

Telecom Churn Data Analysis

Interactive Data Dashboard and Storytelling

Introduction:

- Jason Pena
- Reporting analyst
- Experience

What is the purpose of the Telecom Data Analysis?

The Telecom Data Analysis is to gather and visualize the identifiable actionable insights from the telecommunications organization as well as an additional data set. Part of the analysis is to use storytelling methods to effectively communicate the information so that all audiences can gain insights.

Summary of Data Sets

- Churn clean Data set: Telecommunications data that focuses on churned clients.
- Churn modeling Data set: Banking data that provides customer demographics

Our Goal

1. Identify which clients are leaving
2. Create visualizations that display the data effectively
3. Suggest a potential opportunity to retain clients

CHURN RATE



26.50%

EXECUTIVE DASHBOARD

Select Category:

- CHURN

☐ (All)

☒ Churned

☐ Loyal
- AREA

☒ (All)

☒ Rural

☒ Suburban

☒ Urban
- CONTRACT

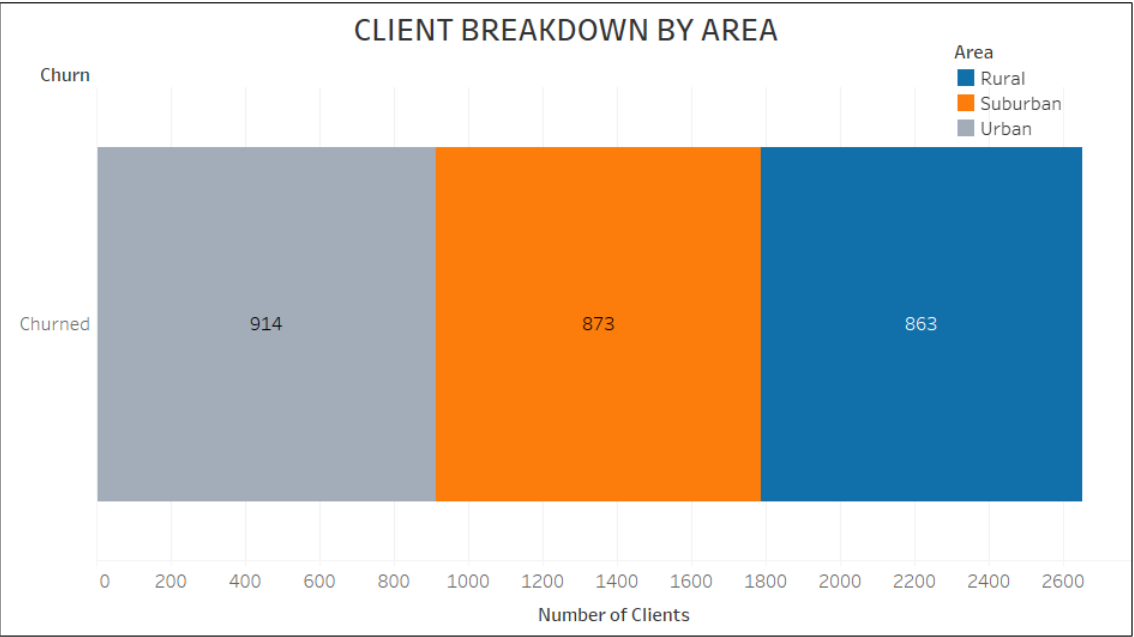
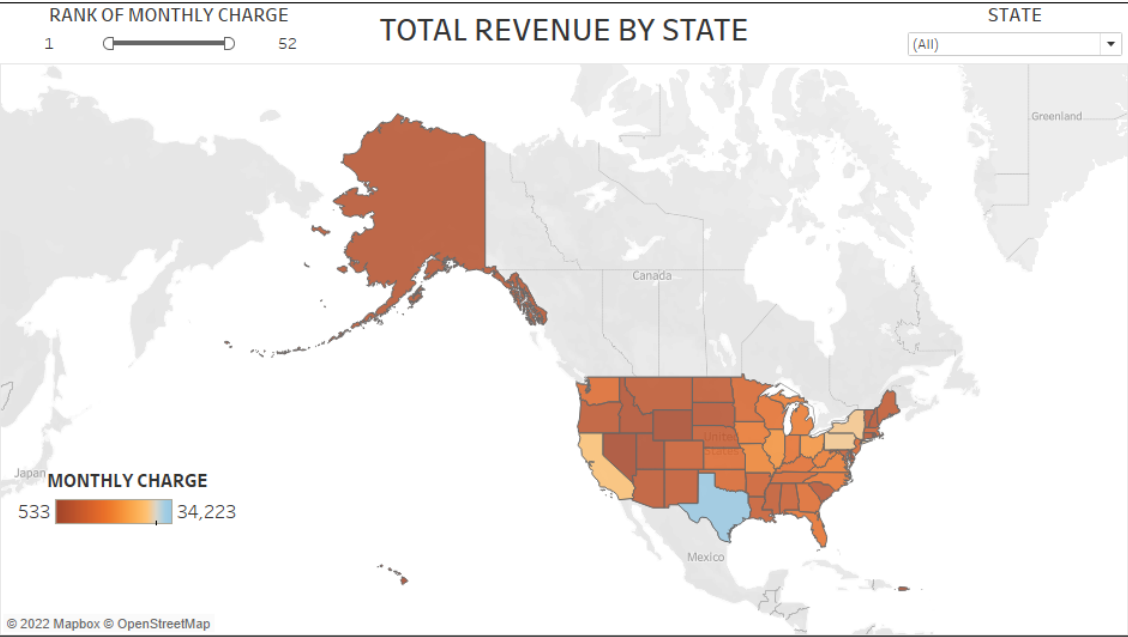
☒ (All)

