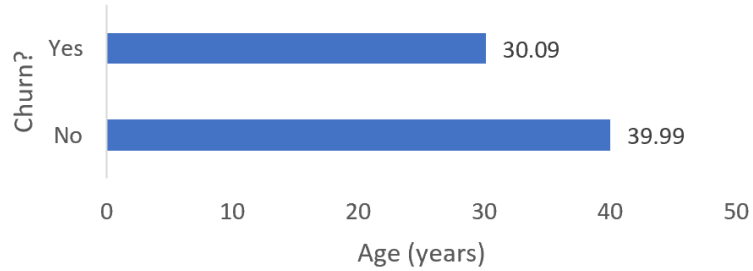




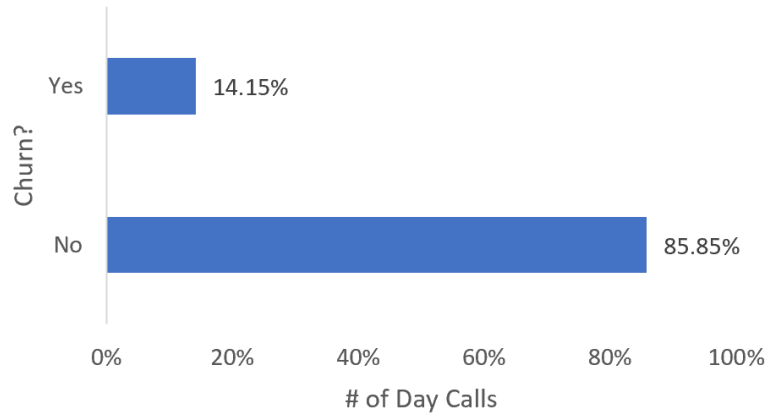
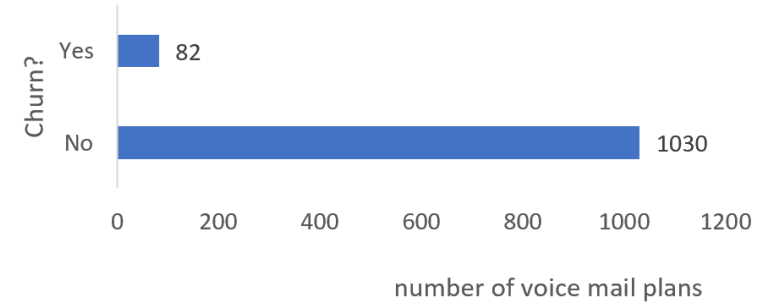
IDENTIFYING CUSTOMERS WHO ARE LIKELY TO CHURN

