Goal

To know what the factors which contribute to churn are.

To develop a system through which we could identify such customer, which could also help us decide

who are the ones who could not be retained are and the customer who could be retained, what should

be the appropriate incentive for them. We seek to bring down the churn rate to the minimum.

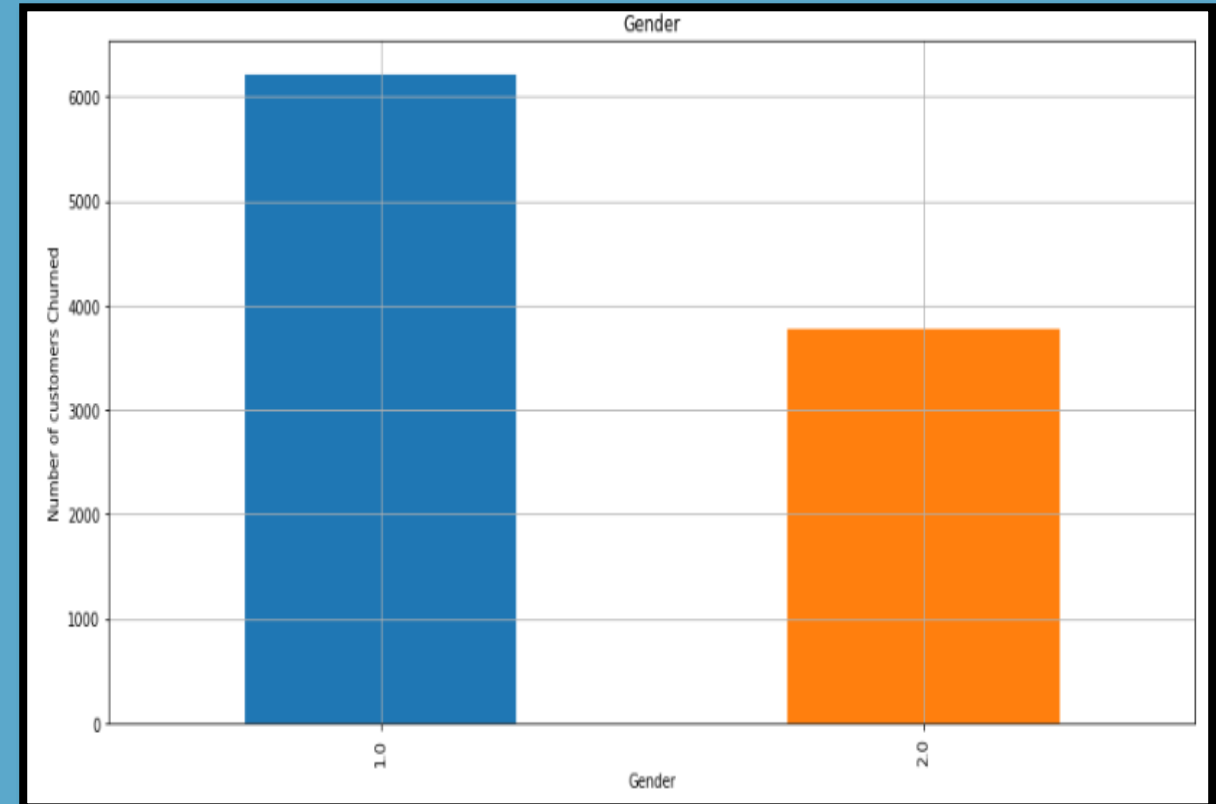Prepared By: Hardik Kakar

Data Availability

- ProvidedData.xlsx: Workbook has two tabs (Active customers and Churn customers)