☒ Month-to-month

☒ One year

☒ Two Year

KEY PERFORMANCE INDICATORS				
Churn	# of Customers	% of Customers	Avg. Monthly Charge	Total Monthly Charge
Churned	2,650	100.00%	\$199/mo	528,132
	2,650	100.00%	\$199/mo	528,132



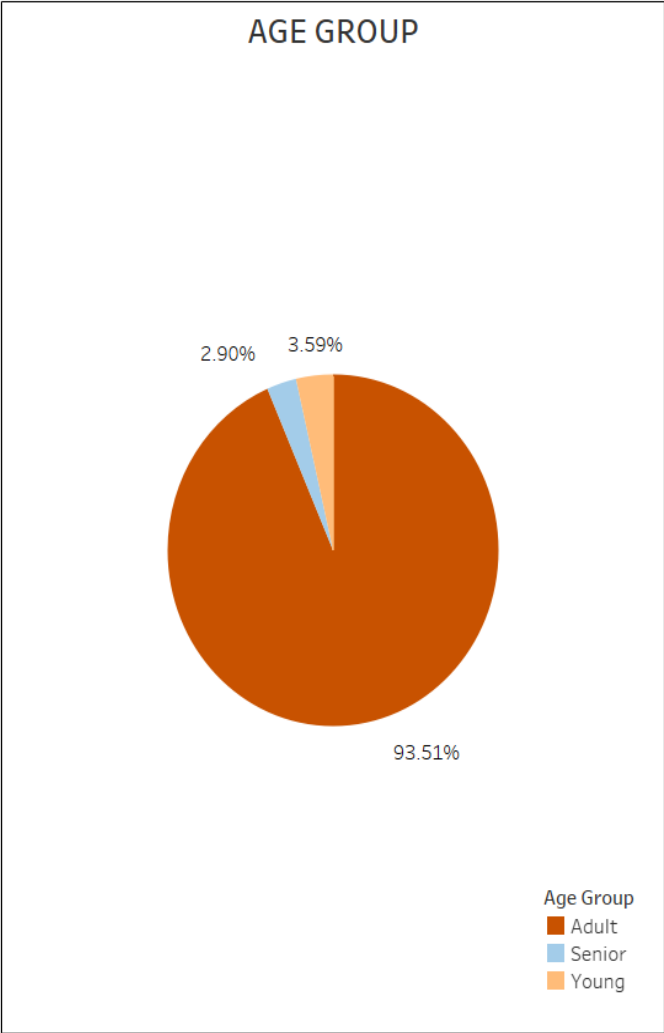
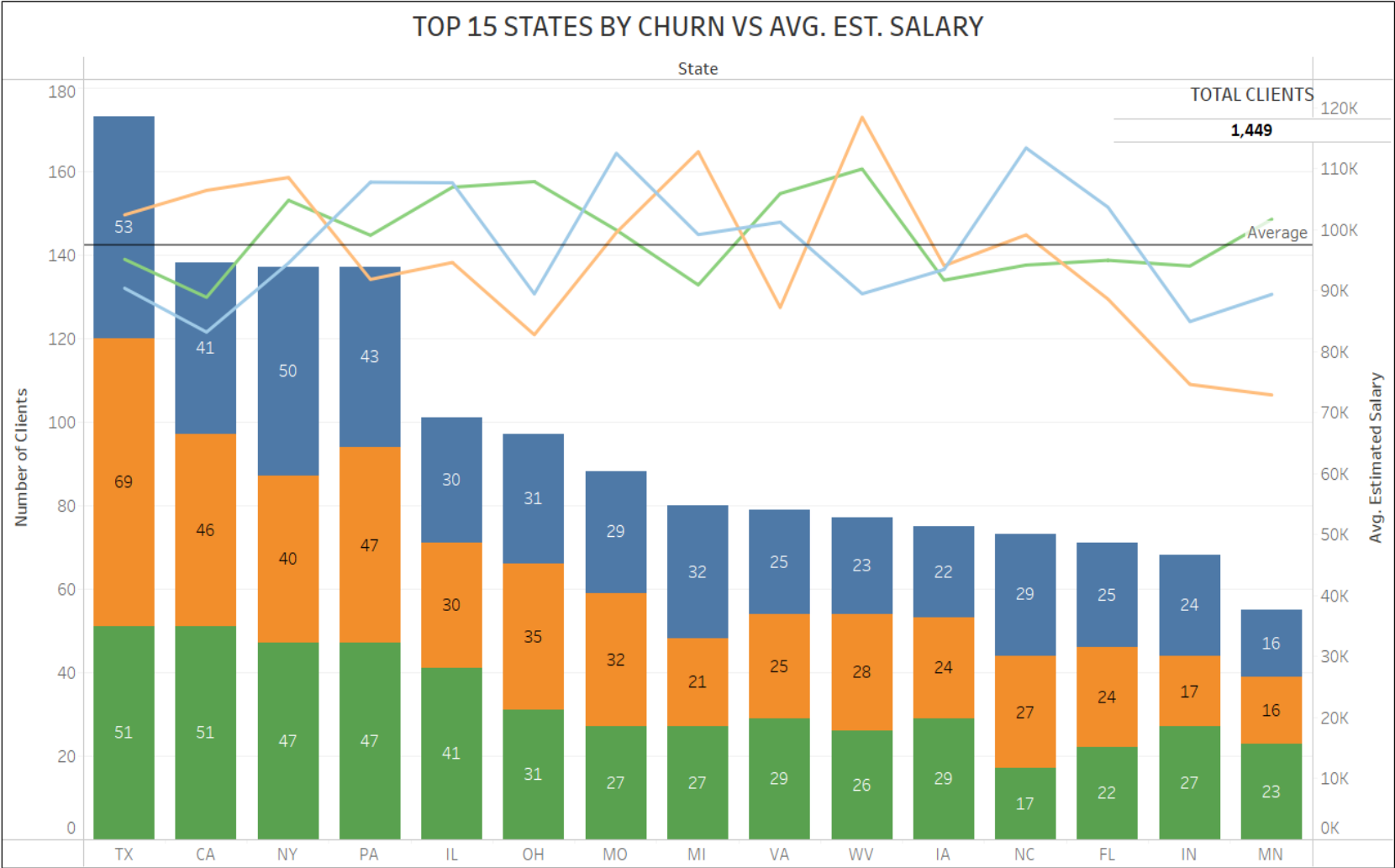
Insights from Executive Dashboard

- Current Churn Rate: 26.5%
- Client Breakdown by Area:
 - Urban has the most churn clients
- Average Monthly Charge:
 - Loyal = \$163/mo
 - Churn = \$199/mo
- Most profitable clients:
 - Texas
 - Pennsylvania
 - New York
 - California
 - Ohio

Select Category:

- AREA
- ☒ (All)
☒ Rural
☒ Suburban
☒ Urban
- AGE GROUP
- ☒ (All)
☒ Adult
☒ Senior
☒ Young

OPPORTUNITY FOR RETENTION



OPPORTUNITY FOR RETENTION

- AREA
- ☐ (All)
☐ Rural
☐ Suburban
☒ Urban
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- ☒ (All)
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TOP 15 STATES BY CHURN VS AVG. EST. SALARY

