

Tour & Travel Customer Churn

CognoRise InfoTech Internship

Objective:

Analyze the churn rate for tour and travel customers, and find if there is any relationship to the age of the customer, annual income, or use of the services.

Steps:

Data Cleaning:

- Drop unnecessary columns
- Change Column Names
- Change Data Types
- Replace values for better data understanding
- Add a conditional column for Age Groups

DAX:

- Total Clients
- Total Churn
- Churn Rate

Data Visualization:

- Menu: Age & Services Opted, Categorical Factors, Key Influencers
- KPI'S: Total Clients, Total Churn, Churn Rate

Key Insights:

- Customers with 28 years or less have a higher churn rate (3.11x).
- Customers with more than 4 services opted have a higher churn rate (1.64x).
- Customers with a high annual income have a higher churn rate (3.48x).
- Customers who don't book hotels have a higher churn rate (2.41x).
- Frequent flyers have a higher churn rate (4.46x).
- Customers with an account synchronized to social media have a higher churn rate (1.31x).

Conclusion:

- From the data, we can say that people who fly a lot are not satisfied with the service, especially if they are younger and with a high annual income, so they may prefer to look for a better service even if it costs more.
- The company should consider improving its flying services, making sure of what specific aspects are generating bad experiences for their users, and adjusting their costs to afford all the improvements, without sacrificing their low and middle-income customers.