DASHBOARD

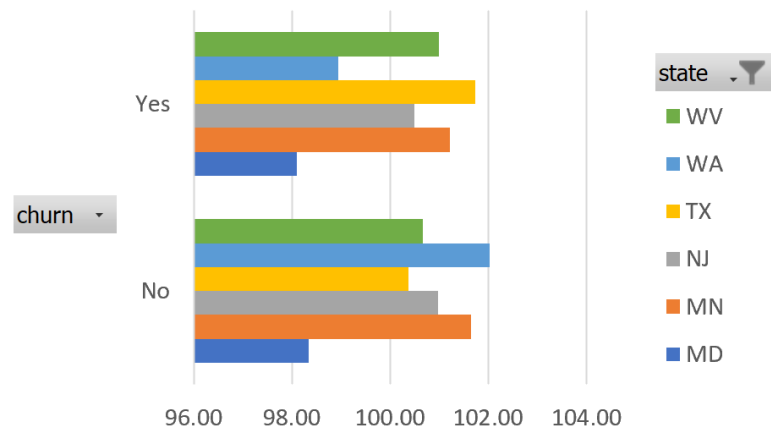
Average Age of customers

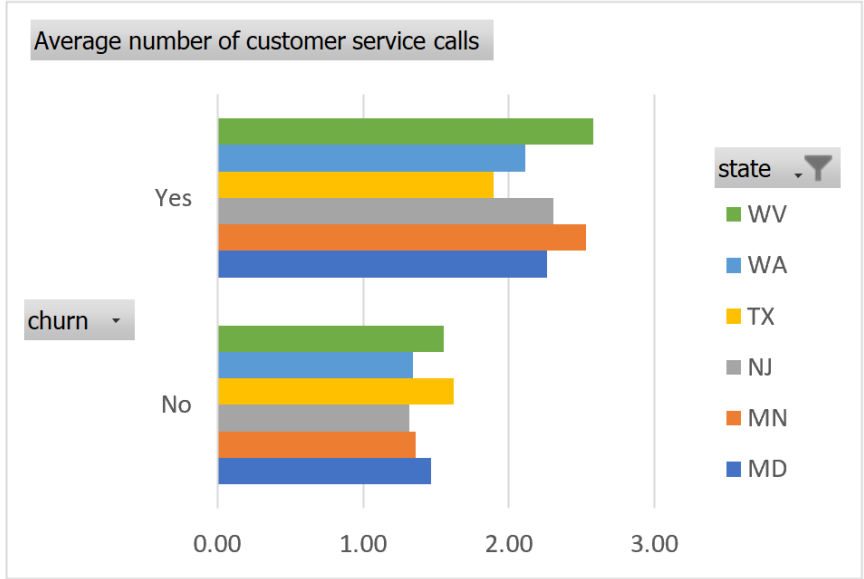
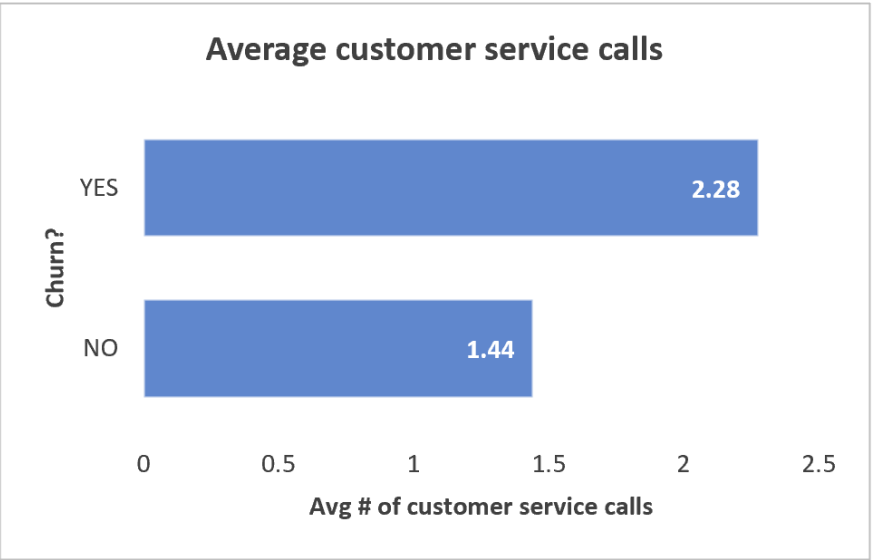
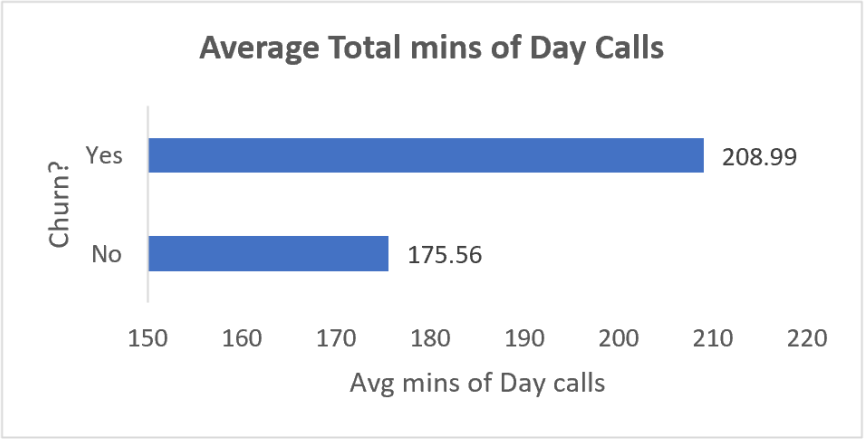
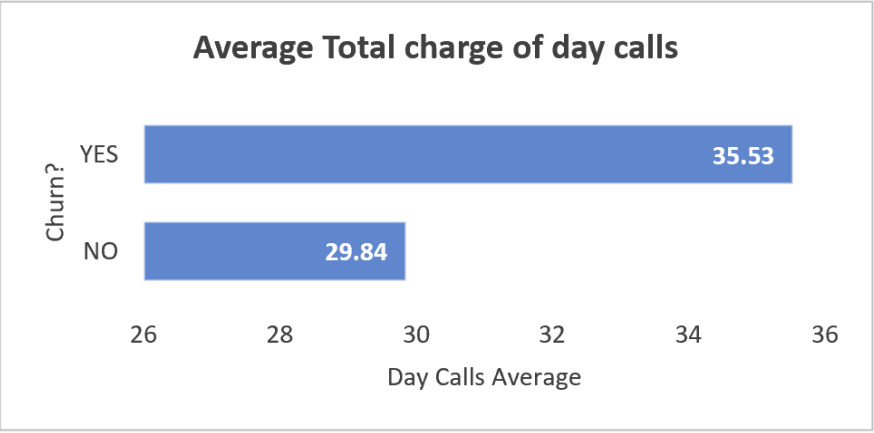


Total VoiceMail Plans



Average Total day calls





Conclusion/Recommendations:

Since the telecom industry is competitive and has a higher customer' attrition rate in general, the company has to be vigilant in customer retention. Churn rate has a significant impact on the company's bottom line. The cost of acquiring new customers is comparatively expensive than the cost of retaining existing customers.

Based on the analysis, Customers who churned compared to other customers who have not churned,

1. are younger on average (~30s)
2. availed fewer voice mail plans
3. made calls for a longer duration
4. made a larger number of customer service calls
5. were charged more

Regarding voice mail plans, the majority of the customers do not have voice mail plans; it is better to understand why customers do not prefer them. It could be either they prefer to interact through emails, text messages or other means, if they can't talk on the phone. In today's connected world, there are many ways to contact a person; or the charges of these plans may be higher compared to the competitors

In addition, the average age of the customers who have voice mail plans are around 40s. There might be age-based preferences and studying them will help in analysing the reasons behind.

Majority of the customers who have churned are charged higher comparatively. One reason could be the average length of calls(mins) are generally more for these customers or the reason could be the plans they opted for; If customers don't feel they're getting enough value for the amount they're paying or if they feel they can get a better price elsewhere, they may churn. Price increases may also trigger customer churn.

Customers who have churned also made more number of customer service calls and analyzing these calls will be helpful in understanding their concerns.

Overall, customer profiling is important to understand their needs and preferences which will help in customer retention.