

Telecom Customer Churn Analysis

- Hafsha Wahab

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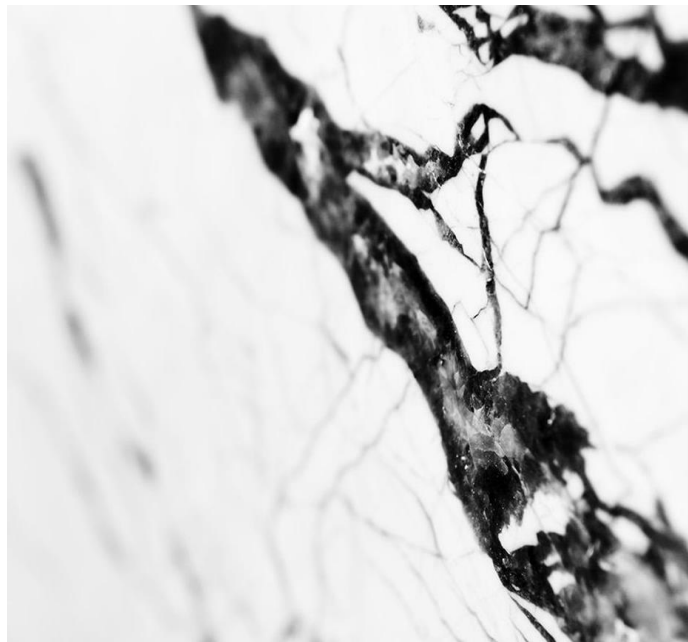
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01

Background

This dataset features churn data from an imaginary Telecommunications firm serving 7,043 customers in California. It includes vital details like customer demographics, locations, services used, and current status. Analyzing this data will enable us to understand customer behavior, enhance retention strategies, and optimize operational effectiveness in the telecommunications industry.

Data Source: kaggle.com/datasets/johnp47/maven-churn-dataset?select=telecom_customer_churn.csv





