

Our Story

Insight Miners X Databel

Churn Analysis and Prediction

- Company - databell
- No of customers - 2080
- Churned customers - 992
- Churn Rate - 47.69%

We are analyzing customer churn
on the basis of several factors:-

- Customer status
- Demographics
- Contract information
- Subscription types and charges



Overview

of Customers

2,080

of Churned Customers

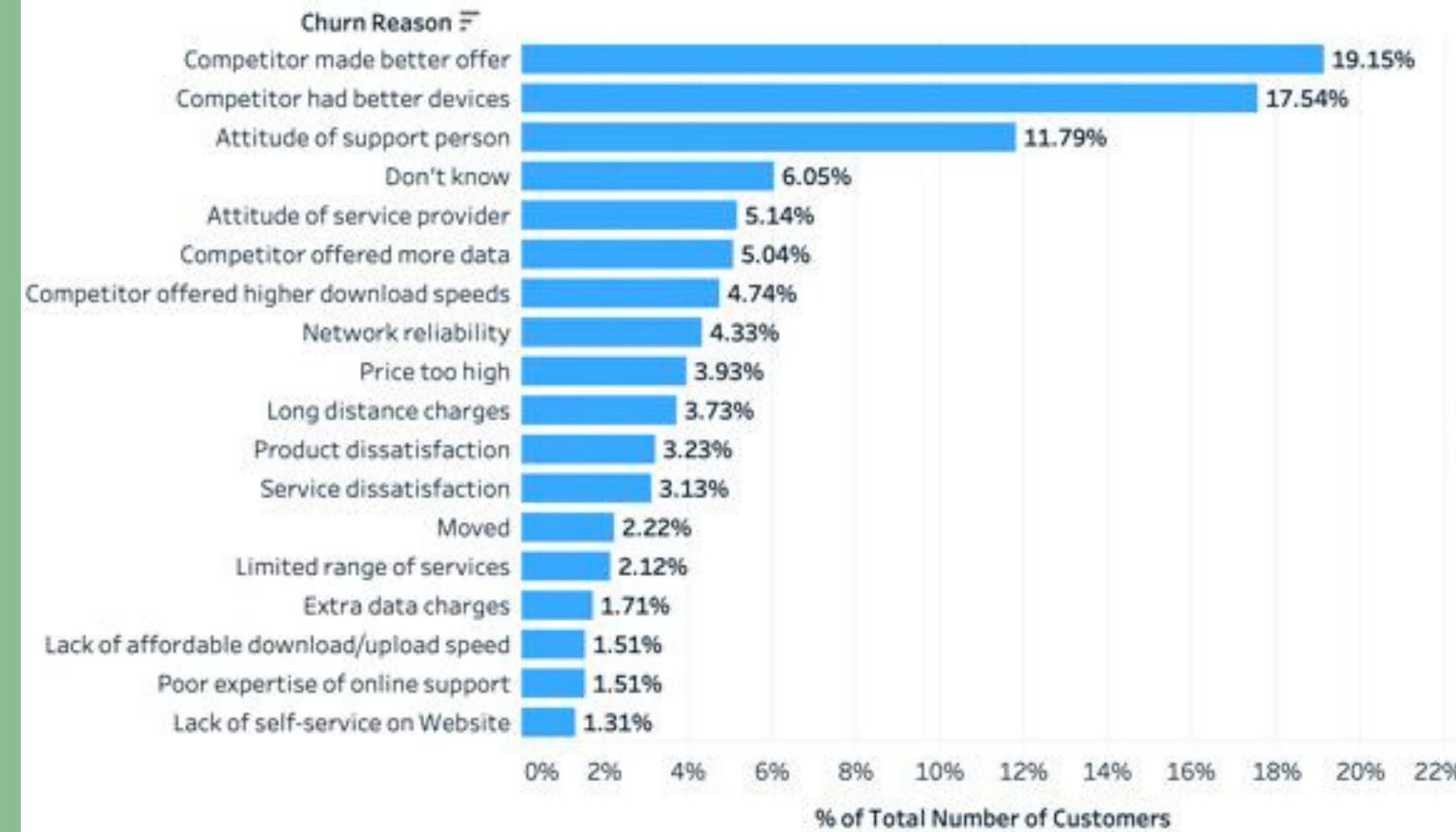
992

Churn Rate

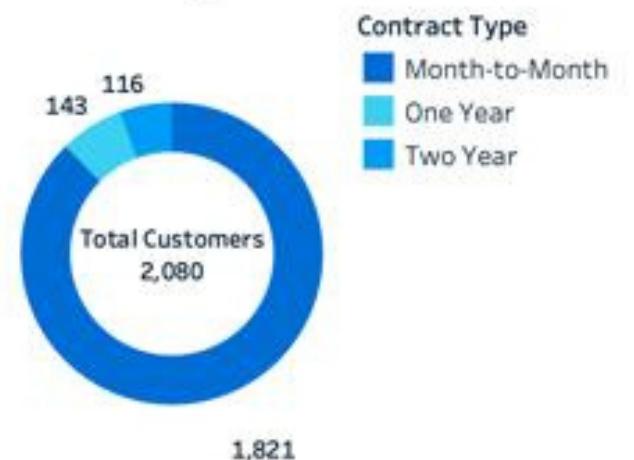
47.69%

The doughnut chart may be used as a filter

Churn Reasons



