

Databel Customer Churn Analysis in Excel

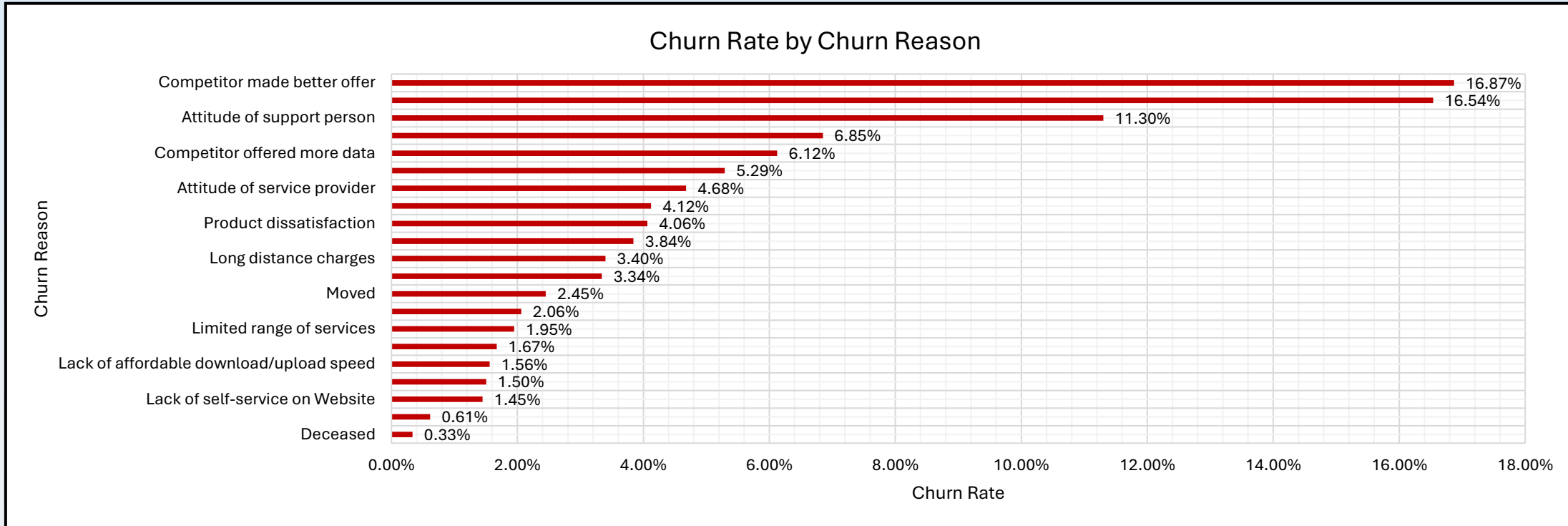
Dipika Jothinathan

What is Customer Churn ?

