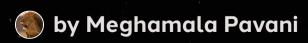# Customer Churn Analysis: PwC Internship Project

This presentation covers a customer churn analysis project I completed during my PwC virtual internship. It includes two Power BI dashboards - one for analyzing current churn and another for predicting future customer departures.

by Meghamala Pavani

Current Churn Analysis

1 Overall Churn Rate

26.54% of customers are leaving the service, indicating a need for targeted retention efforts.

2 Customer Demographics

Even split between male and female customers, with 25% being senior citizens.

3 Subscription Duration

Over half of customers have been with the company for less than a year.

4 Contract Type

Majority of customers are on month-to-month contracts, which have a higher churn risk.

Service and Payment Insights

Internet Service

Fiber optic customers have the highest churn rate at 42%. This suggests potential issues with service quality or pricing.

Payment Methods

Electronic check users are more likely to churn. Consider promoting more modern payment options.

Additional Services

Low adoption of tech support and online security. Opportunity to enhance value proposition through these services.

Predictive Churn Analysis

1 Risk Segmentation

Categorize customers based on churn likelihood. Focus on high-risk groups like month-to-month Fiber optic users.

2 Duration and Payment

First-year customers using electronic checks are vulnerable. Target these groups with retention strategies.

3 Revenue Impact

Estimate potential revenue loss from high-risk customer churn. Prioritize retention efforts accordingly.

Strategic Recommendations

Enhanced Engagement

Proactively reach out to high-risk customers with personalized offers and improved service options.

Long-Term Contracts

Offer incentives for longer commitments to provide more stability and reduce churn.
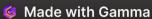
Payment Optimization

Encourage transition from electronic checks to modern payment methods through small incentives.

Promote Services

Increase awareness of additional services like tech support to add value and retain customers.

Conclusion

Clear Understanding

Analysis provides insights on at-risk customers and retention strategies.

Targeted Approach

Focus on engagement, contract optimization, and improved service delivery.

Long-Term Growth

Implementing these strategies can significantly reduce churn and drive business growth.