

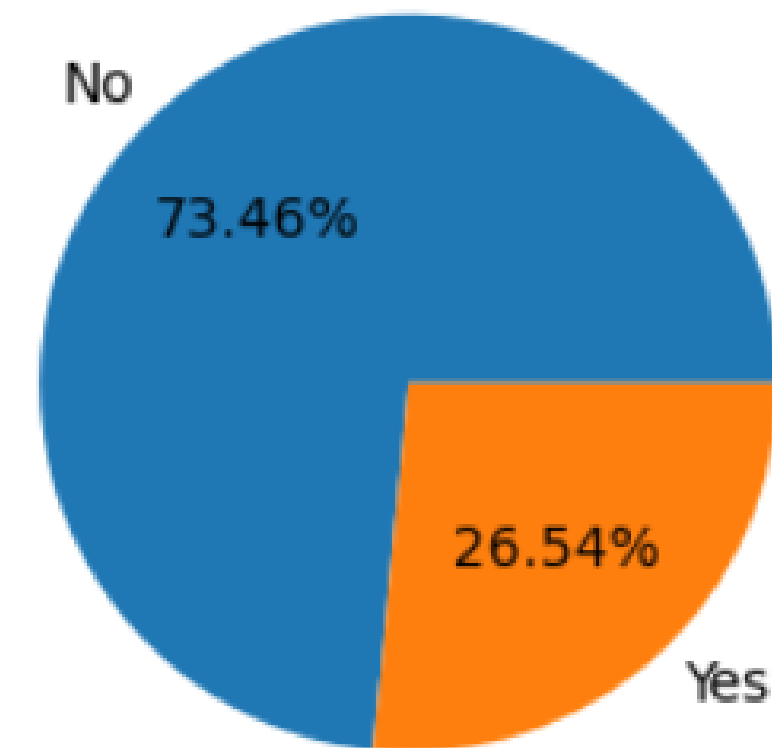


CUSTOMER CHURN ANALYSIS OF A TELCOM COMPANY

PROBLEM STATEMENT

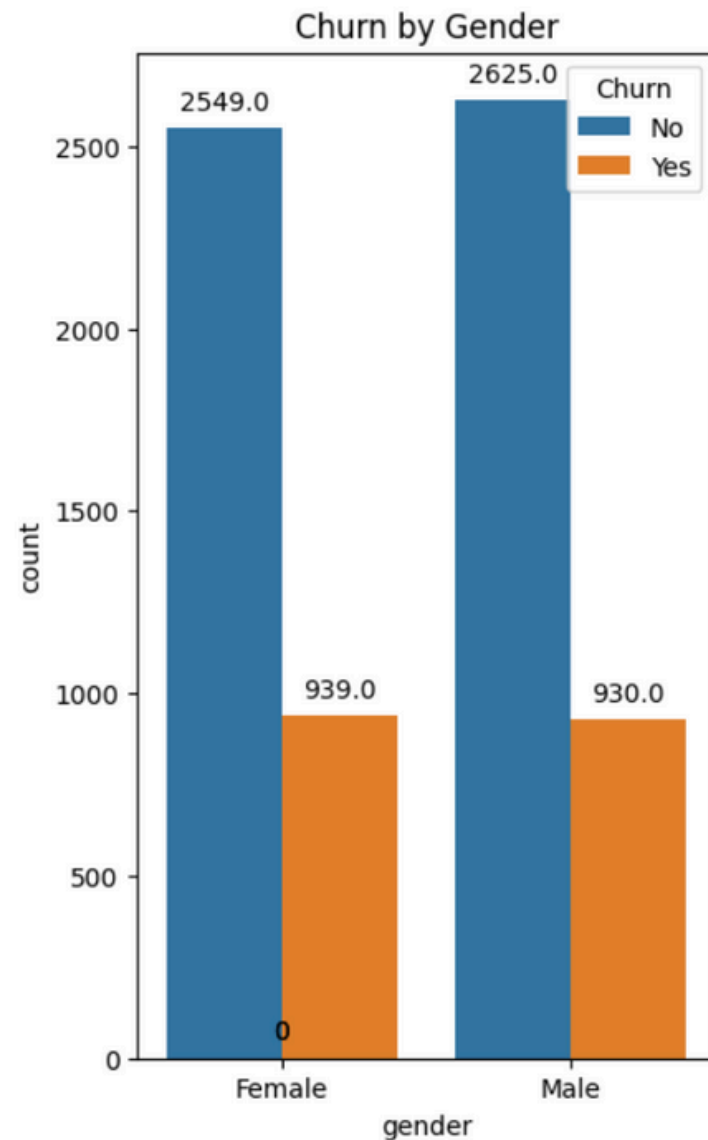
From the raw data of the telcom company figure out the reason behind the churning of the customers and find out the areas that needs special attention.

