

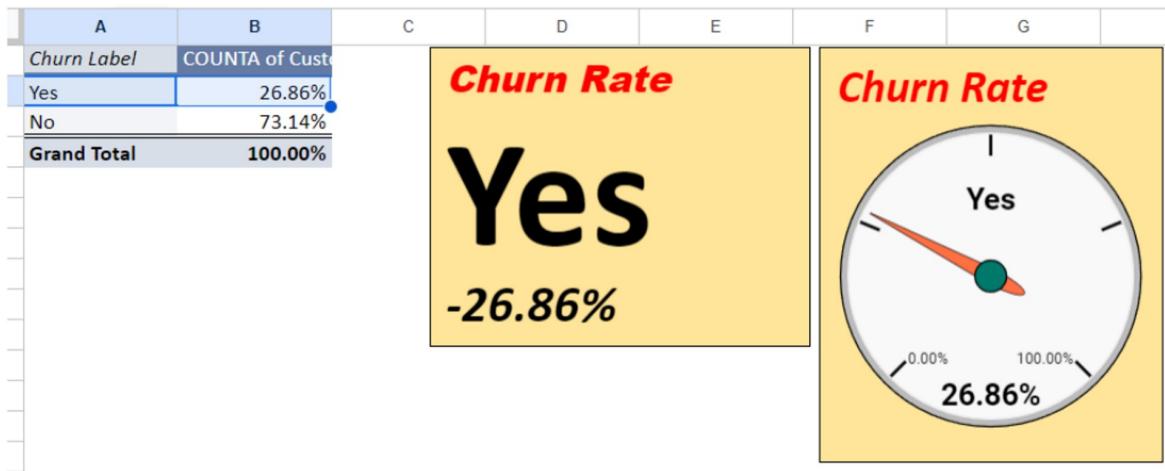
## Analysing the Customer Churn - 2

14 August 2024 21:03

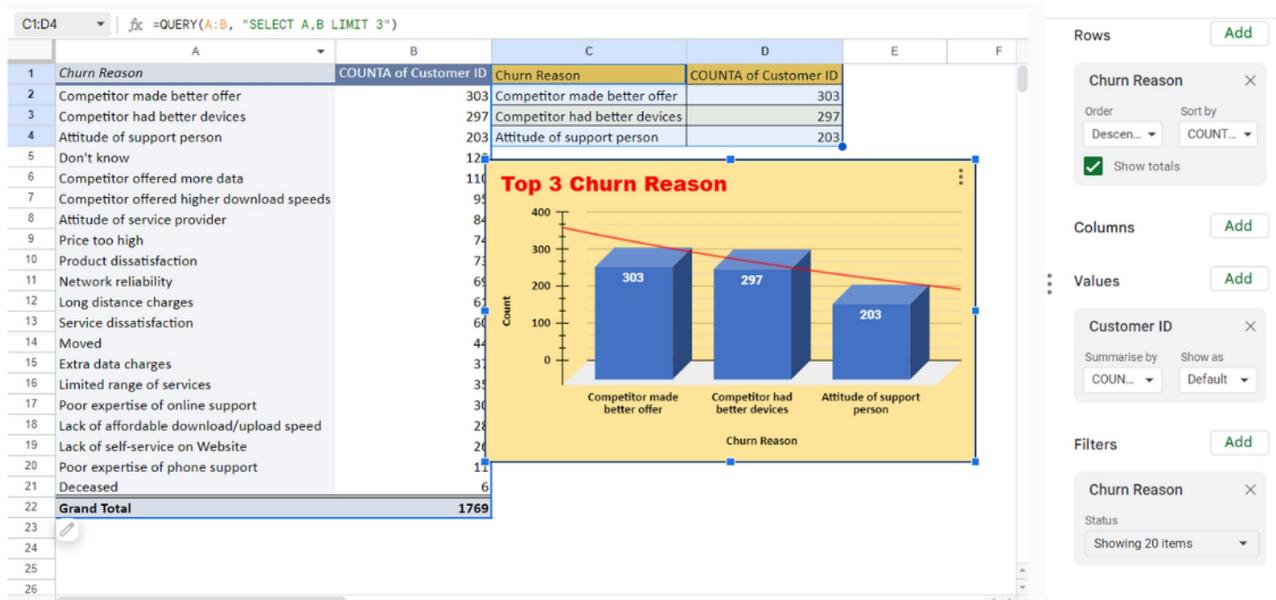
### Analyzing Customer Churn - 2

Q1. What's the total churn rate for "Databel"? (Answer format: XX.XX%)