Total Customers	Churned Customers	Churn Rate
6687	1796	26.86%

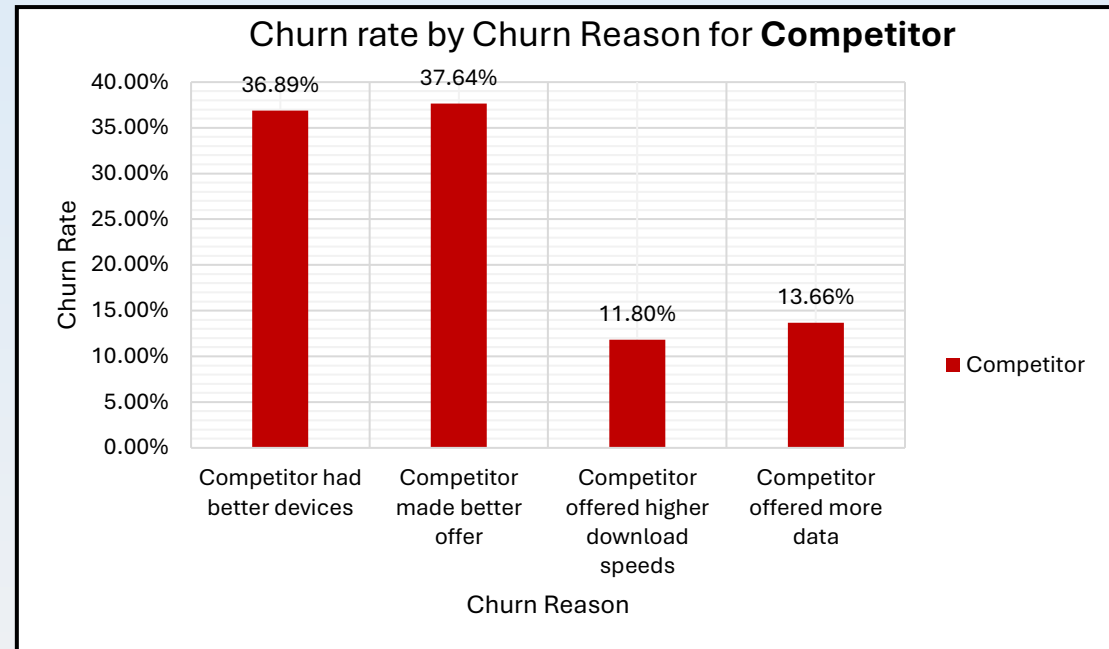
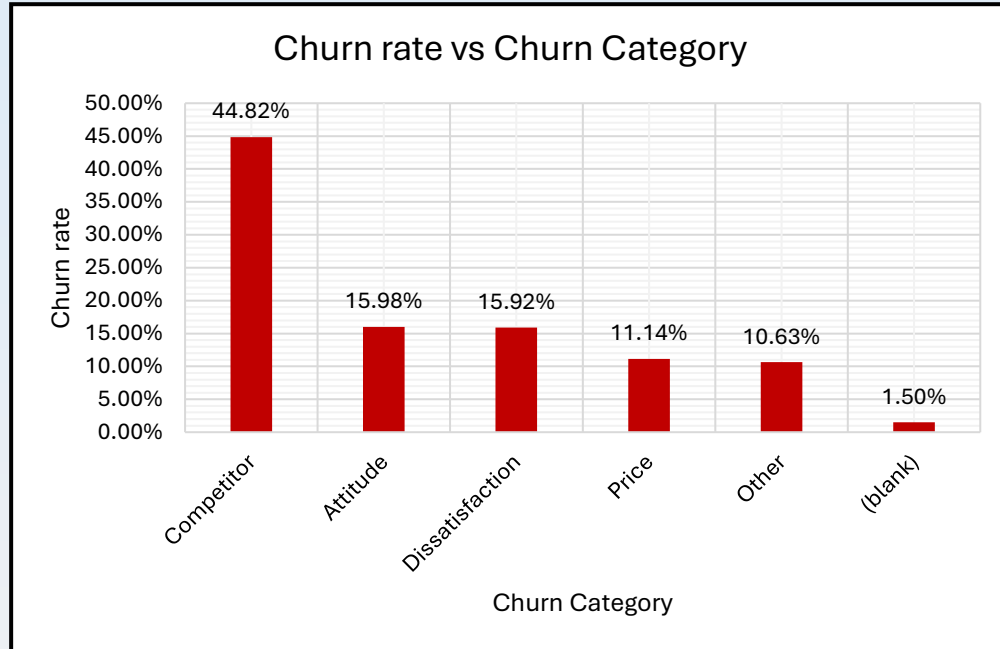
- Tells why customers are leaving
- Is the rate at which customers are leaving
- Allows companies to measure competitiveness

