



Databel

Customer Churn Analysis

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Executive Summary

Overview

Age Groups, Payment & Contracts

Insights

Extra Charges



Executive Summary

- 1) Highest Churn Rate is found in California (CA) which equals 63.24% of state's total customers.**
- 2) 44.46% of churned customers left Databel to "Competitors" due to better prices, higher data & download speeds, and better devices offered.**
- 3) Databel's Customer Service Department needs to be immediately monitored & audited in order to identify attitude complaints reported by customers.**
- 4) Sales & Marketing teams must plan & execute an effective strategy to persuade monthly subscribed customers to commit into yearly subscriptions.**
- 5) Generating a marketing campaign which enables customers to be grouped with family & friends, allowing to have promotional calling minutes & data.**
- 6) 72% of customers calling internationally are not yet subscribed to International Plans, which will be a good starting point to increase customer satisfaction.**
- 7) Churn rate amongst Females is the highest of all gender groups.**



Churn Rate

26.86%

Total Customers

6687

Total Churned Customers

1796

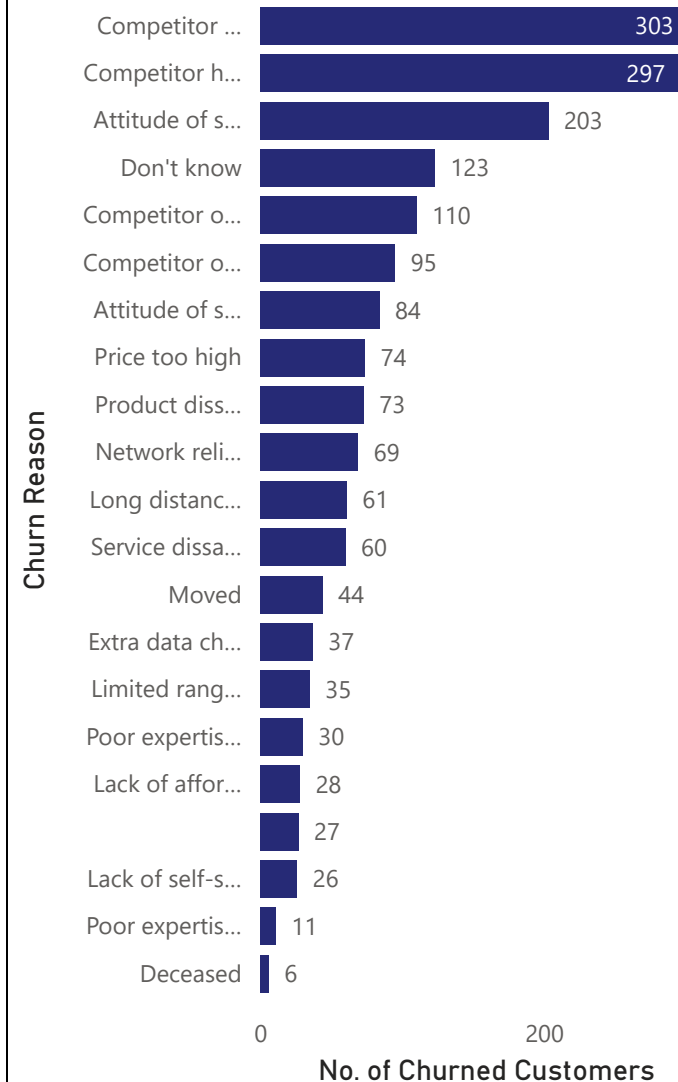
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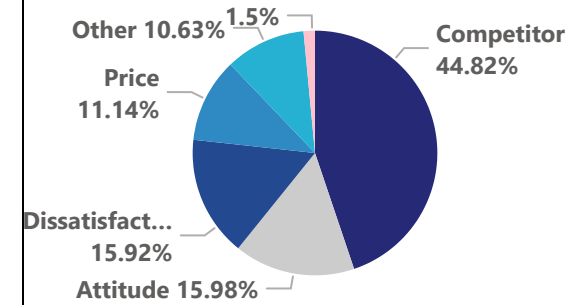
Insights