- 26.86 %

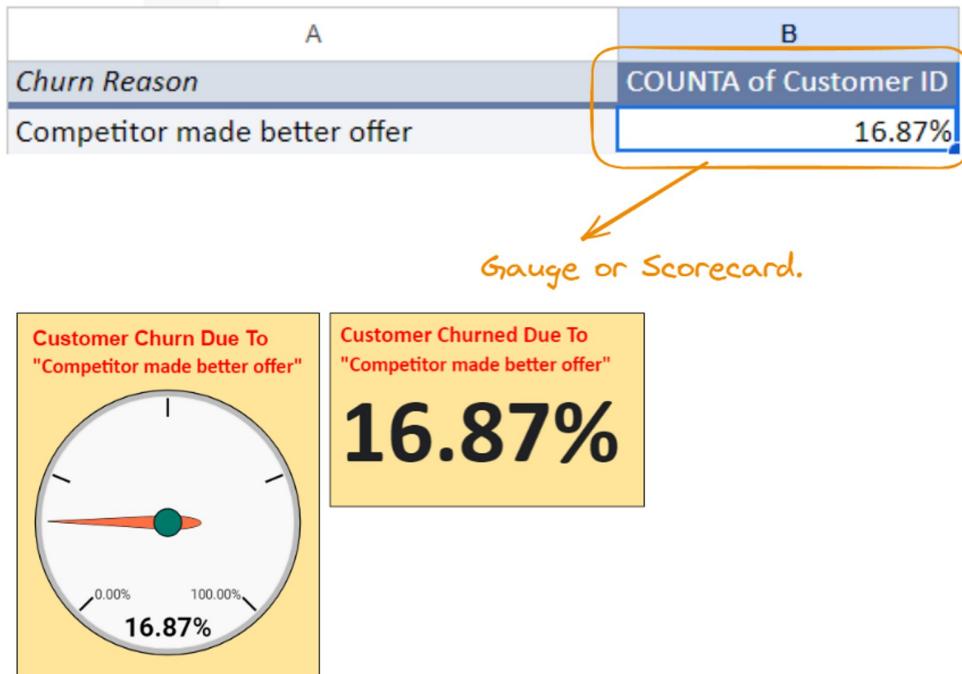


Q2 Solution :