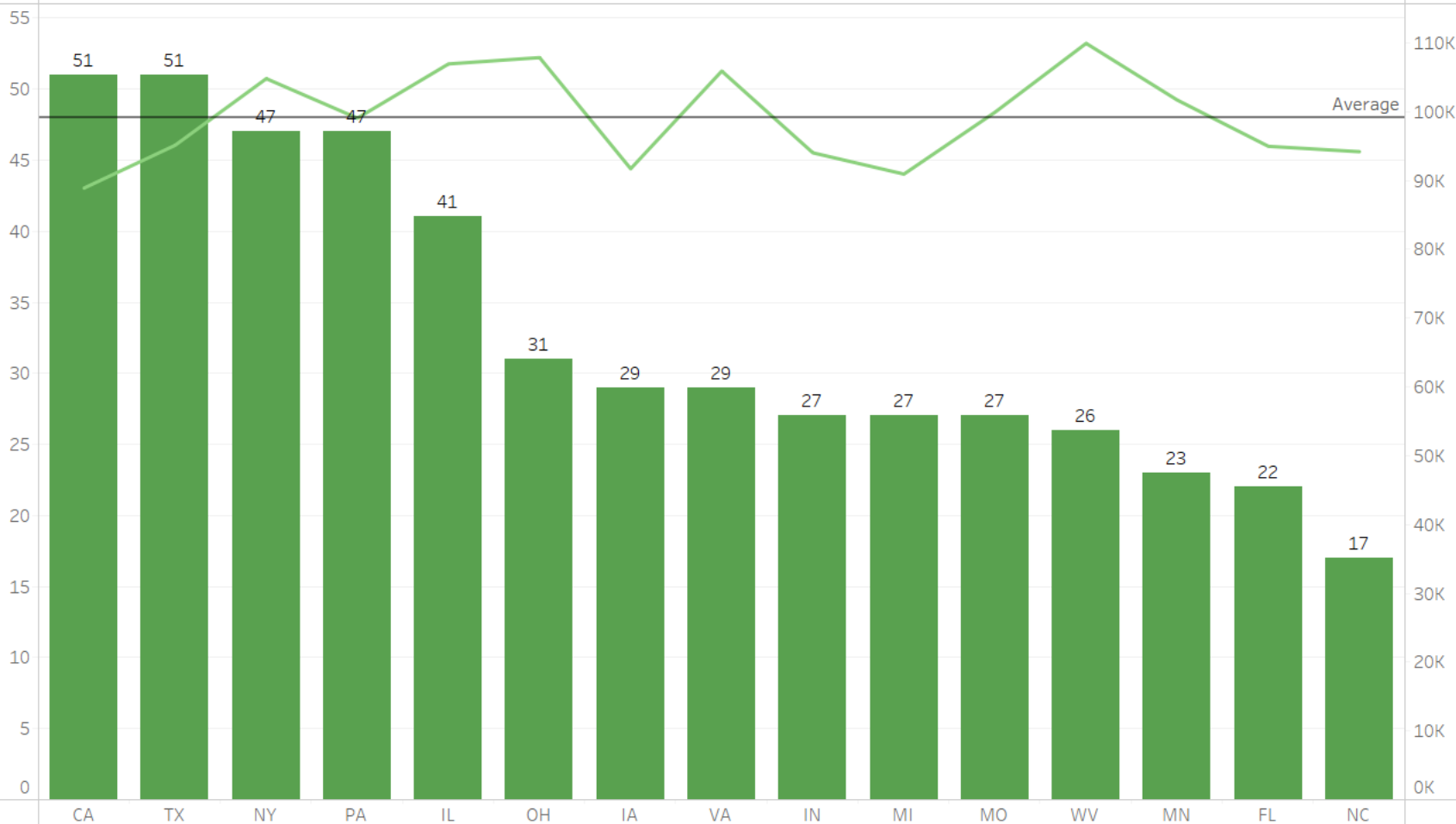
TOTAL CLIENTS

495

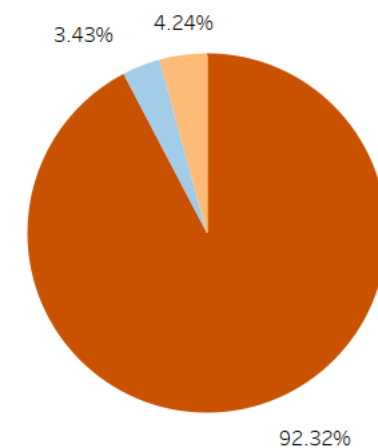
State

Average

Avg. Estimated Salary



AGE GROUP



Age Group

☒ Adult
☐ Senior
☐ Young

Insights from Opportunity of Retention

- New York and Pennsylvania have a high number of churn clients. These states' average estimate salary is higher than the total average. Executives should try to focus on retaining clients from these states.

Outline of Key Results

1. Identified current Churn Rate.
2. Created visualizations that indicated the areas of churn.
3. Provided an opportunity on how to retain clients from churning.