



Elevating Customer Retention in Telecommunications

The Telecommunications Retention Manager faces the critical challenge of enhancing customer retention and reducing churn. By interpreting insightful data, this comprehensive solution aims to uncover key trends and patterns that will drive strategic initiatives to elevate customer loyalty and safeguard the company's subscriber base.

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Uncovering Data-Driven Insights

Data Sources

The project leverages the robust Customer Churn Dataset from the PwC Switzerland Virtual Internship Program. This dataset provides a wealth of information on customer demographics, service usage, and retention metrics.

Data Preparation

The data was meticulously cleaned, organized, and structured to facilitate effective analysis using Power BI. This crucial step ensured the data was ready for in-depth exploration and visualization.

Data Modeling

The data was thoughtfully modeled in Power BI, enabling the extraction of valuable insights through sophisticated DAX functions. This strategic data modeling approach laid the foundation for the project's analytical prowess.

Uncovering Key Insights

1 Customer Overview

The analysis revealed a total customer base of 7,032, with 1,869 customers identified as being at risk of churning. The average monthly charges stand at \$38,000, with a concerning average churn rate of 26.58%.

3 Customer Demographics

The customer base is almost evenly split between male (50.47%) and female (49.53%) customers. Notably, senior citizens make up 16.24% of the customer population, while 29.85% have dependents and 48.25% have partners.

2 Service Utilization

Customers demonstrate a high usage of phone service (90.33%) and streaming services (TV: 38.44%, movies: 38.84%), along with notable usage of online security (28.65%), device protection (34.39%), tech support (29.01%), and online backup (34.49%).

ics for Dynamics 365

38

179

13.4%

255

Resolved cases

Escalated cases

Avg. handle time (h)

Incoming cases by subject

Resolved cases Active cases

Query 37 38
Service/Delivery 17 47
Default Subject 26 37
Service 27 22
Query/Information 24 32
Query/Products 23 29

Incoming cases by

Resolved cases Active cases

High
Low
Normal

Active cases by age

238
1 Week - 1 Month

Escalated case vol

100%
80%
60%
40%
20%
0%

Agents with lowest CSAT

Holly Gregory 2.8
Sharon Bentley 3.8
Noah Overby 3.9

Agents with highest

Trudy Lindsay
Rita Sherman
Clifton Earnest
Darryl Rivero

Agents with most cases

Resolved cases Active cases

Clifton Earnest 29 44
Trudy Lindsay 29 33
Darryl Rivero 29 29
Noah Overby 26 31
Rita Sherman
Sharon Bentley

Agents with most

Clifton Earnest
Rita Sherman
Trudy Lindsay
Noah Overby
Darryl Rivero
Sharon Bentley

Made with Gamma

Analyzing Churn Drivers

1

Tenure and Churn

Churn rates are highest within the first year of customer tenure (55.48%), but decrease significantly with longer tenure (1-2 years: 15.73%, 2-3 years: 9.63%, 3-4 years: 7.76%, 4-5 years: 6.42%, more than 5 years: 4.98%).

2

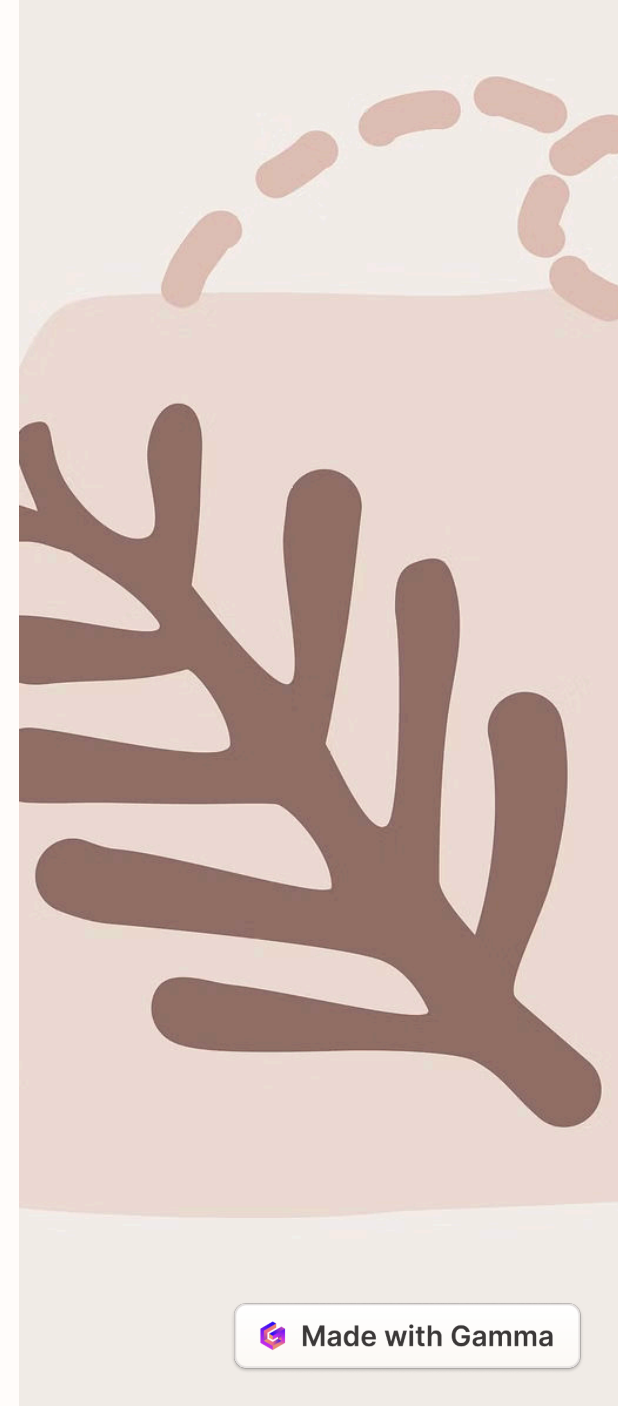
Internet Service and Churn

Fiber optic customers exhibit the highest churn rate at 44.03%, followed by DSL at 34.36%, and no internet service at 21.62%. This underscores the importance of addressing the unique needs of fiber optic customers.

3

Contract Types and Churn

Month-to-month contracts have the highest churn rate at 55.11%, while one-year contracts (20.39%) and two-year contracts (23.96%) demonstrate significantly lower churn rates.



Actionable Recommendations

Incentivize Longer Contracts

Encourage customers to subscribe to one-year and two-year contracts by offering attractive incentives to mitigate the higher monthly costs and improve retention.

Targeted Discounts for Month-to-Month

Implement targeted discounts for month-to-month subscribers to enhance retention and reduce the high churn rate associated with these contracts.

Promote Ancillary Services

Educate customers on the benefits of signing up for online security and tech support services to improve service stickiness and customer loyalty.

Boost Paperless Billing

Promote paperless billing to all customers, as it correlates with higher retention rates, and aim to increase the adoption by 5%.