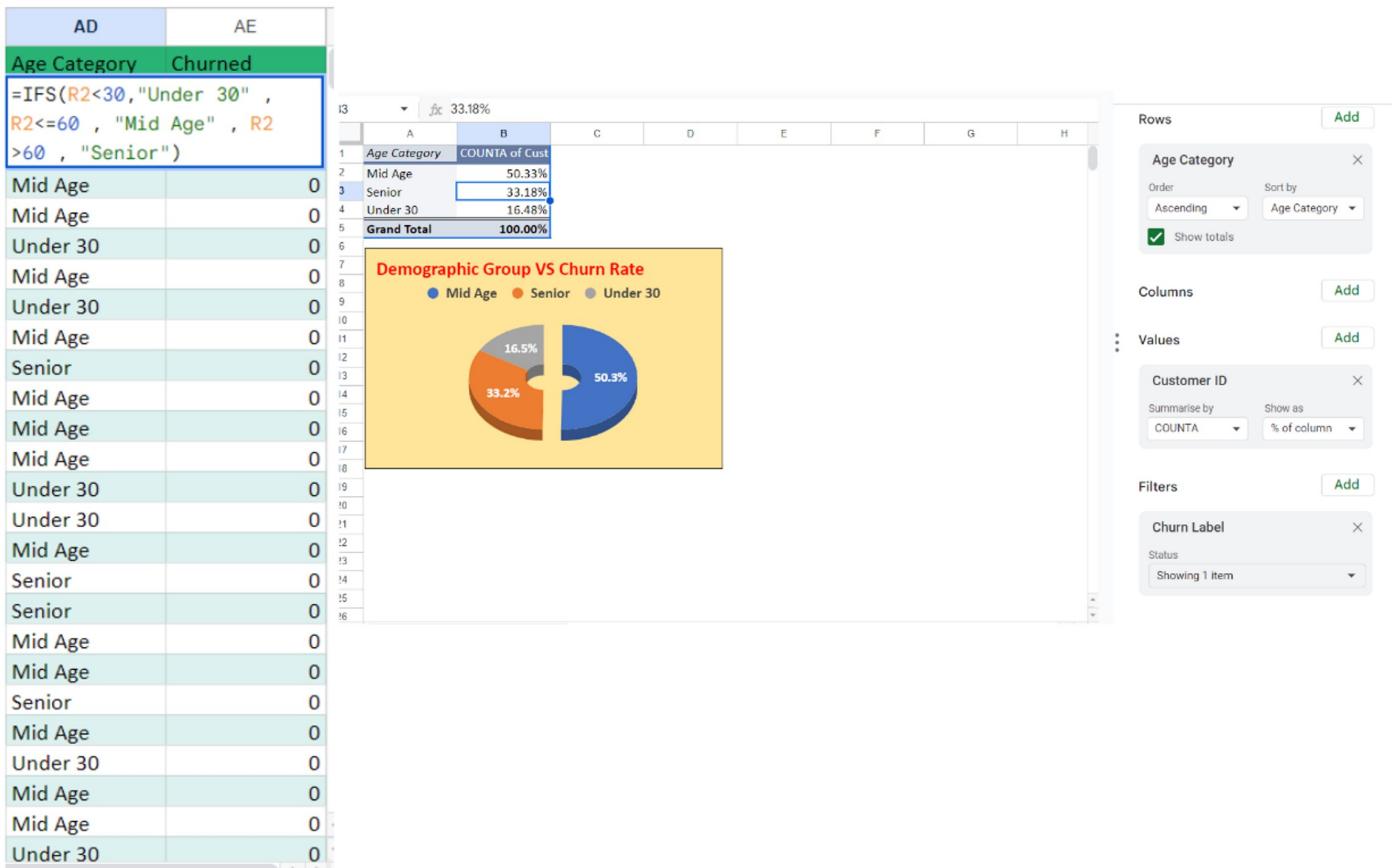


Q3 . What % of customers churned due to "Competitor made better offer"? Rounded to two decimal places.

A	B
Churn Reason	COUNTA of Customer ID



Q4 : Which demographic group has the highest churn rate?



Q5 : Which age group makes up the lowest number of customers but the highest churn rate?

Add Age Group Column for reference

customers but the highest churn rate?

Add Age Group Column for reference.

AD	AE	AF
29-38	Age Category	Churned
=IFS(AND(R2>=19,R2<=28),"19-28",AND(R2>=29,R2<=38),"29-38",AND(R2>=39,R2<=48),"39-48",AND(R2>=49,R2<=58),"49-58",AND(R2>=59,R2<=68),"59-68",AND(R2>=69,R2<=78),"69-78",AND(R2>=79,R2<=88),"79-88")		
29-38	Under 30	0
39-48	Mid Age	0
59-68	Senior	0
59-68	Mid Age	0
29-38	Mid Age	0
39-48	Mid Age	0
19-28	Under 30	0
19-28	Under 30	0
29-38	Mid Age	0
69-78	Senior	0
69-78	Senior	0
49-58	Mid Age	0
29-38	Mid Age	0
69-78	Senior	0
49-58	Mid Age	0
19-28	Under 30	0
49-58	Mid Age	0
49-58	Mid Age	0
19-28	Under 30	0

COUNTA of Cust Churn Label		
Age Group	No	Yes
19-28	853	240
29-38	935	299
39-48	988	330
49-58	842	281
59-68	774	300
69-78	363	240
79-88	136	106
<b>Grand Total</b>	<b>4891</b>	<b>1796</b>
		<b>6687</b>

Q6 : What's the churn rate for people on an unlimited plan who consume less than 5 GB of data? (Answer format: XX.XX%)

COUNTA of Cust Churn Label		Unlimited Data Plan		Grand Total
		No	Yes	
No	60.17%		28.51%	52.93%
Yes	39.83%		71.49%	47.07%
<b>Grand Total</b>	<b>100.00%</b>		<b>100.00%</b>	<b>100.00%</b>

Gauge Chart / ScoreCard.