Percentage of Churned Customers

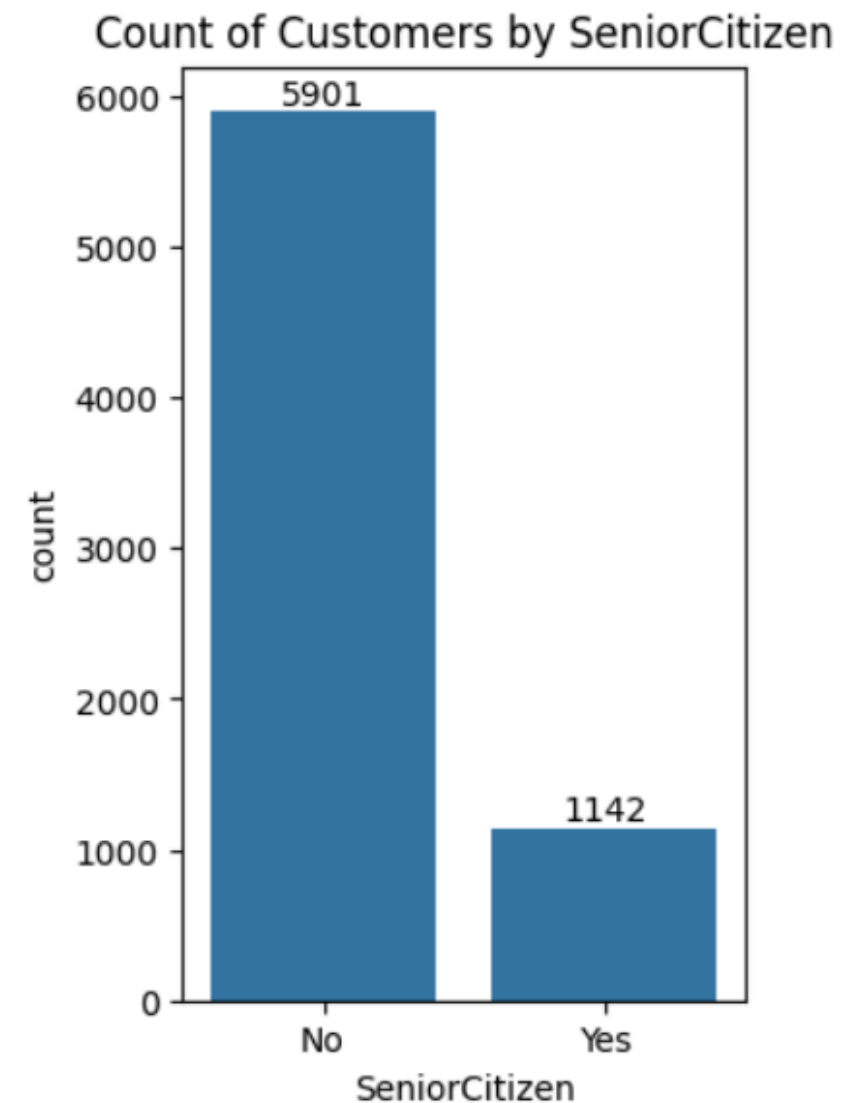


KARTIKEY NAHARIA

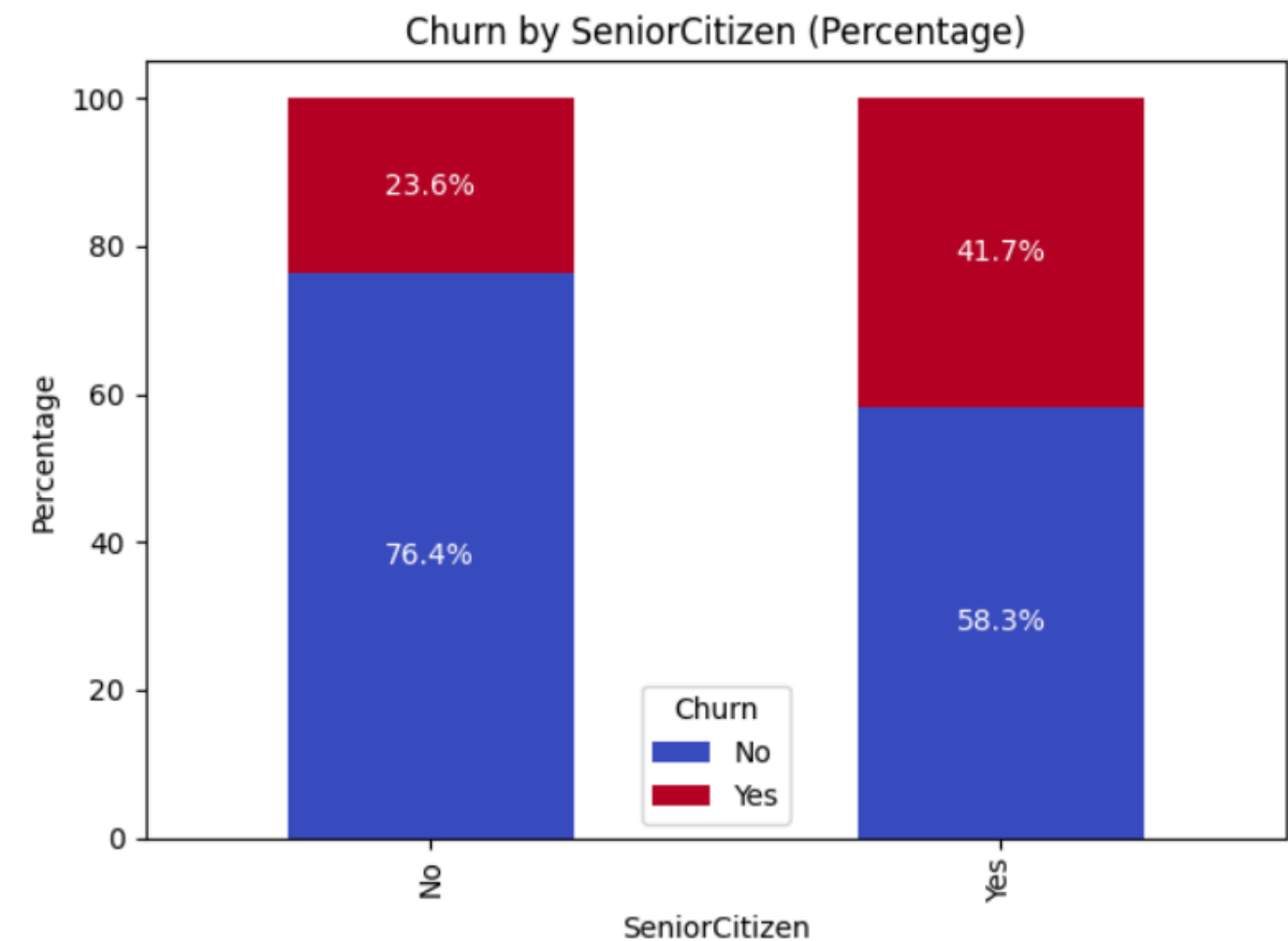
DATA ON THE BASIS OF GENDER AND SENIOR CITIZEN