02

Understanding KPIs

KPIs



Customer
base



Key factors
for Churning



Best Offers

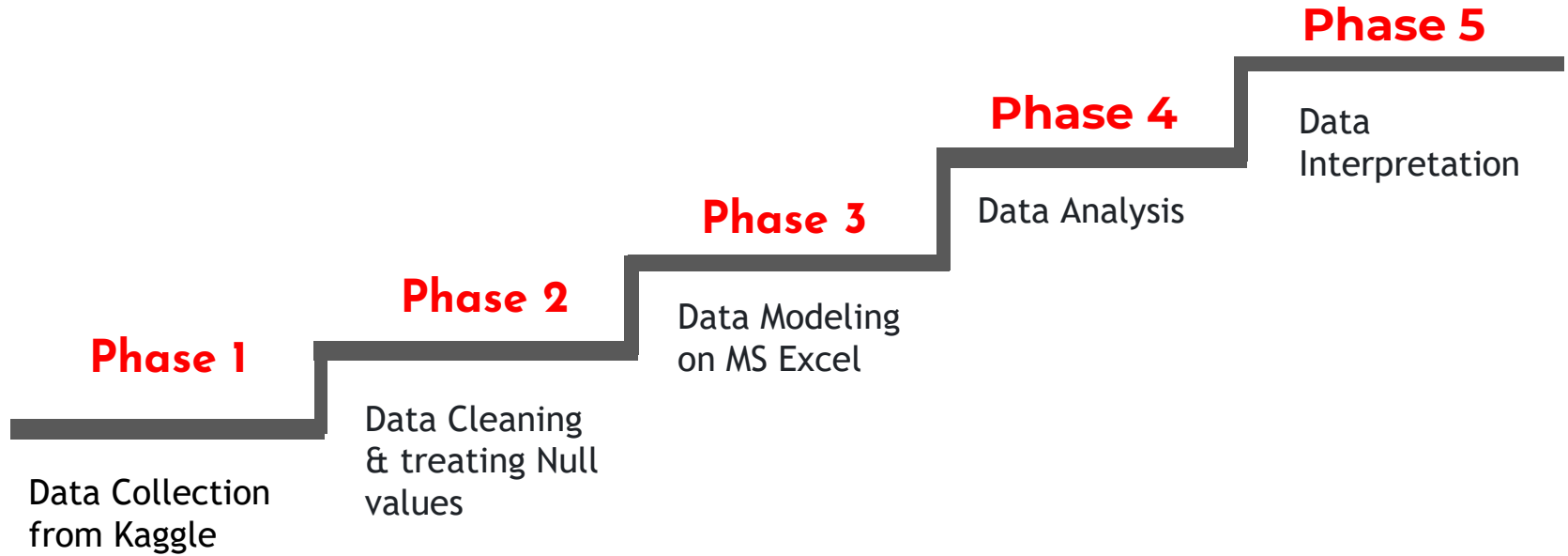


Internet
Services



03

Methodology





04

Recommended Analysis

← →

1. How many customers joined the company? How many customers joined?

- Gender (Percentage and Number)
- Age Group (Percentage and Number)
- Cities
- Internet Service (Percentage and Number)
- Average Revenue
- Average GB Consumed
- Unlimited Data (Percentage and Service)
- Specific Streaming Service (Number)
- All Streaming Services (Number)

2. What is the customer profile for a customer that churned, joined, and stayed? Are they different?

3. What seems to be the key drivers of customer churn?

4. Is the company losing high-value customers? If so, how can they retain them?

5. Out of the 3 customer statuses, stayed, churned, and joined, which has the highest %?

6. What payment method was preferred by churned users?

7. What are the top 12 cities that churned?

8. What churn offers were preferable by the customers?



05

Data Analysis based on Churned Customers



Key Insights

7043

Total Customers

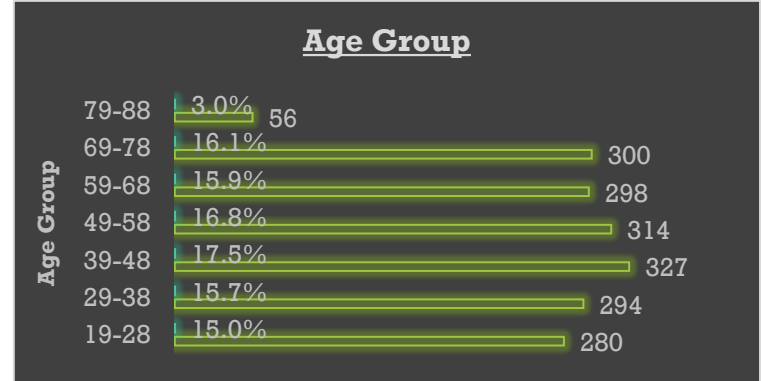
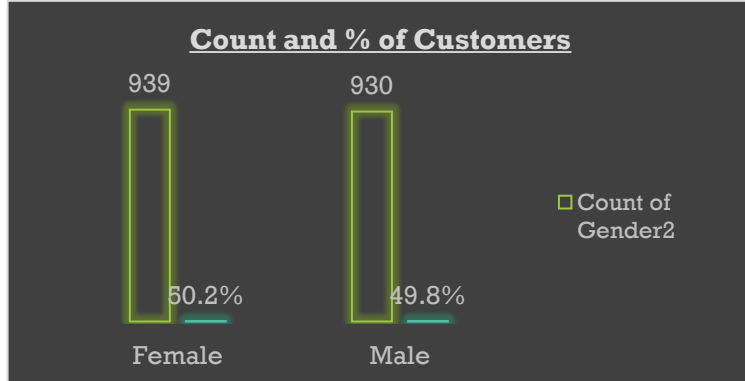
\$36,84,480

