



Exploratory Data Analysis

Churner Profile for Telecom Company

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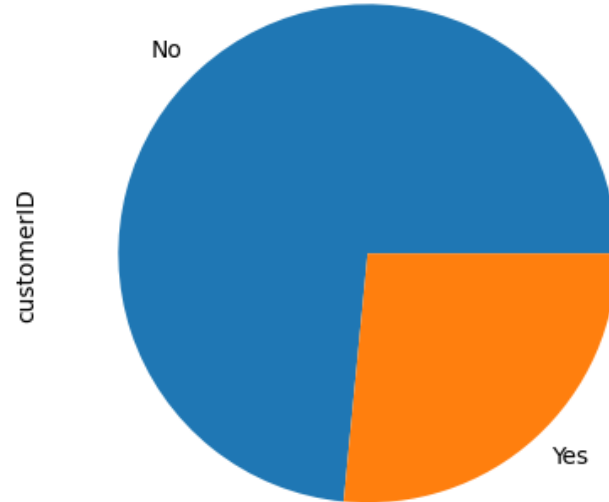
Context

- Problem we needed to tackle
- Strategy and Understanding
- Findings
- Summary and Next Steps

What is the Problem?

In the last month, we observed that we had an Overall Churn Rate roughly around 30%.

This means that 3 out 10 customers left our company !





Strategy and Understanding

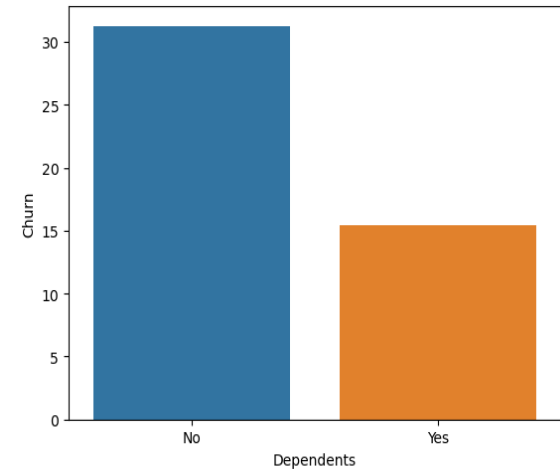
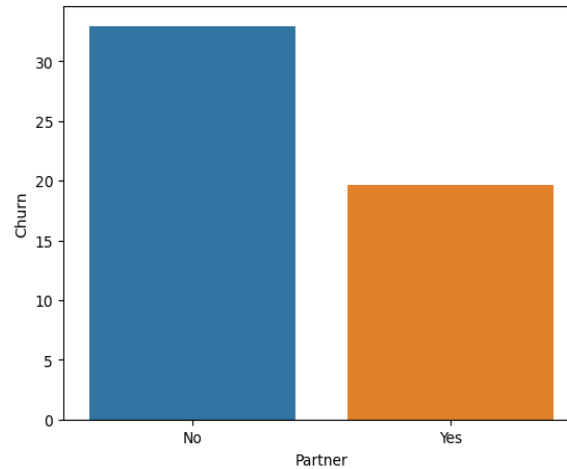
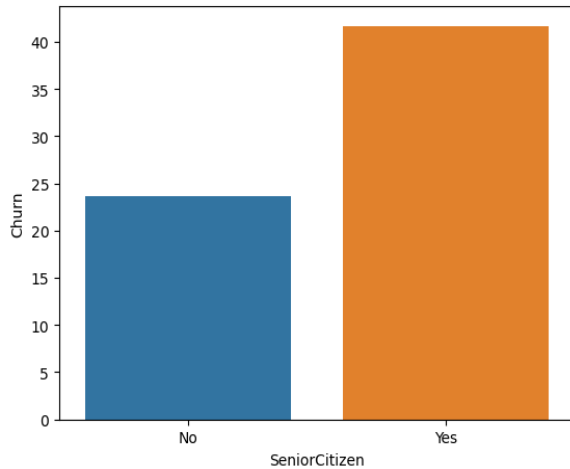
How did we decide to get a better understanding of our customers' profile?