Q7 : It seems there is a state that has customers on an international plan that has a particularly high percentage of churners. Write the name code of this state (e.g., MT).

COUNTA of Cust Churn Label		COUNTA of Cust Churn Label			
State	No	Yes	No		
AK	62.50%	37.50%	CA	25.00%	75.00%
AL	70.59%	29.41%	IN	33.33%	66.67%
AR	93.75%	6.25%	NH	37.50%	62.50%
AZ	83.33%	16.67%	KY	50.00%	50.00%
CA	25.00%	75.00%	LA	50.00%	50.00%
CO	62.50%	37.50%	TX	58.33%	41.67%
CT	87.50%	12.50%	NM	60.00%	40.00%
DC	80.00%	20.00%	AK	62.50%	37.50%
DE	65.00%	35.00%	CO	62.50%	37.50%
FL	67.50%	32.50%	OH	63.16%	36.84%
GA	62.50%	37.50%	NC	65.00%	35.00%

CT	87.50%	12.50%	AK	62.50%	37.50%
DC	80.00%	20.00%	CO	62.50%	37.50%
DE	65.00%	35.00%	OH	63.16%	36.84%
FL	87.50%	12.50%	DE	65.00%	35.00%
GA	87.50%	12.50%	HI	66.67%	33.33%
HI	66.67%	33.33%	ME	66.67%	33.33%
ID	75.00%	25.00%	NE	66.67%	33.33%
IL	76.67%	23.33%	PA	66.67%	33.33%
IN	33.33%	66.67%	MA	68.75%	31.25%
KS	81.25%	18.75%	MS	68.75%	31.25%
KY	50.00%	50.00%	MO	69.23%	30.77%
LA	50.00%	50.00%	MD	70.00%	30.00%
MA	68.75%	31.25%	AL	70.59%	29.41%
MD	70.00%	30.00%	MI	72.22%	27.78%
ME	66.67%	33.33%	OK	72.73%	27.27%
MI	72.22%	27.78%	ID	75.00%	25.00%
MN	87.50%	12.50%	ND	75.00%	25.00%
MO	69.23%	30.77%	RI	75.00%	25.00%

### Q8: Strategy for retaining senior citizens.

A1:A4 fx Churn Reason

Churn Reason	COUNTA of Senior
Competitor made better offer	303
Competitor had better devices	297
Attitude of support person	203
Don't know	123
Competitor offered more data	110
Competitor offered higher download speeds	95
Attitude of service provider	84
Price too high	74
Product dissatisfaction	73
Network reliability	69
Long distance charges	61
Service dissatisfaction	60
Moved	44
Extra data charges	37
Limited range of services	35
Poor expertise of online support	30
Lack of affordable download/upload speed	28
	27
Lack of self-service on Website	26
Poor expertise of phone support	11
Deceased	6
<b>Grand Total</b>	<b>1796</b>

Rows

Churn Reason

Order: Descending Sort by: COUNTA of Senior

Show totals

Columns

Values

Senior

Summarise by: COUNTA Show as: Default

Filters

Churn Label

Status: Showing 1 item

### Q9 : Contract types churn percentage?

COUNTA of Customer ID	Churn Label
Contract Type	Yes
Month-to-Month	87.92%
One Year	9.30%
Two Year	2.78%

Yes vs Contract Type

Month-to-Mo... 87.92%  
One Year 9.30%  
Two Year 2.78%

Rows

Contract Type

Order: Ascending Sort by: Contract Type

Show totals

Columns

Churn Label

Order: Ascending Sort by: Churn Label

Show totals

Values

Customer ID

Summarise by: COUNTA Show as: % of column

Filters

Filters Add

Churn Label X

Status  
Showing 1 item

Q10	What are the total number of customers that "Databel" has served?
Q11	Reason of churn?
Q12	What is the churn rate for customers aged between 19-28 years old? (Answer format: XX.XX%)
Q13	How many states had a churn rate of 25%