Investigating Churn Reasons



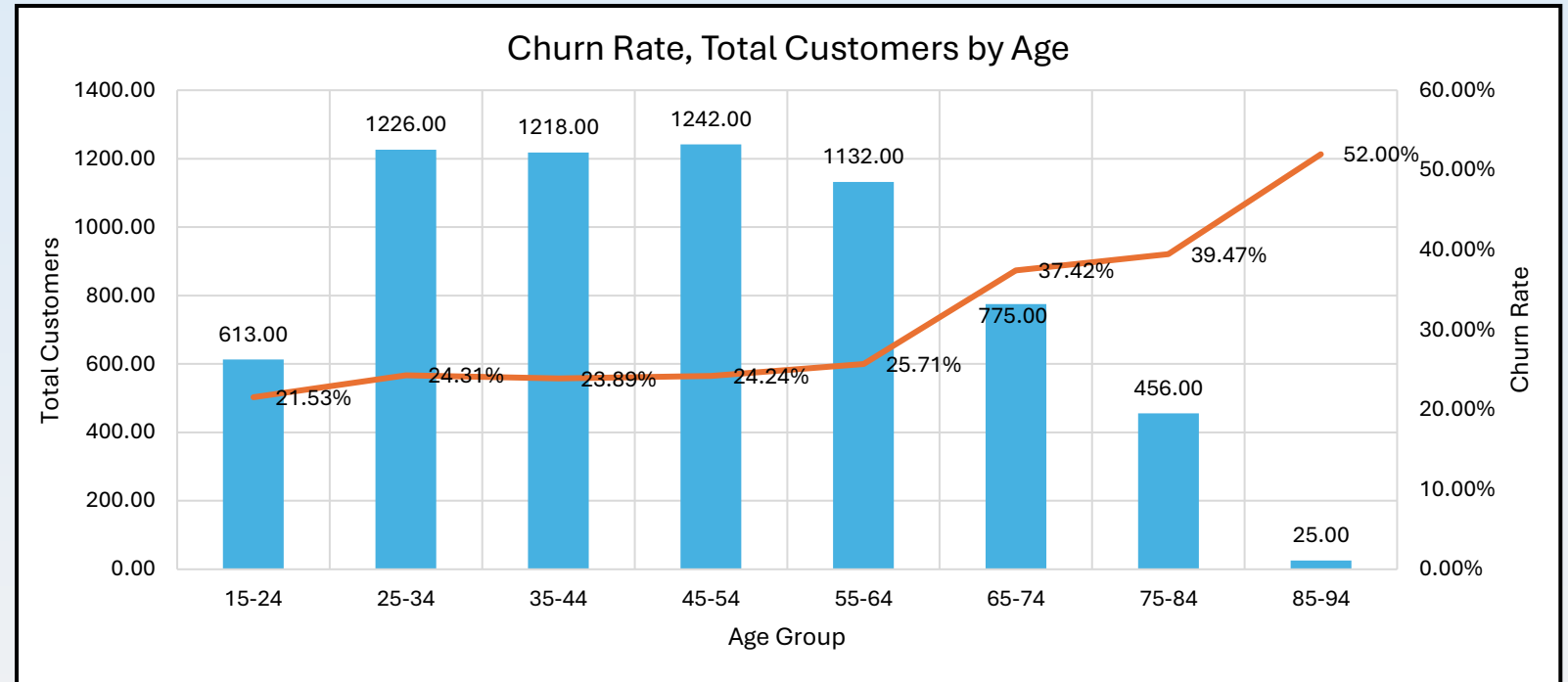
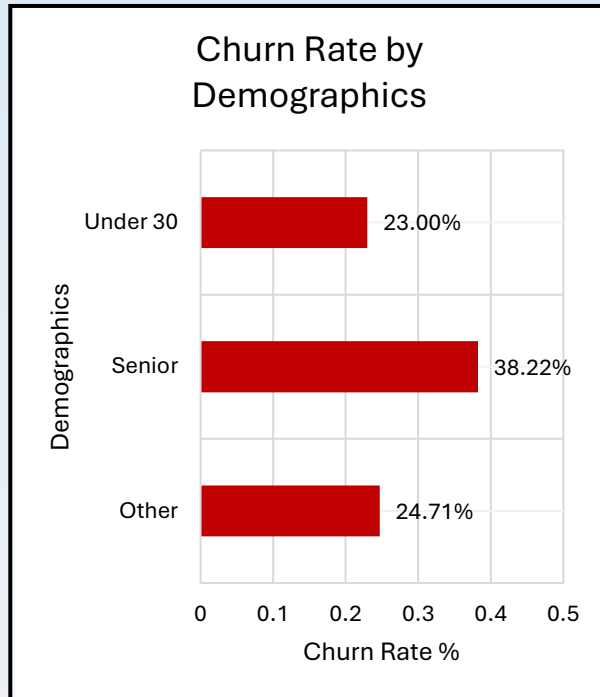
- **Competitive pricing and product offerings**
 - 2 highest churn reasons
 - competitors - better deals or devices
- **Customer Service Matters**
 - "Attitude of support person" – 3rd highest reason