- Gathered 3 types of properties, depending on the aspect of a customers' profile.
- The 3 types of properties that we looked into were:
 1. Demographical Data of the Customer (gender, dependants, seniority, partner)
 2. Purchased Services by the Customer (tenure, Internet, phone service , multiple lines etc)
 3. Information regarding the Account of the Customer (payment method, contract, monthly charges etc)

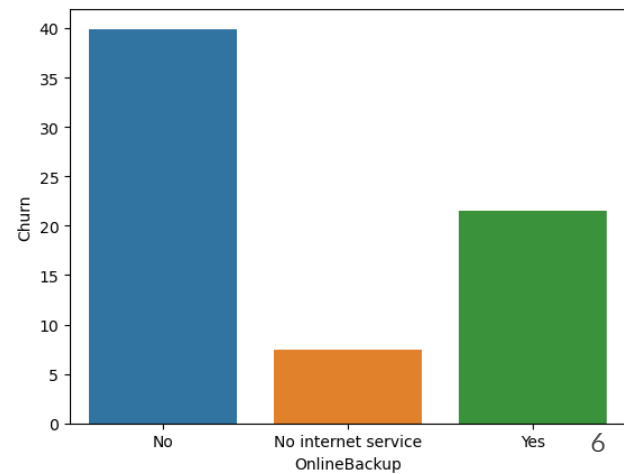
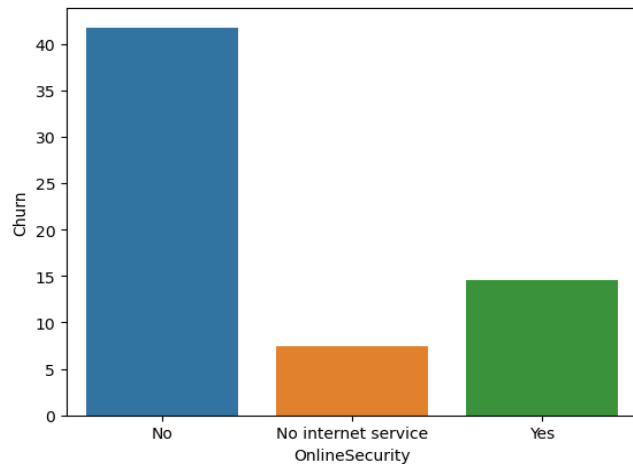
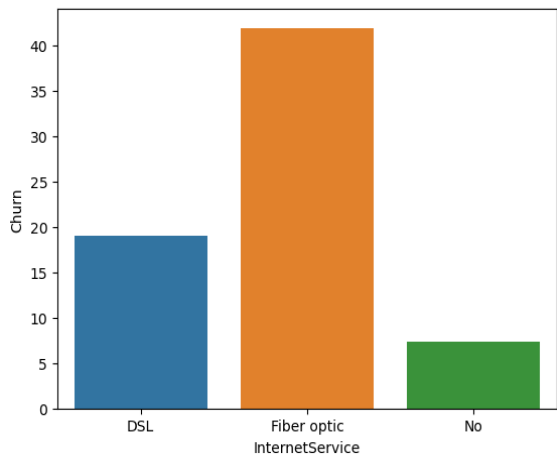
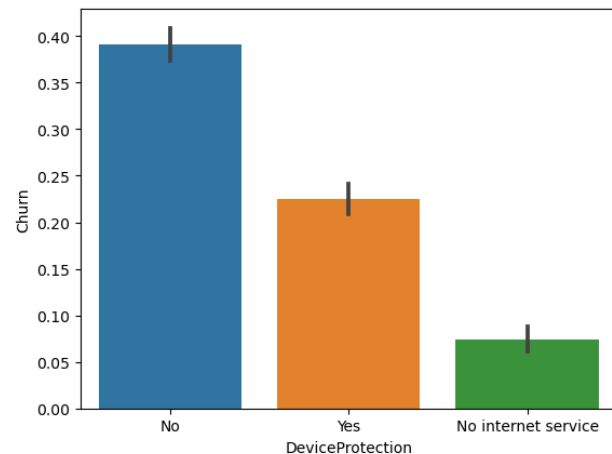
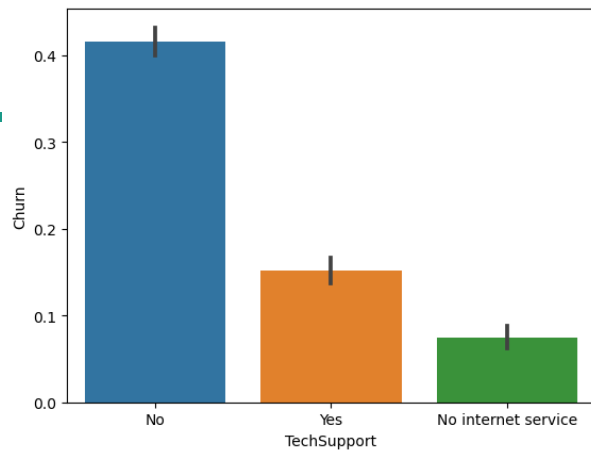
Why ? :

- Reduce Churn Rate.