Customers by Contract



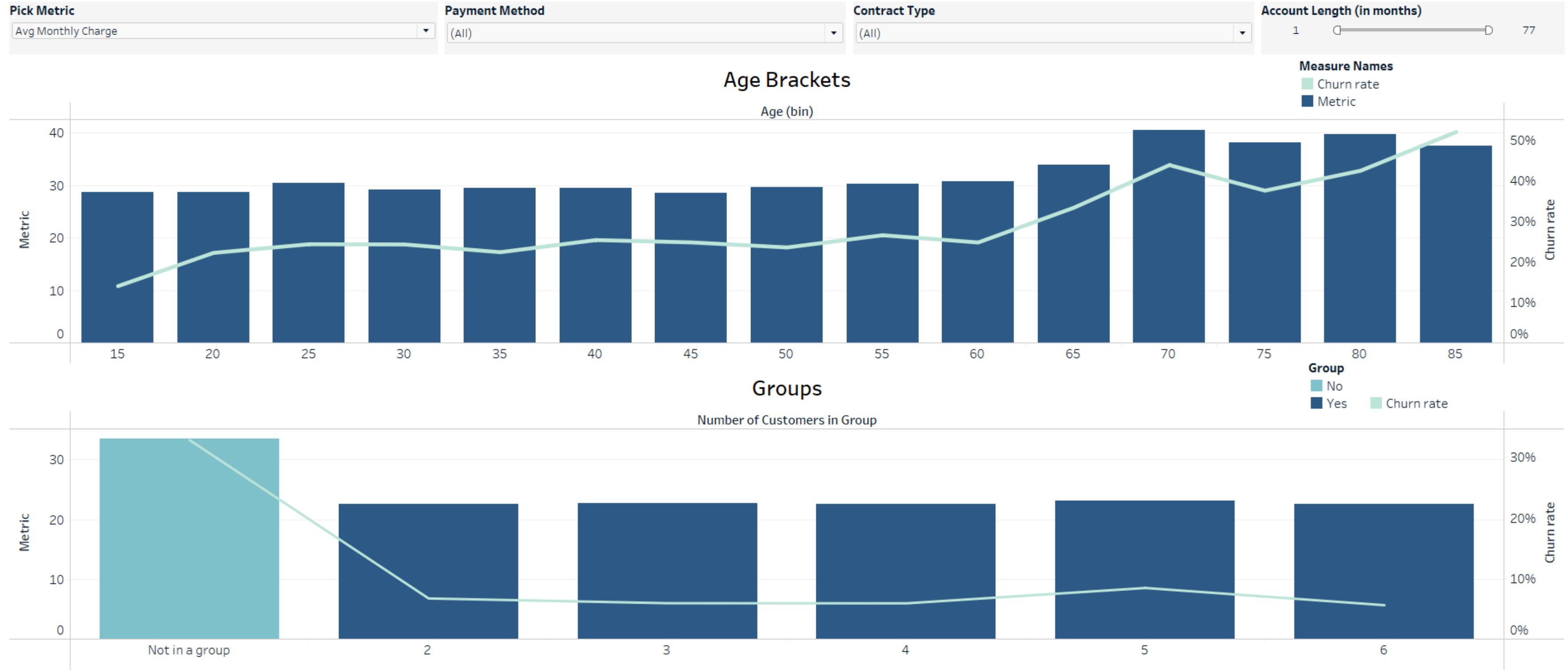
Churners by Category



Churn by State



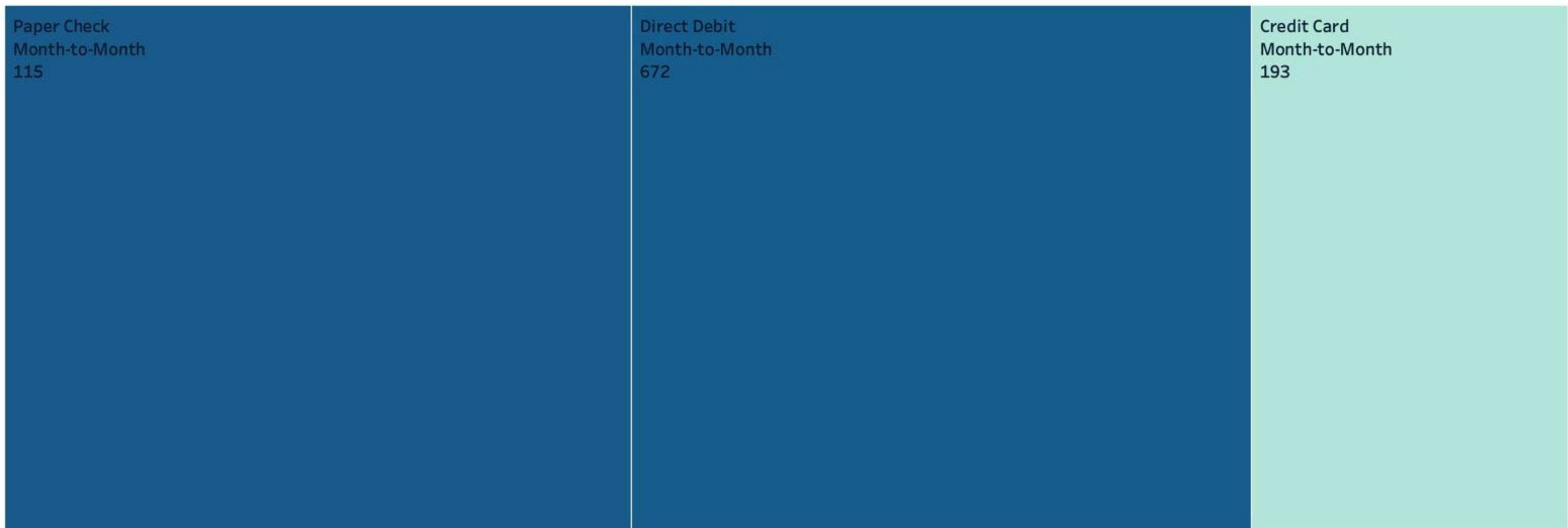
Age and Group



Payment Method and Contract Type



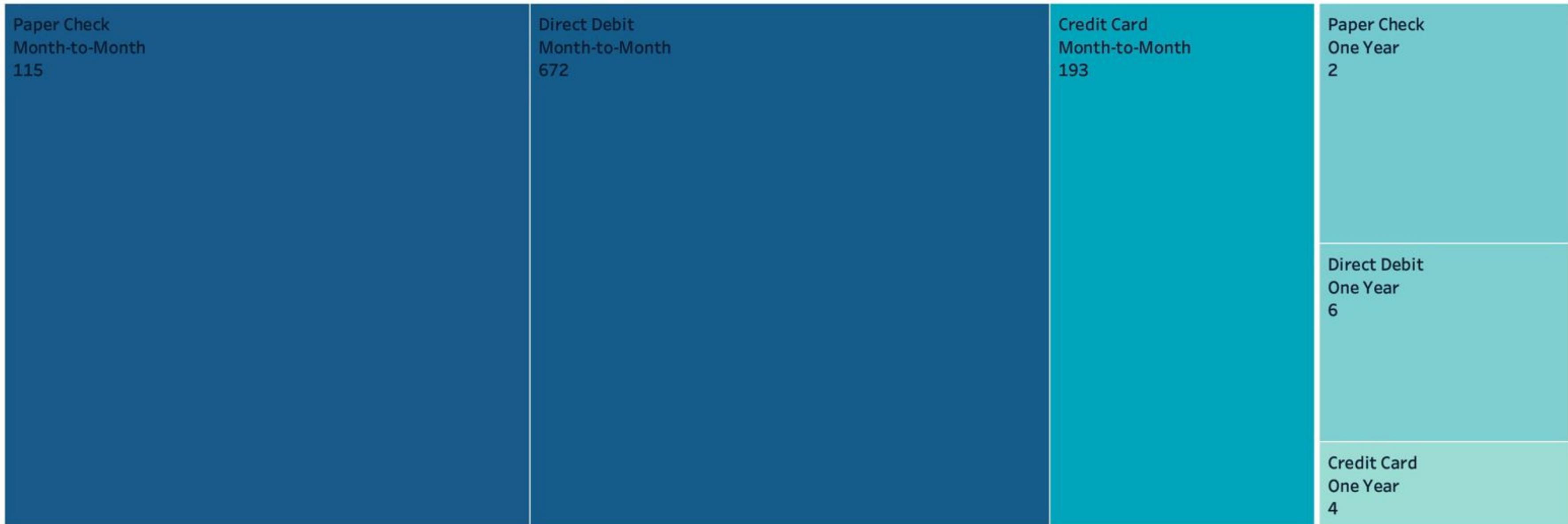
Payment Method & Contract Type