Identifying Major Churn Reasons



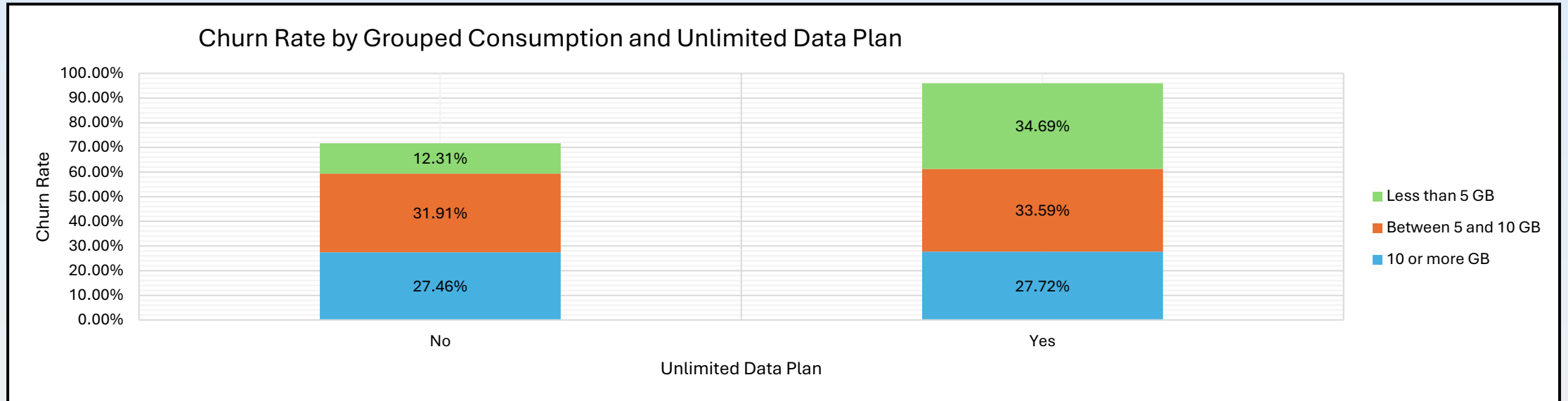
- **Competitor** => highest proportion of churn
- Most common reason of Customer churn is related to competitors:
 1. **Better devices**
 2. **Better offers**

How Age Affects Churn Rate?



- Younger and middle-aged customers : Churn rate - consistent
- **Older customers** : higher churn rate => more likely to churn
 - Factors may be changing needs, affordability, or technical difficulties