Total revenue generated

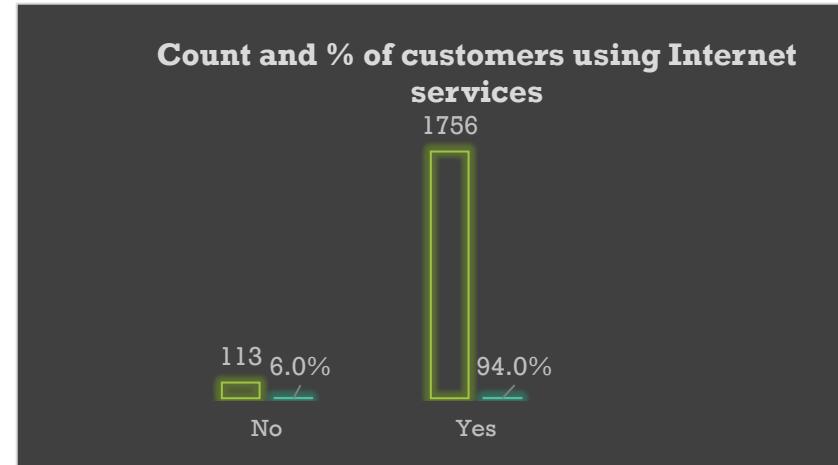
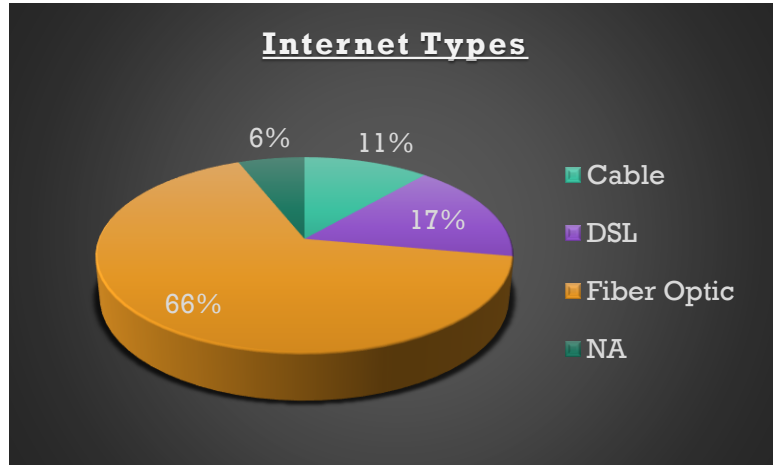
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Avg. revenue by churned customers

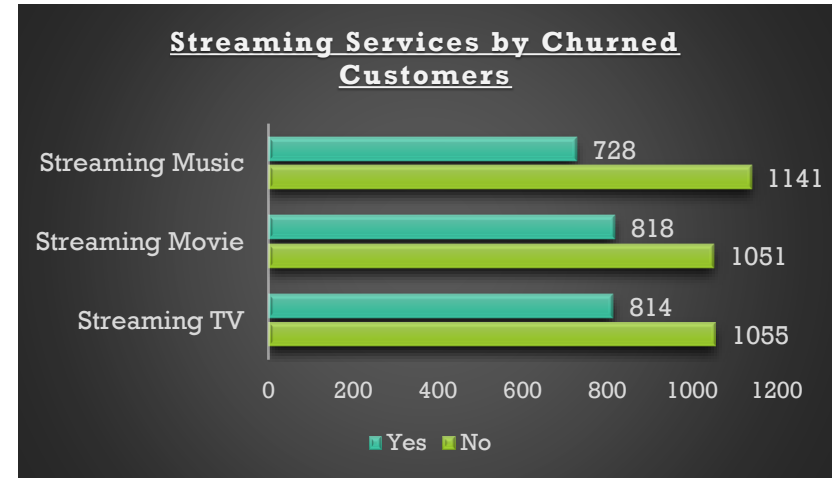
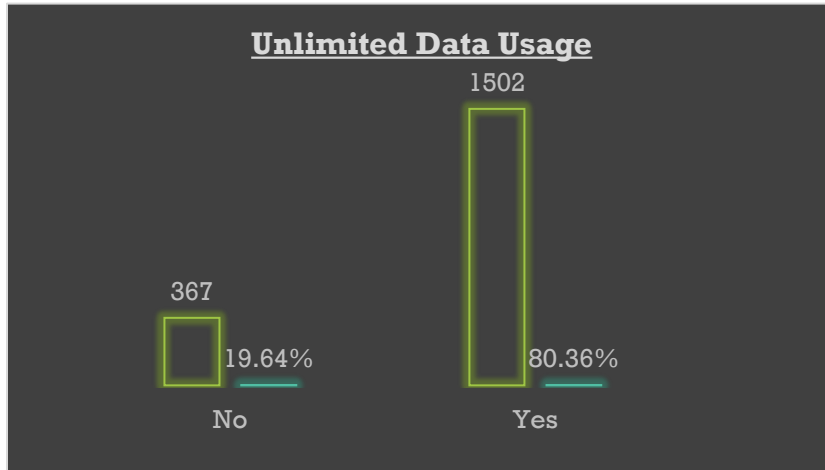
Churned Customers' data