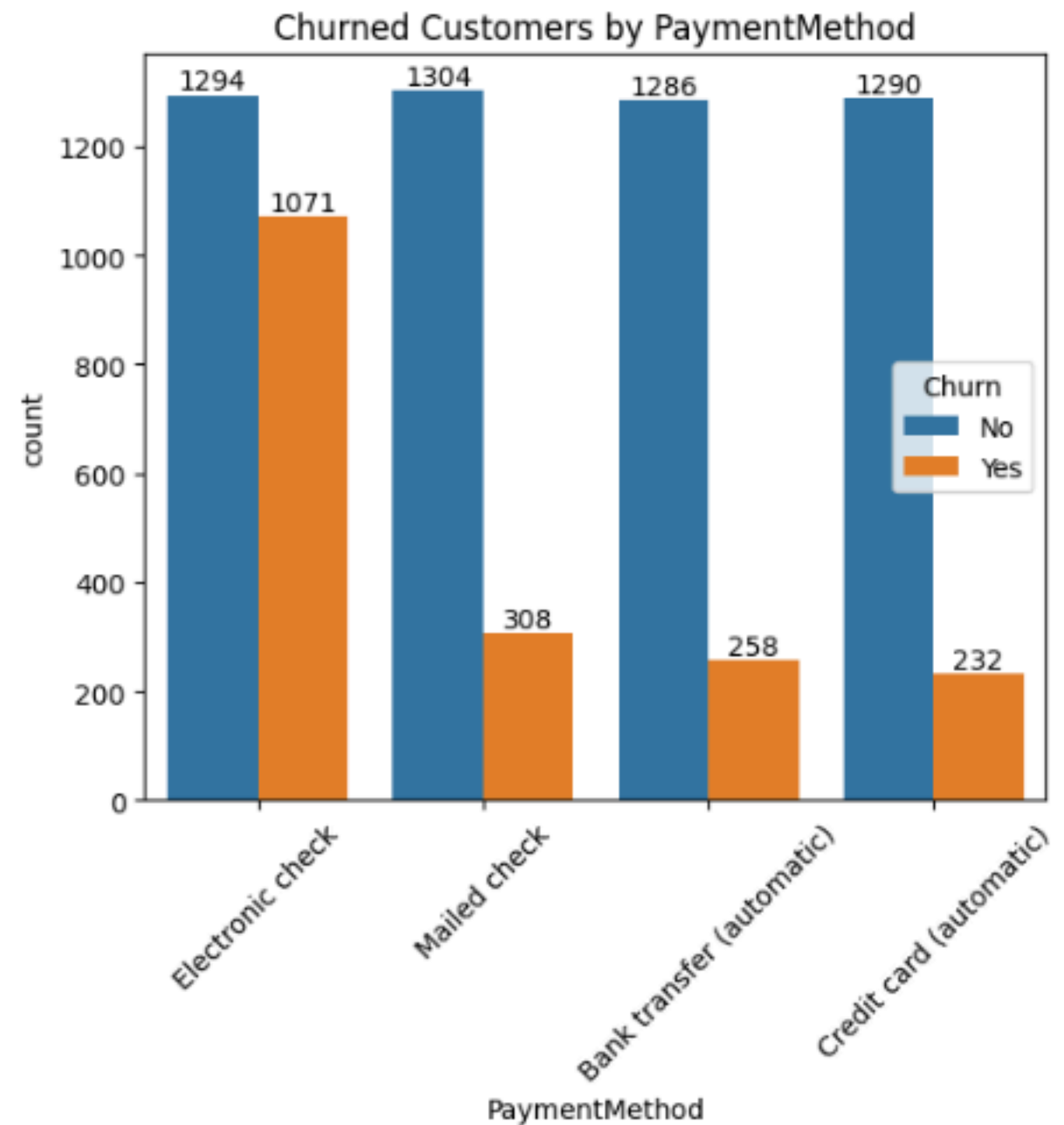


Churning of the customers is not Gender specific

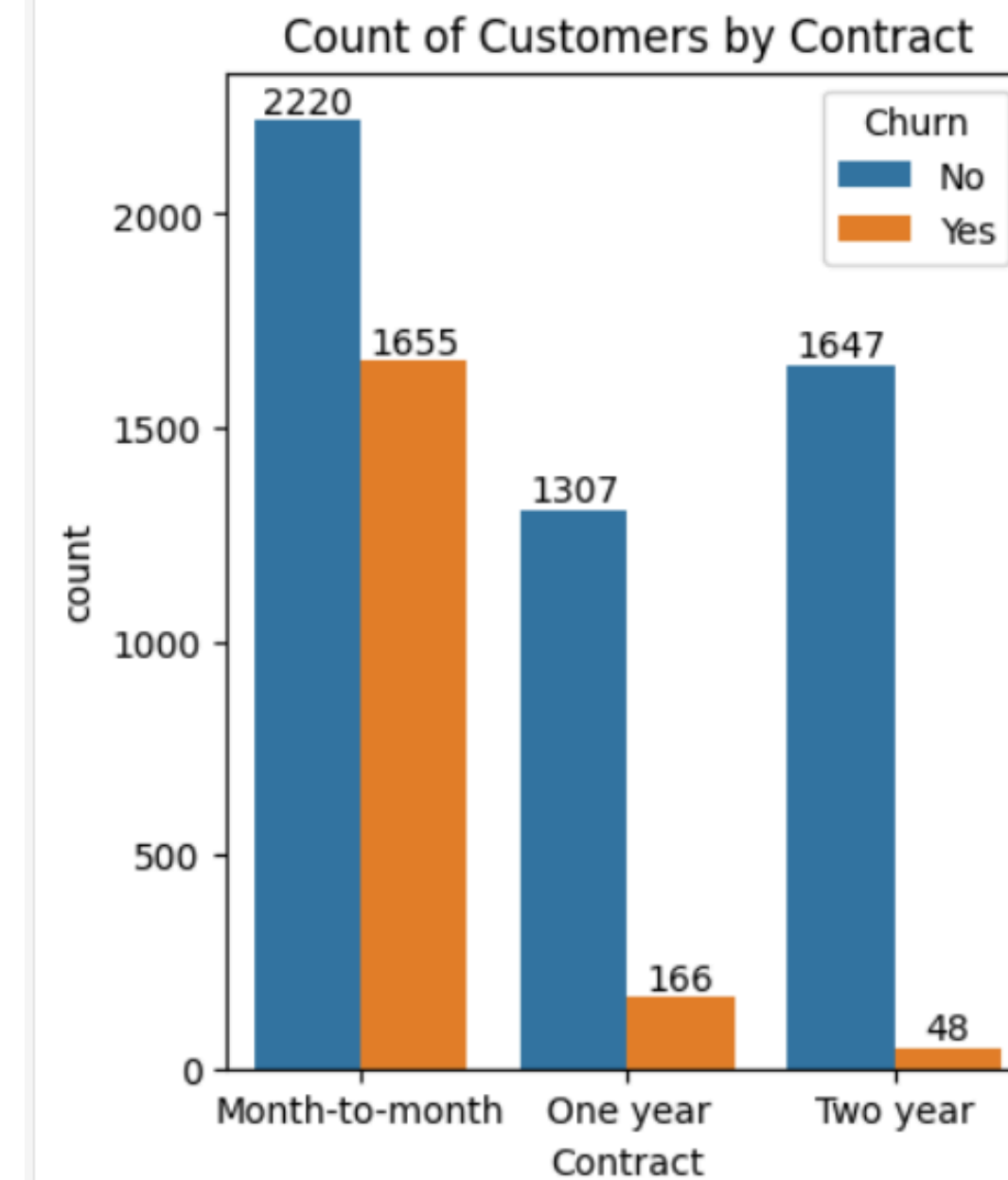


From the data of Senior Citizen it can be concluded that the churn percentage of the customers that fall into the Senior Citizen category are more likely to churn , Although the no of Senior citizen customers is less therefore this area can be dealt later.