Extra
Charges

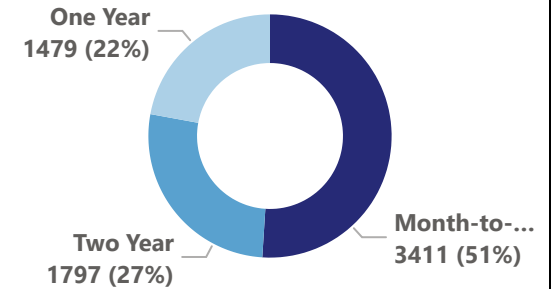
Churned Customer Reasons



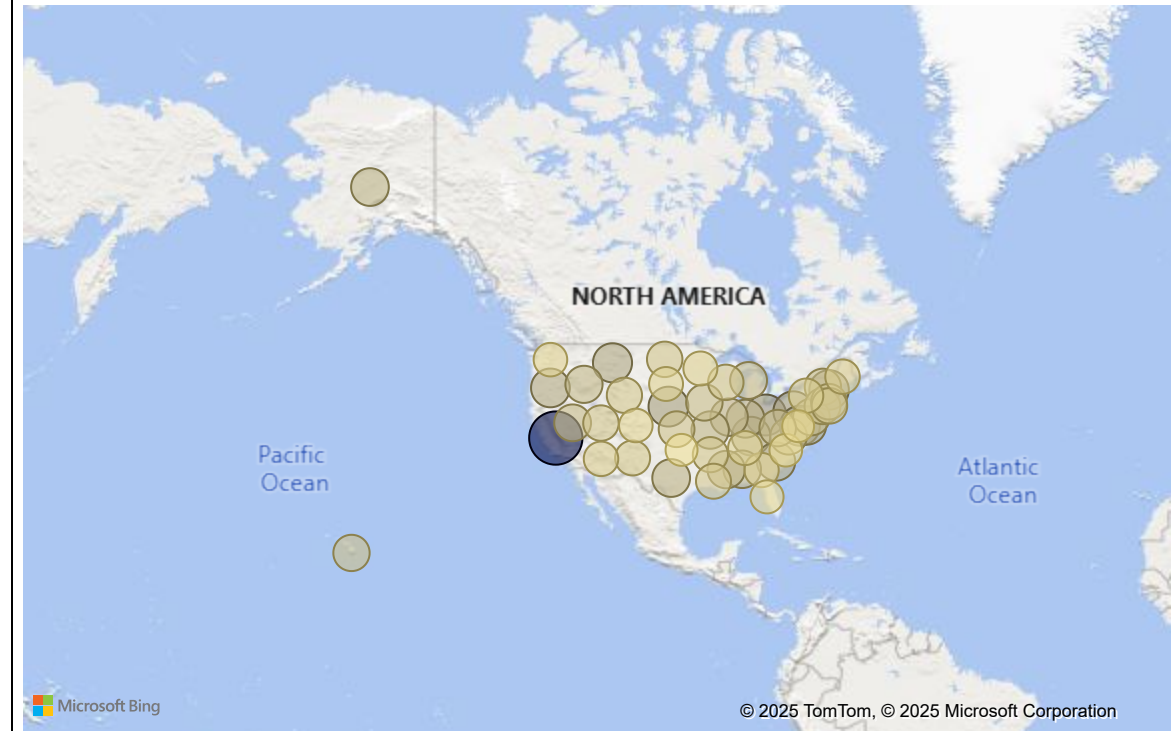
Churned Customers by Category



Customers by Contract Type



Churned Customers by State





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Customer Service Calls

5603