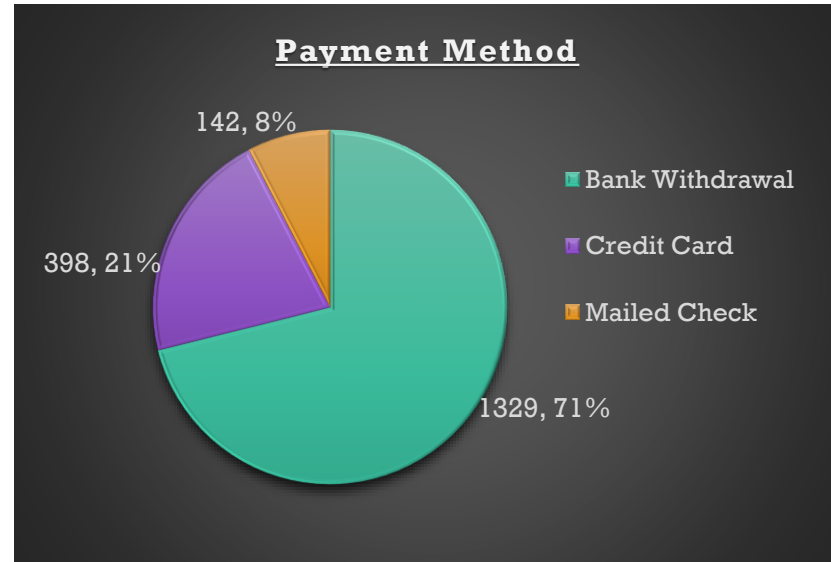
Internet usage by Churned Customers



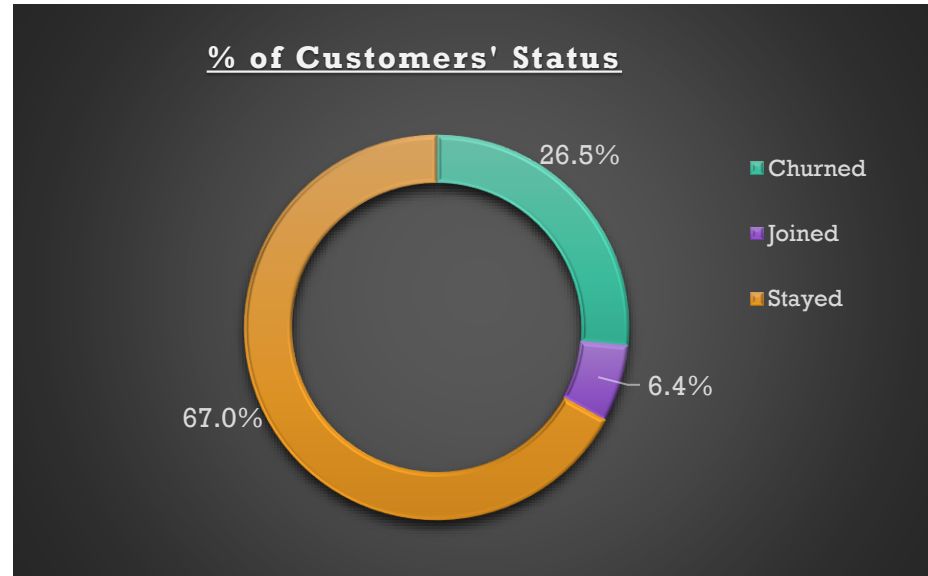
Internet usage by Churned Customers



Payment options by Churned Customers



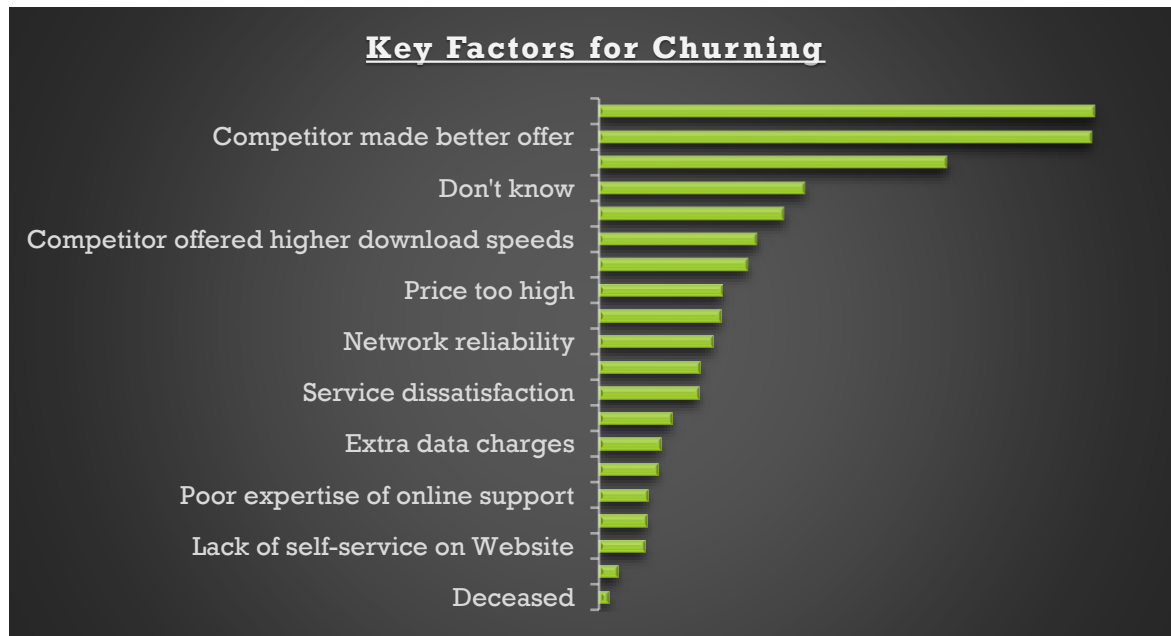
Overall Customers base



Offers given to Churned Customers



Key factors for Churning out of Customers





06

Recommendations to Client



- The telecom company should try to give more offers and promotions to their customers.
- The positive and polite attitude of the customer care executives can also help them to retain customers for a long time.
- The maximum no. of churned customers are in the age group of 39 - 58 years of age, hence the company should roll out supportive measures to minimise the churn out.
- Offer E is found to more appealing to the churned out customers, hence the company should take measures beforehand.
- The company should make payment options more easy and convenient.
- For more understanding of the data kindly refer to the excel sheet dashboard.



Thanks!

Do you have any questions?



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