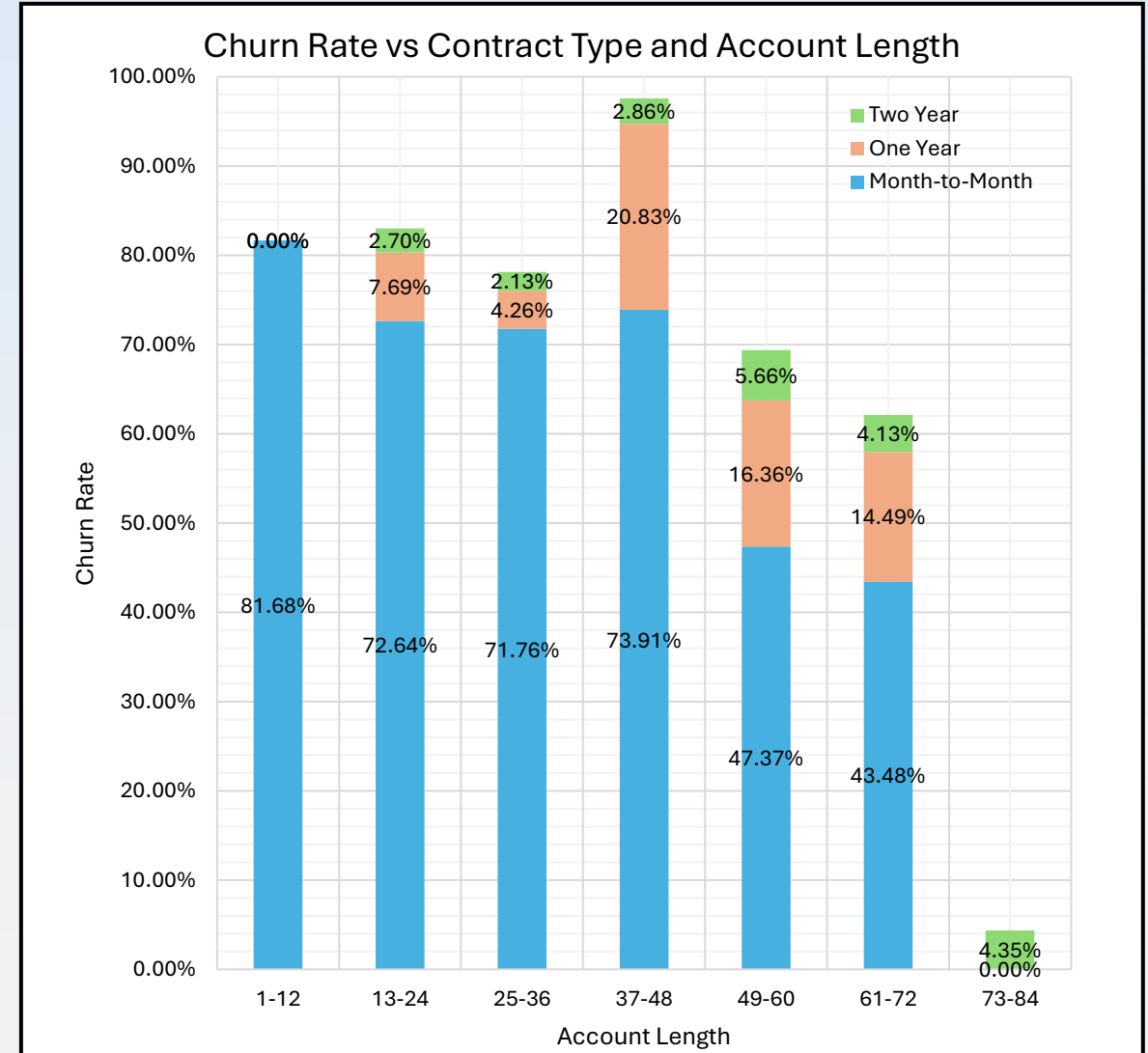
Does Unlimited Data Plan Affect Churn Rate?



- Unlimited data plan: Higher overall churn rate
- **Unlimited plan: Lower data => higher churn**
 - Unlimited plan users who use less data - see not much value in it
- Limited plan: Moderate data => higher churn.

How contract type and account length affects churn rate?

- Account length : **1-12 months** => highest
 - Evaluation phase - switch if they encounter issues or find better deals
- Contract type: **month-to-month** => highest
 - High flexibility - switch providers - leave without penalty.



Insights & Recommendations

- **Competitor**
 - Monitor competitor pricing/offerings
 - Improvise price matching plans, trade-in programs, financing options, rewards programs
- **Older Customers : Senior Plan** – targeted strategies
 - Clear pricing, easy-to-understand features, discounts
 - Provide dedicated & patient technical/troubleshooting support
- **Unlimited Plan with Less Data**
 - Offer schemes like data rollover, cloud bundles, plan downgrade, rewards discount or slower speeds at lower price
- **1-12 Months Account Length** users
 - Focus on early customer retention strategies
- **Month-to-month Contract type**
 - Encourage customers (marketing) to sign longer-term contracts to reduce churn