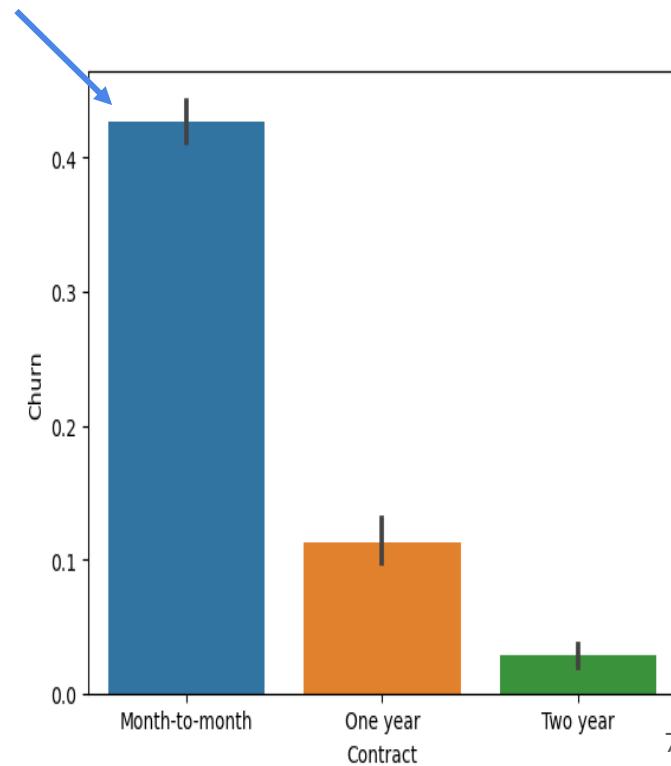
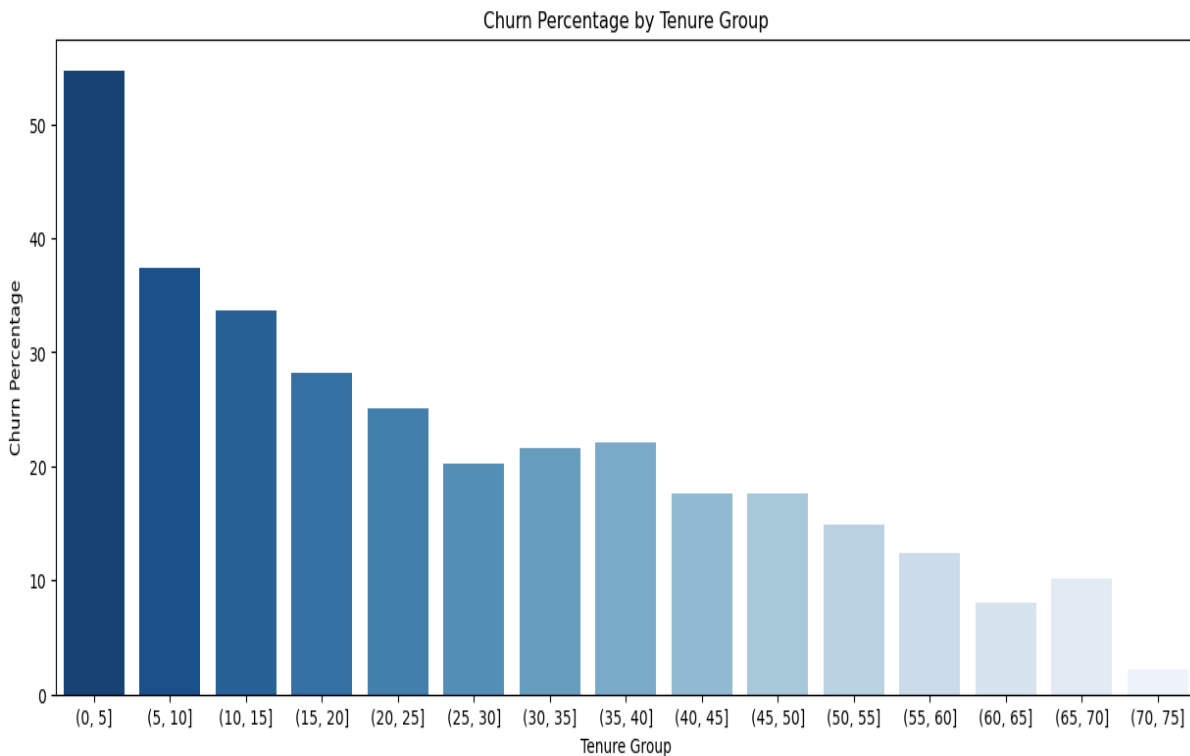
Findings - Demographics (1/4)