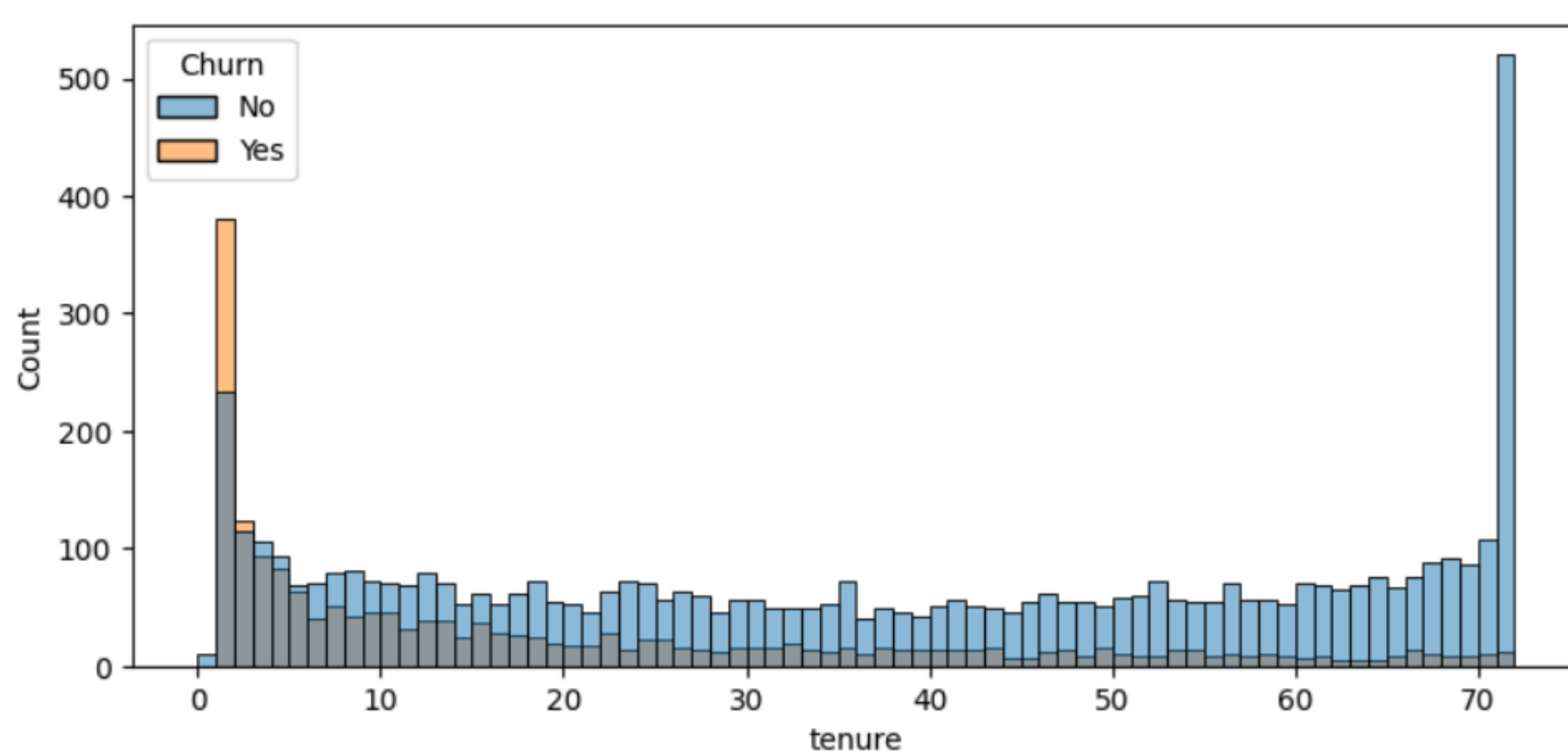


By observing the payment methods it can be said that customers tend to churn more when required to pay through Electronic check