- Provided detailed data dictionary

Relationship Between Various Features & Data Corresponding Churned Customers

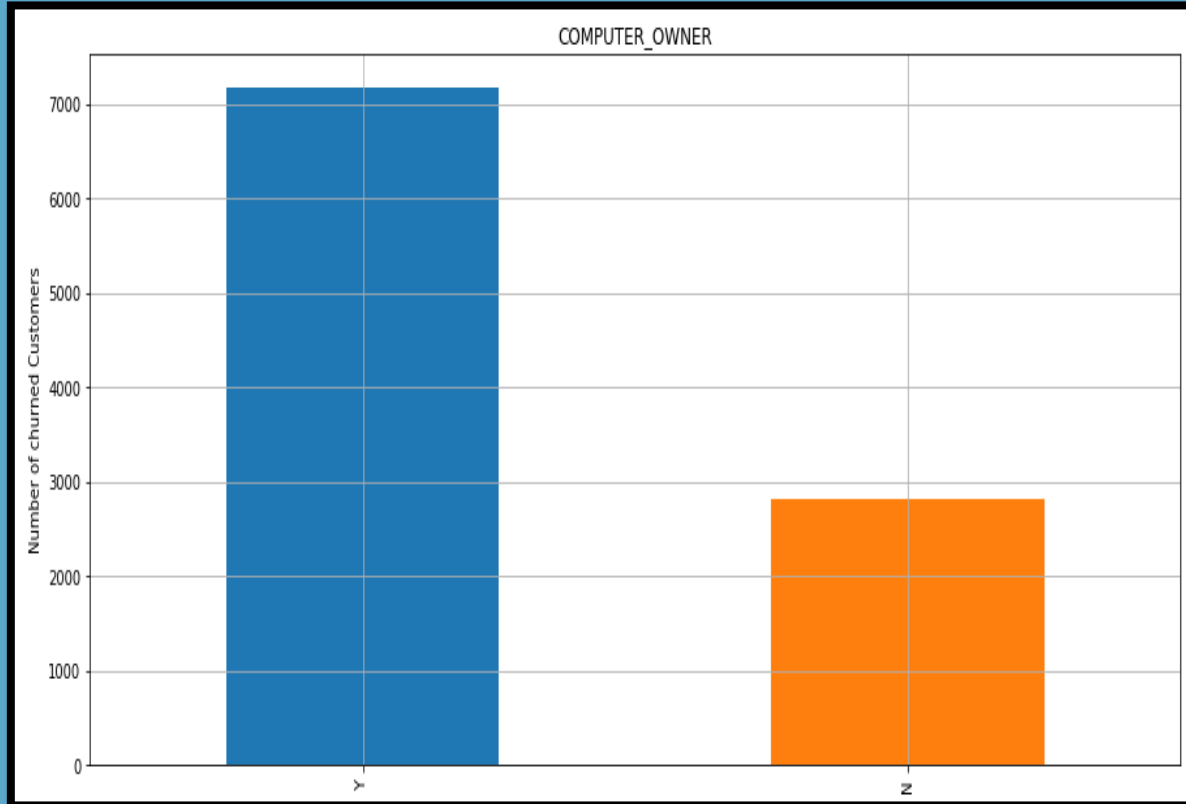## Income & Number of Churned Customers
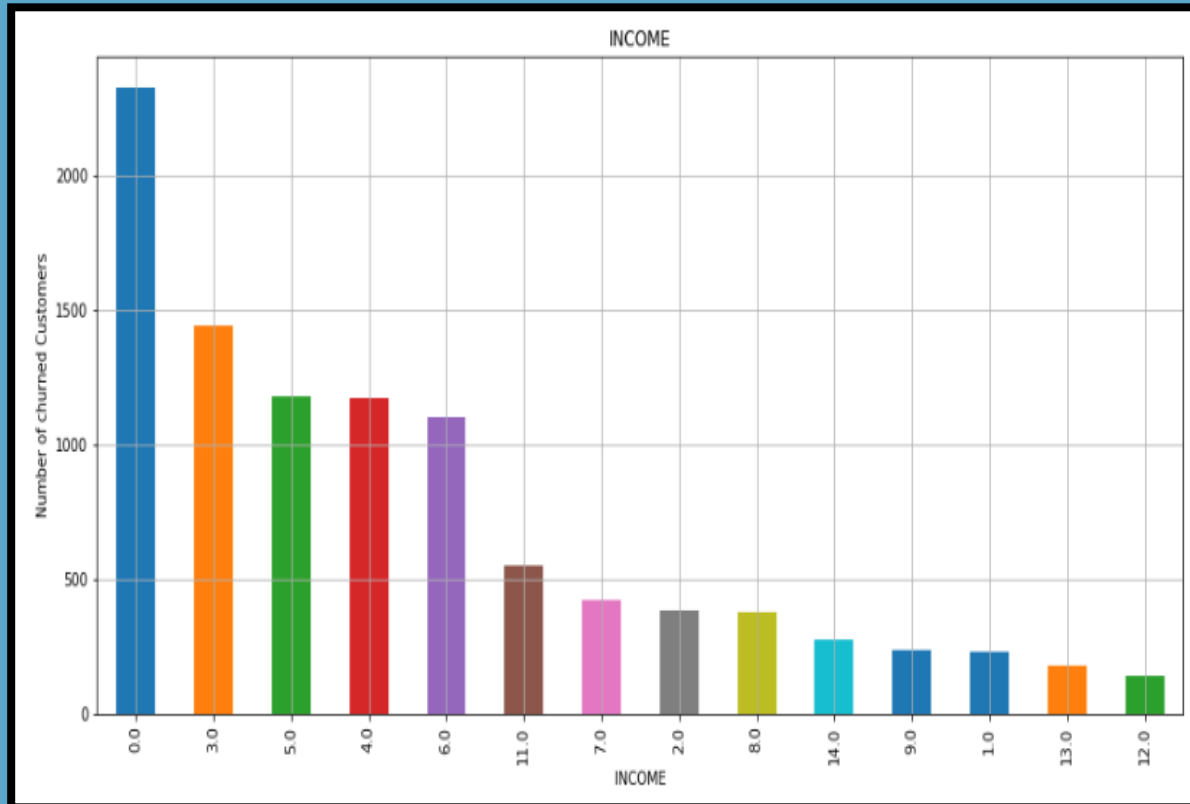
