

# Project - Telecom Customer

Introduction	Churn Distribution	Churn Analysis	Recommendations
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*Churn, which refers to the rate at which customers discontinue their subscriptions or leave a service, is a critical factor that can affect the EBITDA (earnings before interest, taxes, depreciation, and amortization) margin and a major challenge in the industry. When a customer churns, the service provider loses revenue or potentially loses that customer to a competitor, which can lead to a decrease in market share. A customer's churn to a competitor also increases the service provider's acquisition costs. In some cases, retaining existing customers costs up to five times more than acquiring new ones.*

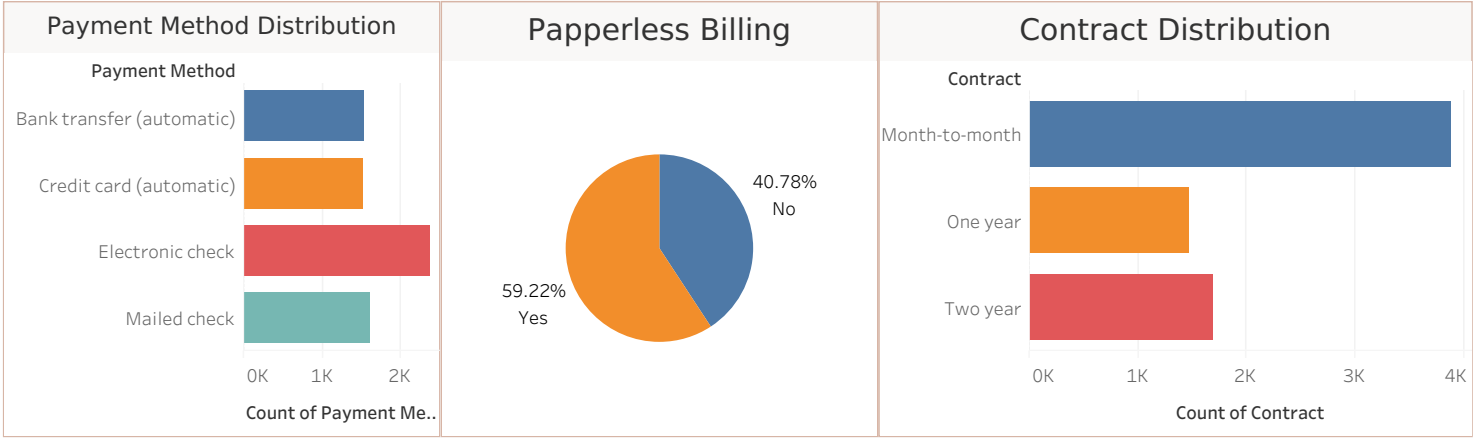
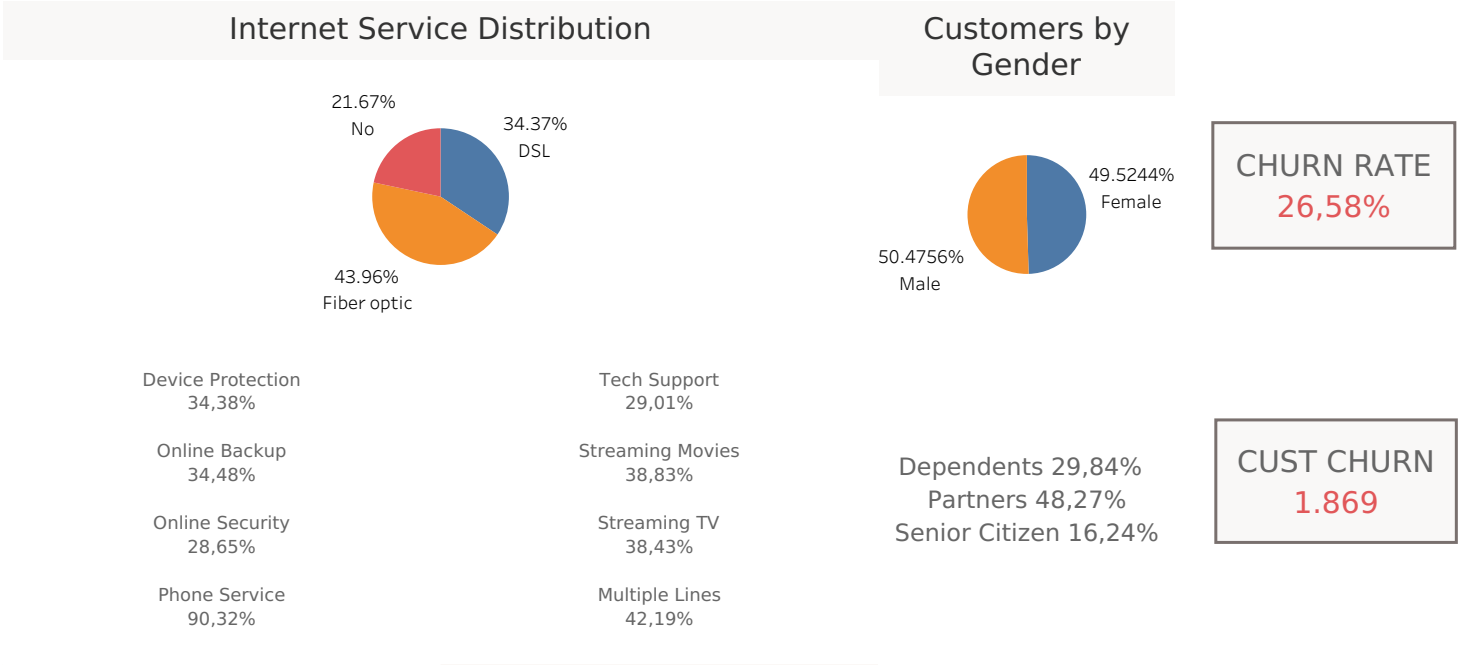
*To gain insights on this issue, a Customer Churn table from Kaggle has been used. The table contains information about all 7,043 customers of a telecommunications company in California during Q2 2022. The details include demographics, location, tenure, subscription services, status for the quarter (joined, stayed, or churned), and more.*