Customers that are having a month-to-month contract are more likely to churn

Churn on the basis of tenure

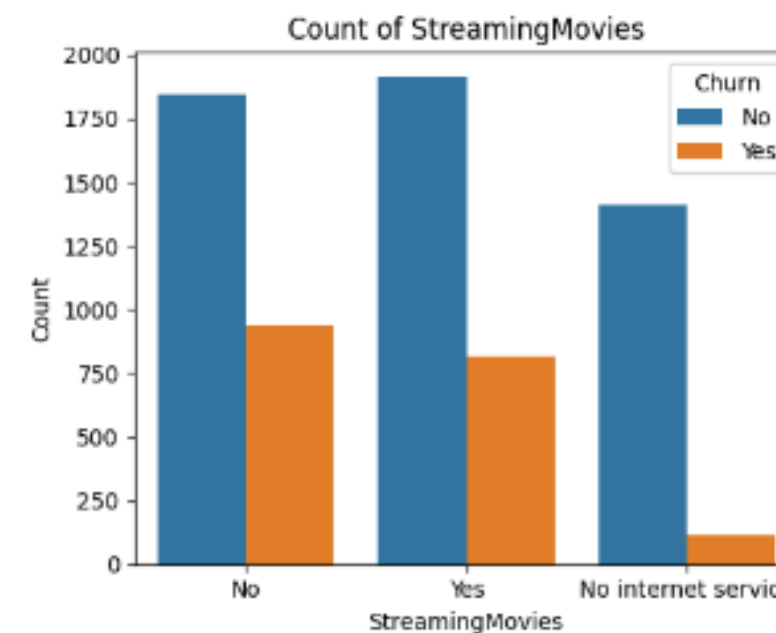
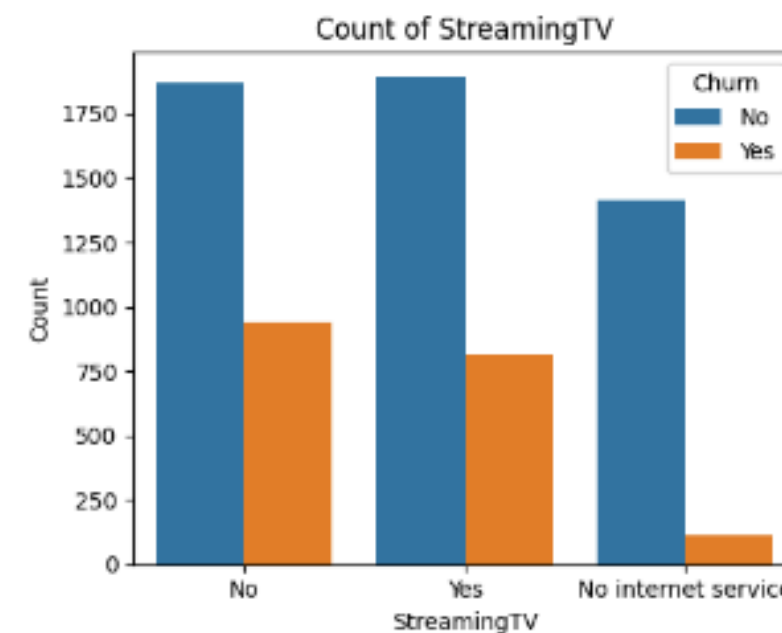
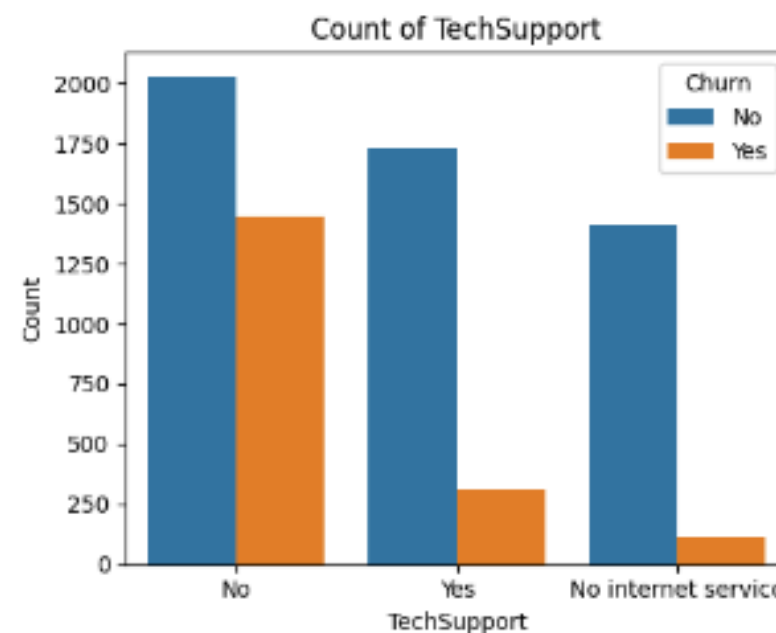
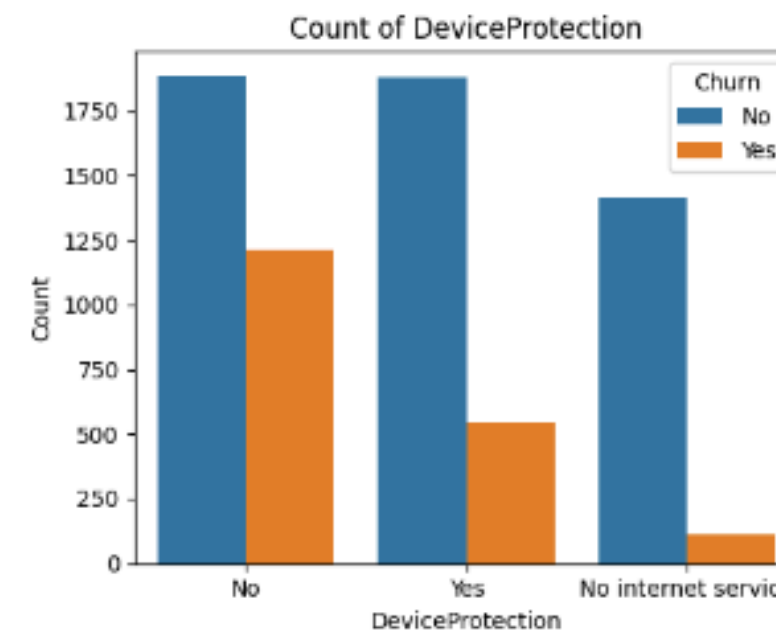
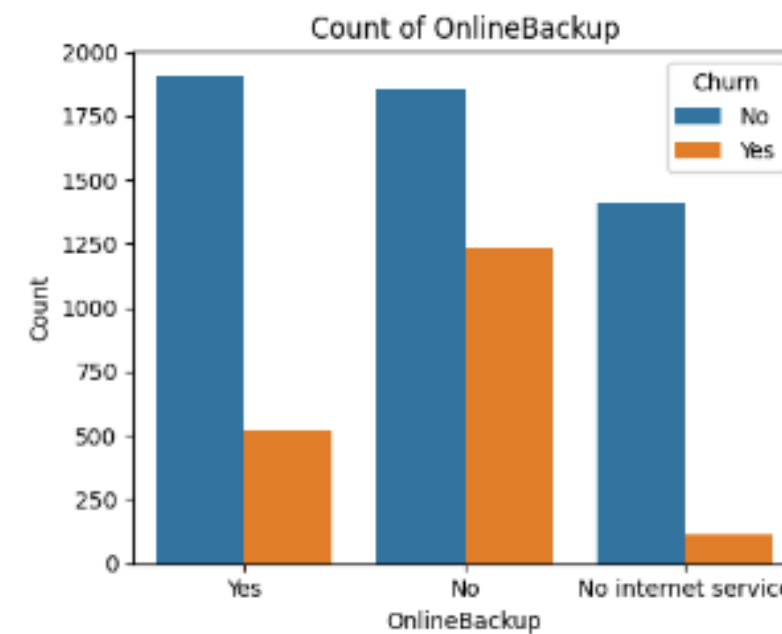
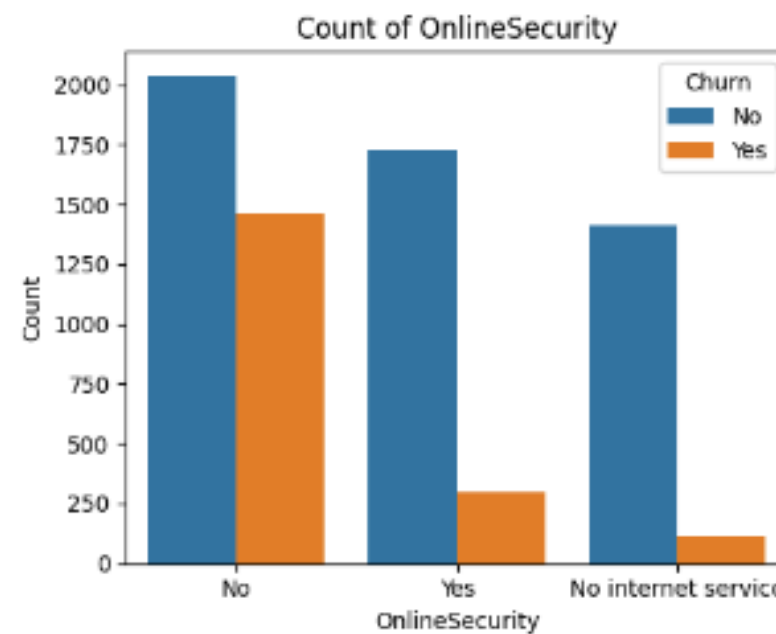
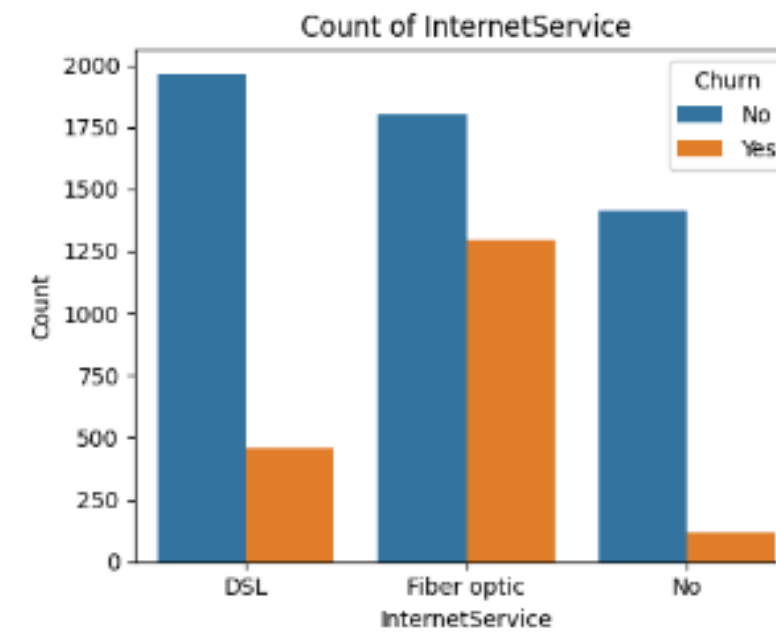
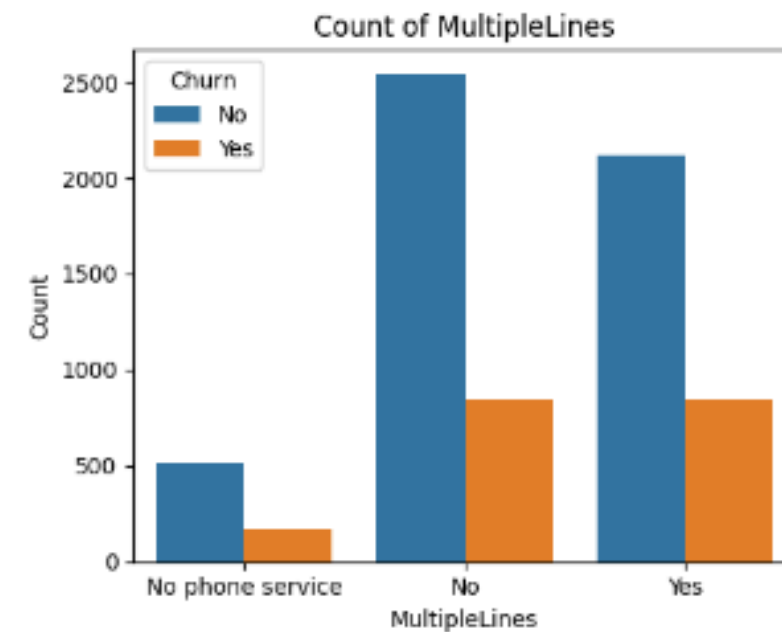
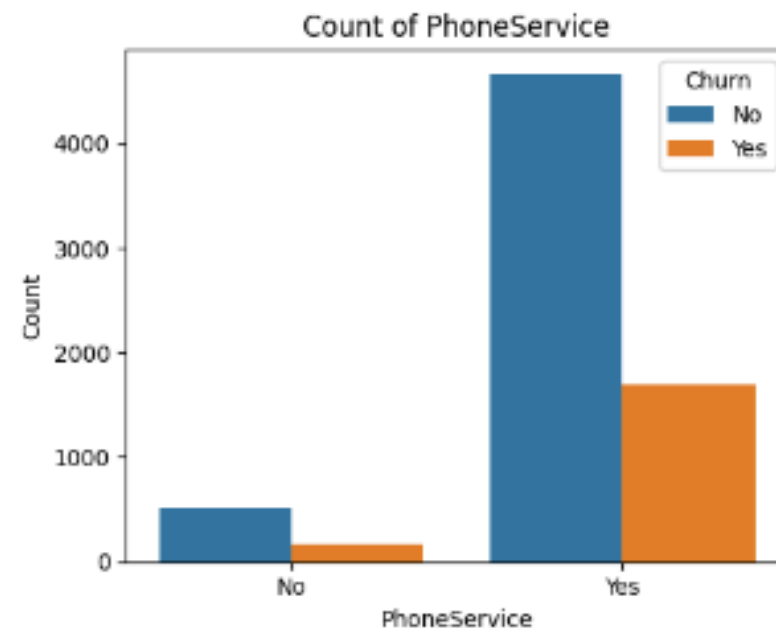


Customers that newly joined with the company generally with a tenure between 0-2 months are more likely to churn whereas the customers that stayed with the company for a longer tenure are not likely to churn

DEDUCTIONS FROM THESE COUNT PLOTS

which type of customer
churns?

- users with phone service churn out more.
- users with Fiber optic internet service.
- users that get no online security churn.
- users with no online backup.
- users having no device protection.
- users with no tech support.
- users that are not streaming TV and movies.



SUMMARY

- Avoid Electronic check payment method.
- Encouraging customers that have month-to month contract to shift to a longer one.
- Providing better customer services and attention to newly joined customers (0-2 month tenure).
- Focus on upgrading Phone services , fiber optic Internet services.
- Focus on providing Tech support , online security , device protection and online backup to more and more number of customers.
- Encouraging customers to stream TV and movies.
- Lastly figuring out how to improve the user-experience of Senior citizens