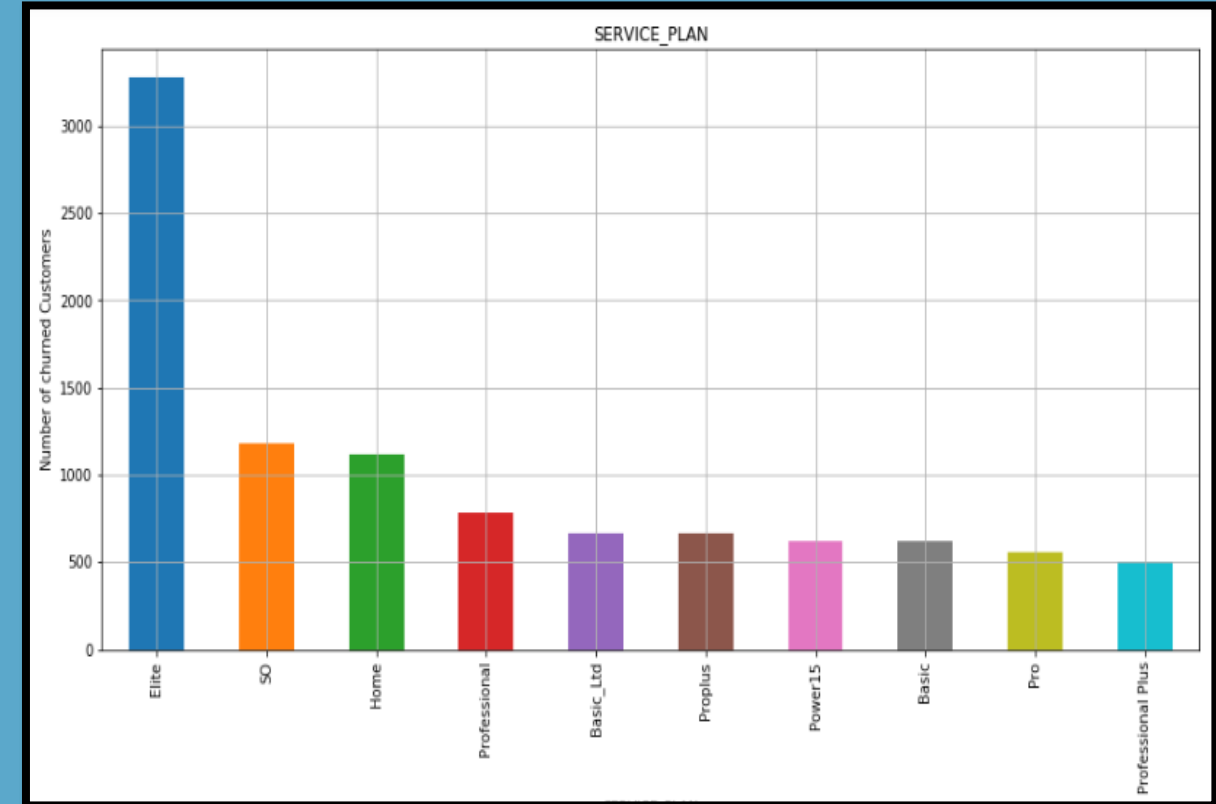## Gender & Number of Churned Customers
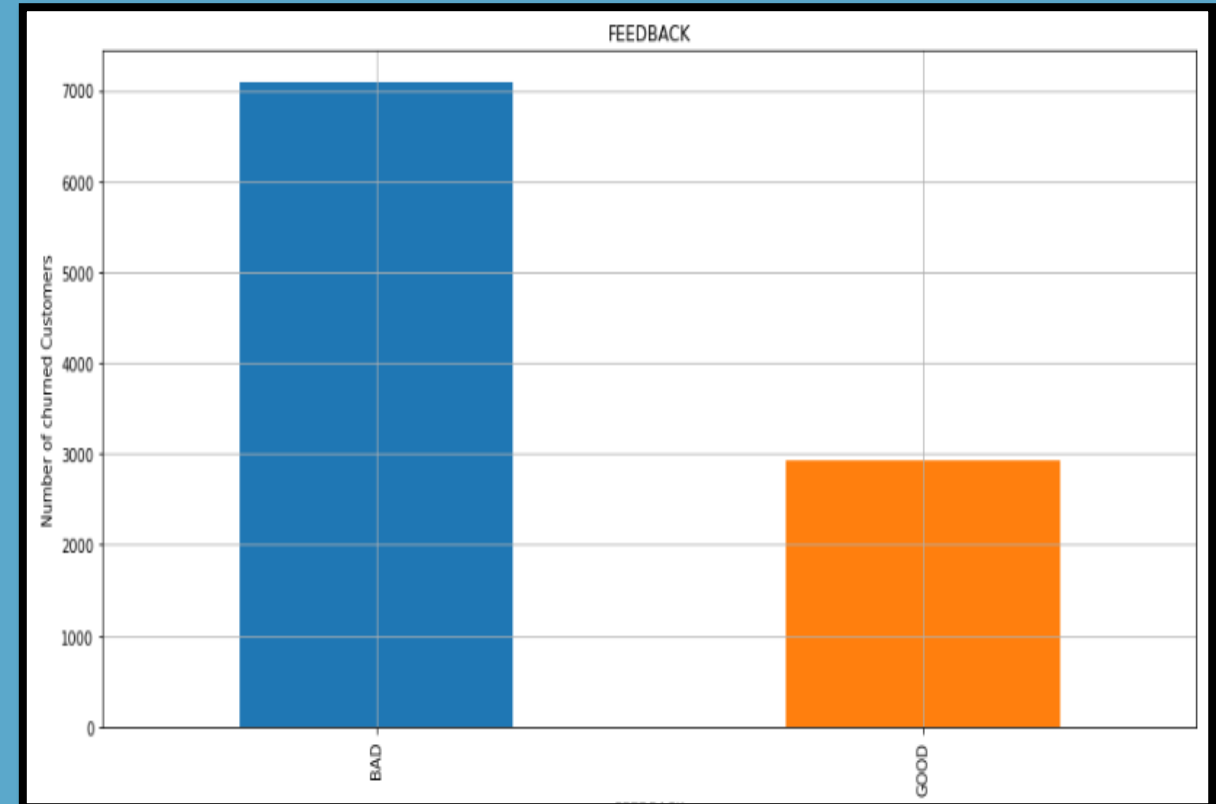