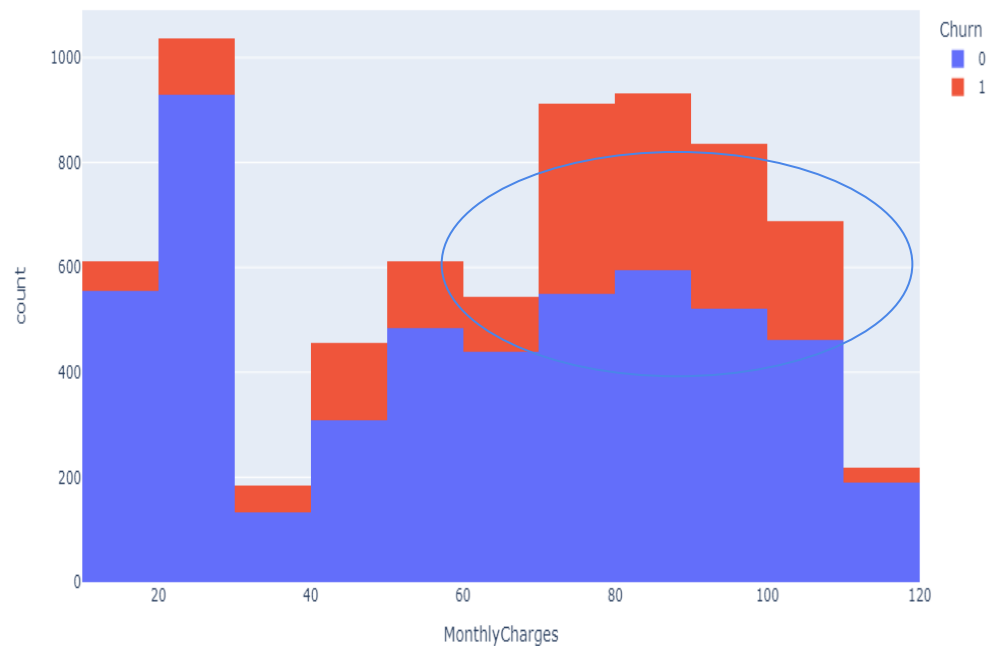
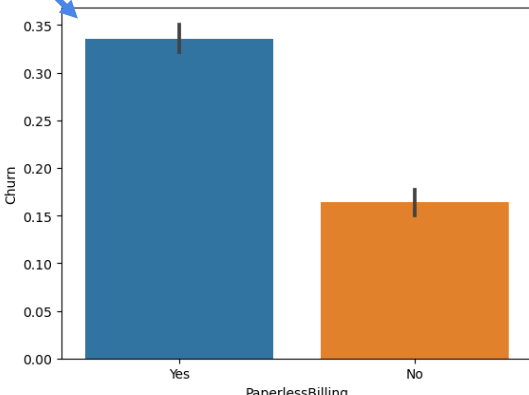
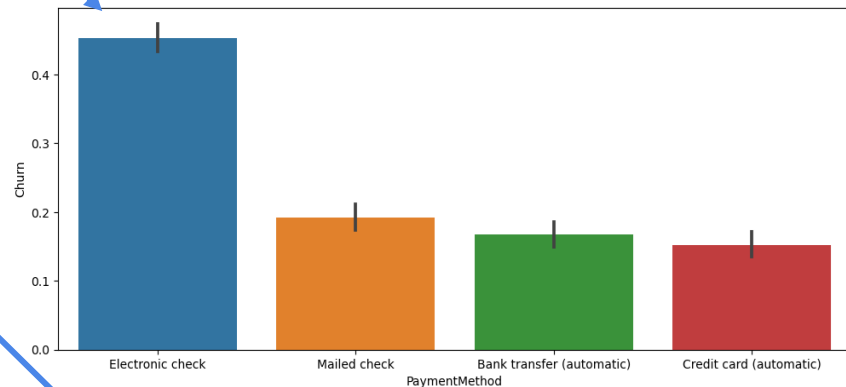
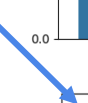
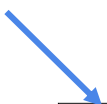
Findings - Services(2/4)



Findings - Account Info (3/4)



Findings - Account Info (4/4)



Summary



- Demographic Characteristics: Single and Senior customers, are more likely to churn.
- Services: Customers that had no tech support , no online security and no device protection , are more likely to churn.
- Account Information: Customers that have Month to Month contract, Paperless Billing and Electronic Check as Payment Method are more prone to churn.



Next Steps

- Use these findings to further investigate the proper target group in order to create a targeted email Campaign.
- Surveys in order to comprehend the reason why Senior Single customers are more likely to churn and improve their experience.
- Offer free trial of tech support and / or device protection.
- Offer Discount to customers with month-to-month subscription if they don't renew the subscription after the first month.

Thank you for your attention!