Payment Method and Contract Type



Payment Method & Contract Type

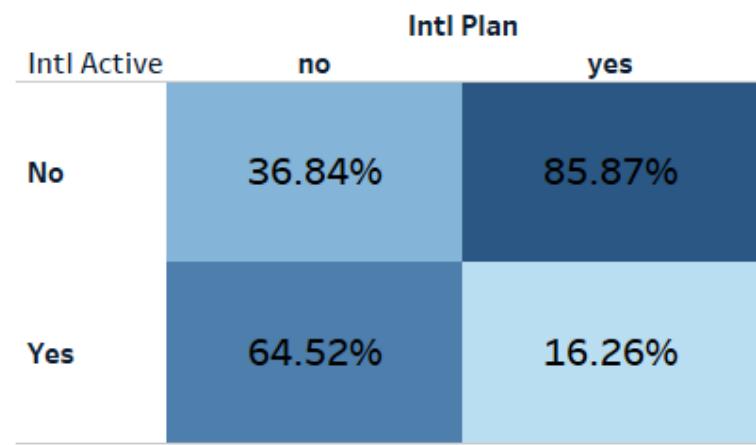


Data and International Plan



Data Plan and International figures can be used as filters

International



of Customers

2,080

Extra Data Charges

\$1.64

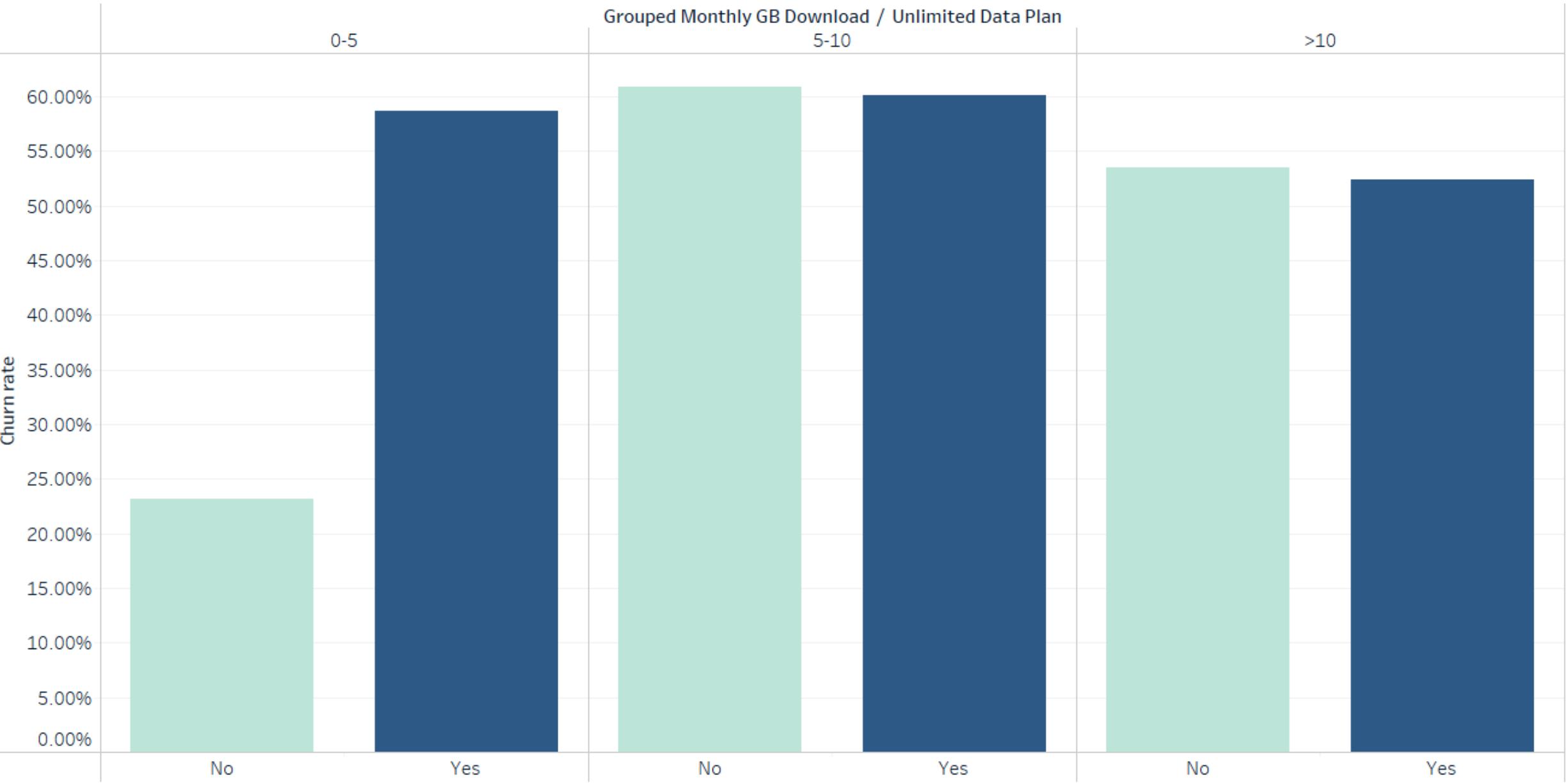
of Churned Customers

992

Extra Intl Charges

\$9.44

Data Plan

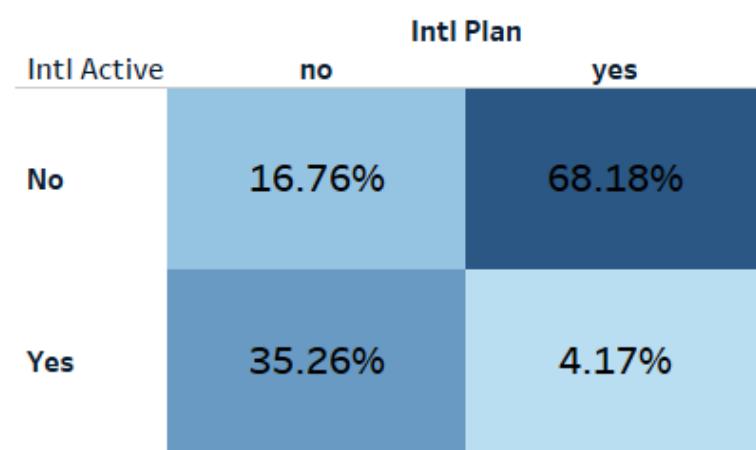


Data and International Plan

Unlimited Data Plan	Contract Type	Payment Method	Churn rate	Unlimited Data Plan
(All)	(All)	(All)	4.17%	68.18%