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Relationship Between Various Features & Data Corresponding Churned Customers

Sales Channel & Number of Churned Customers
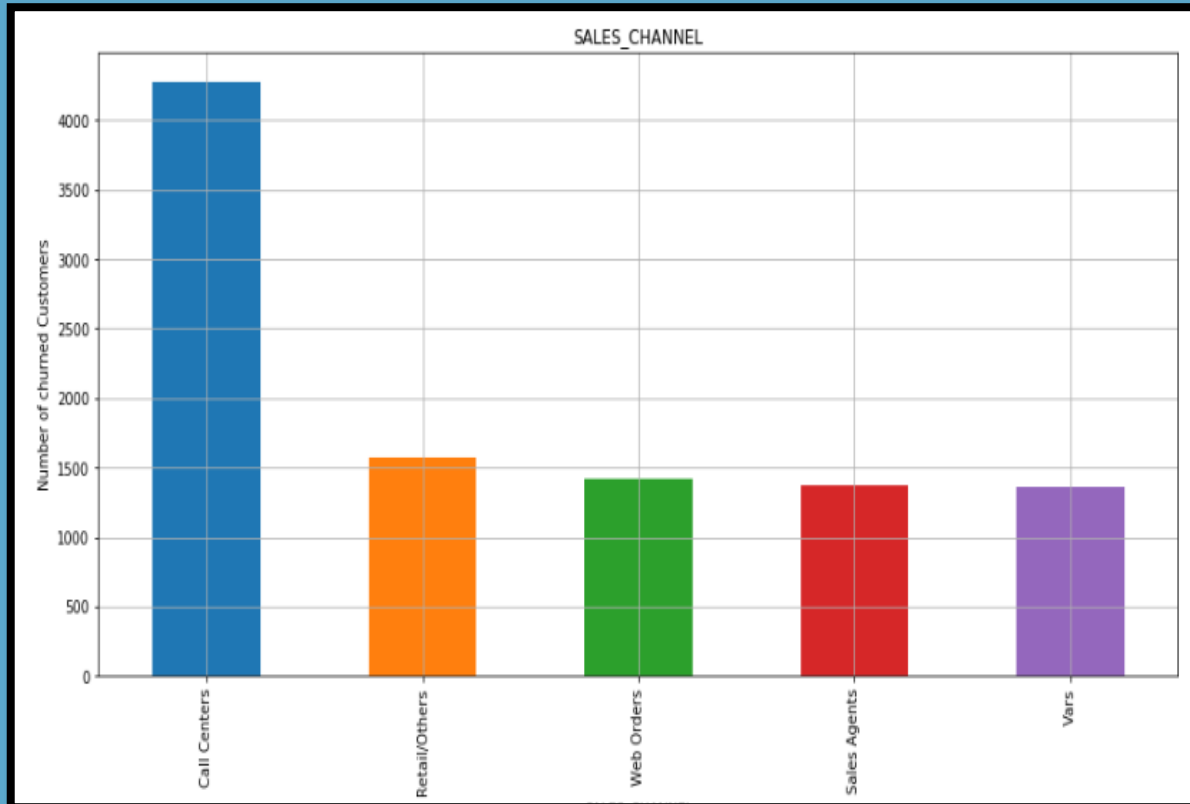
Feedback & Number of Churned Customers

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Insights:

1. Maximum number of customers have Service plan Elite, followed by Proplus. Churn for Elite customers are at least 2.5 times more as compared to any other Service plan.

2. Sales Agents are the Sales Channel for maximum customer base, though maximum churn is observed for customers acquired via Call Centres.

3. We've received equal number of good and bad feedback reviews, though, as obvious, churn for people with bad feedback are a lot more than people exiting with a good feedback.

4. The number of Male customers is almost 1.5 times more in comparison to female customers.

5. Maximum customers have an annual income less than $10K.

6. Maximum number of customers do not have children.

7. About 60% customers do not Own Computer; Churn rate observed for customers with computers is almost 2.5 times the number of customers who do not own computers.

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Thank you!

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