*The main purpose of this presentation is to identify the reasons why customers churn and provide insights to the company on how to prevent or handle the situation. By analyzing the data in the Customer Churn table, the company can gain a better understanding of customer behavior and use this information to improve customer retention strategies. By retaining customers, the company can increase revenue and market share while reducing the cost of acquiring new customers.*

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## Customer Churn Distribution



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Introduction

Churn Distribution

Churn Analysis

Recommendations

## Case Study: Leveraging Tableau for In-Depth Analysis of Telecom Customer Churn Dynamics

### Internet Services by Churn

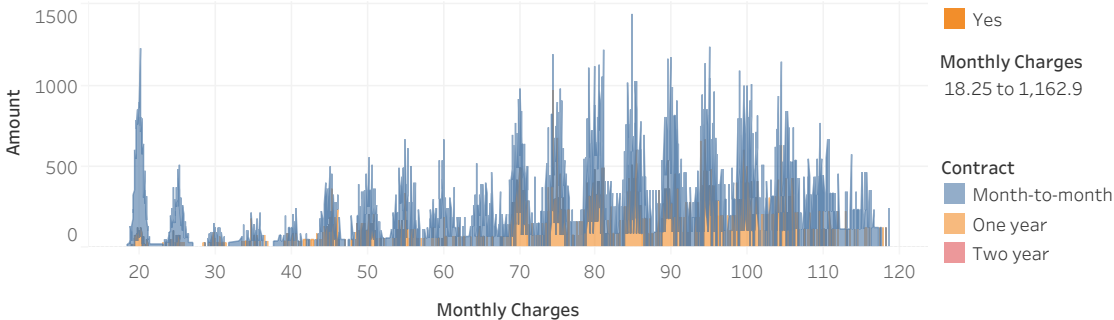
Internet Service

Fiber optic

DSL

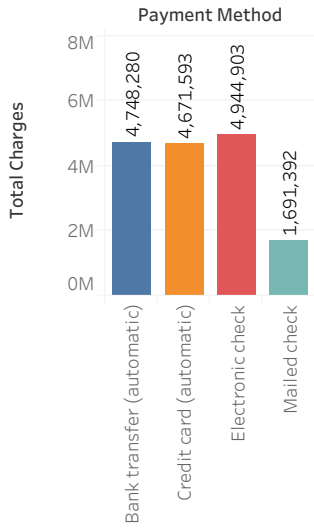
No

### Monthly Charges by Churn

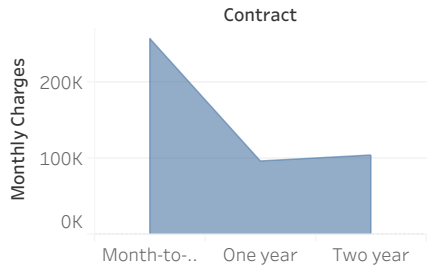


High monthly charges has the potential customers to churn

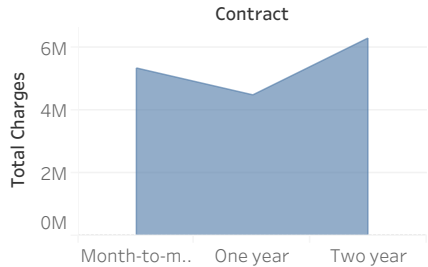
### Total Charges for Each Payment Method



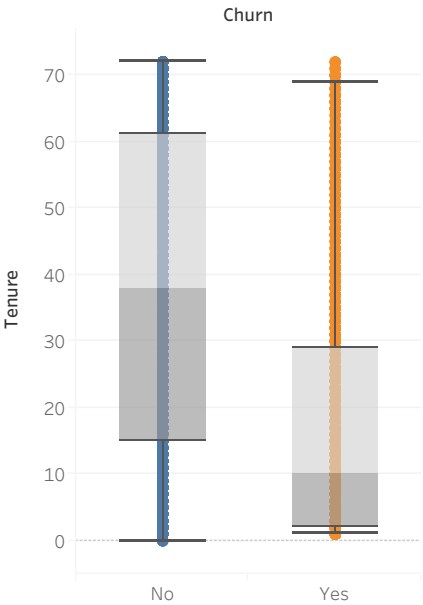
### Contract vs Monthly Charges



### Contract vs Total Charges



### Tenure vs Churn



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Based on the findings of this analysis, some recommendations to reduce customer churn and improve customer retention for the Telecommunications company are:

- ~ **Offer personalized and targeted promotions** - Customers are more likely to stay if they feel valued and appreciated by the company. By offering personalized promotions and discounts, companies can create a sense of loyalty and encourage customers to remain subscribed to their services.
- ~ **Emphasize longer-term plans** - Instead of selling only monthly plans, companies should also focus on longer-term plans, such as 1/2-year plans. This will encourage customers to retain their subscription for a longer duration and enable them to gain maximum benefit from all the services.
- ~ **Improve customer service** - Good customer service is essential for customer retention. By ensuring prompt and effective customer service, companies can increase customer satisfaction, reduce churn, and improve the overall customer experience.
- ~ **Analyze customer feedback** - Regularly analyzing customer feedback can help identify areas of improvement and address customer concerns. By addressing these concerns, the company can improve the customer experience and reduce churn.
- ~ **Address regional differences** - As maximum churning has been done from San Diego and Los Angeles, the company should ensure that its internal systems, working processes, and technology are consistent across all locations to provide a seamless experience to customers, regardless of their location. This will help in reducing churn and improving customer retention.

Overall, by implementing these recommendations, the Telecommunications company can improve customer retention, reduce churn, and increase revenue.