Data Plan and International figures can be used as filters

International



of
Customers

583

Extra Data
Charges

\$2.05

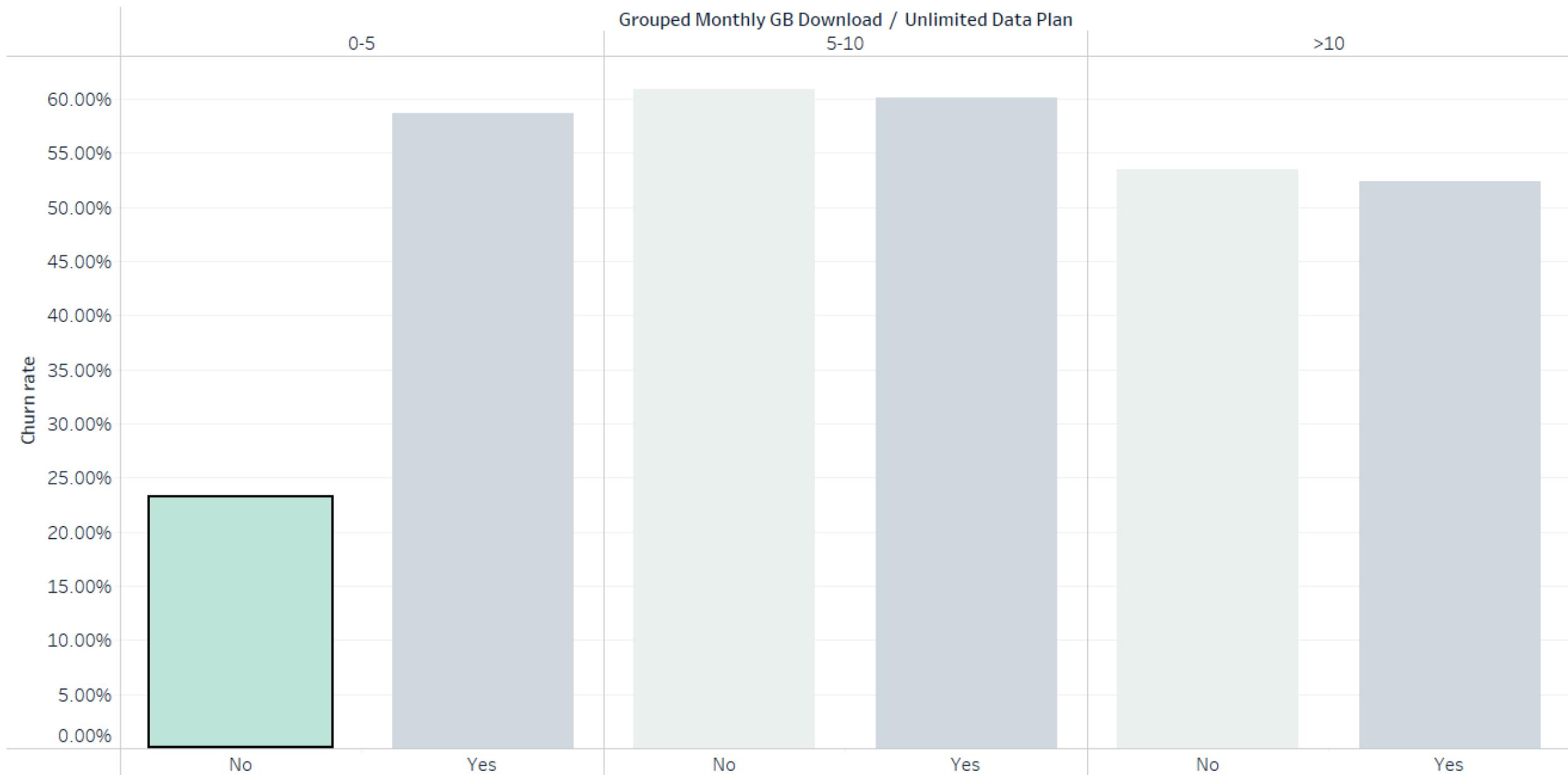
of Churned
Customers

135

Extra Intl
Charges

\$6.51

Data Plan



Conclusion

- Improve communication strategies
- Build Campaigns to provide incentives
- Make customers aware of the benefits they are subscribed to
- Consider re-evaluation
- Add point benefits to customers based on their uses.

Databel can develop a more targeted approach to customer retention and reduce churn.