Avg. of Customer Service Calls

0.92

Churned Customers

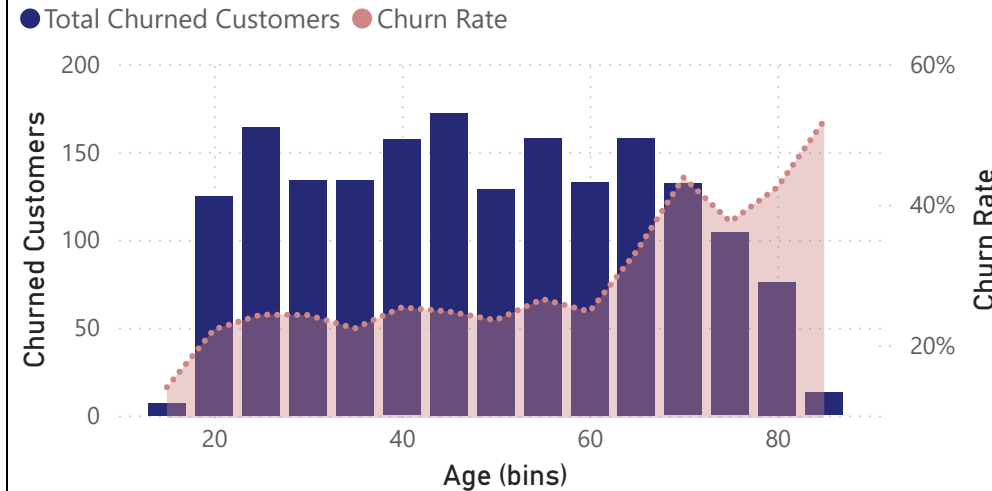
1796

Account Length (in months)

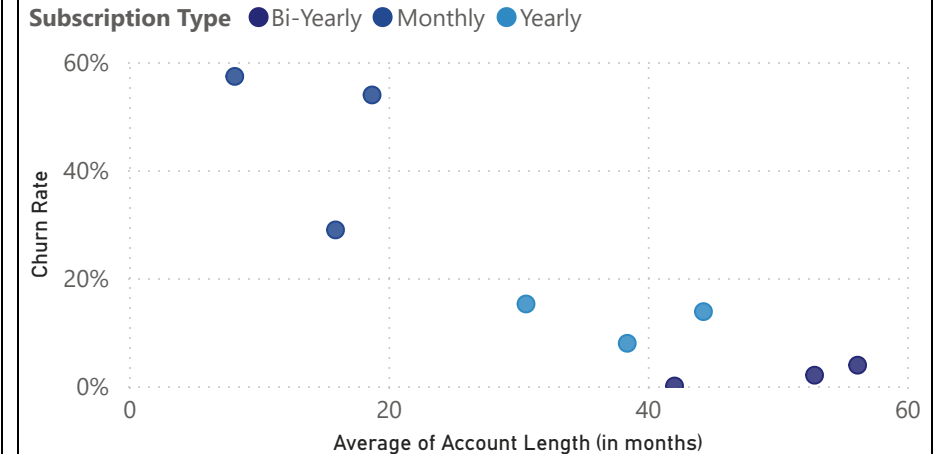
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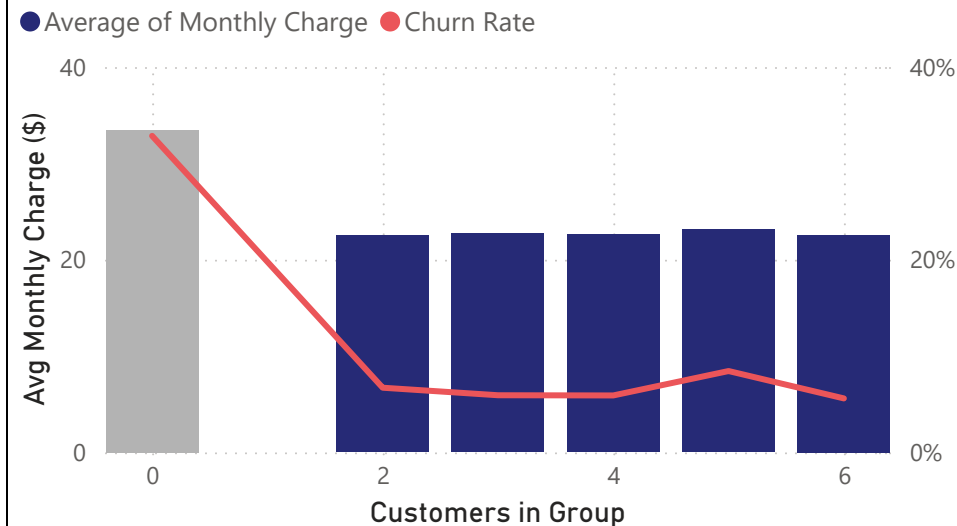
Churned Customers and Rate by Age (bins)



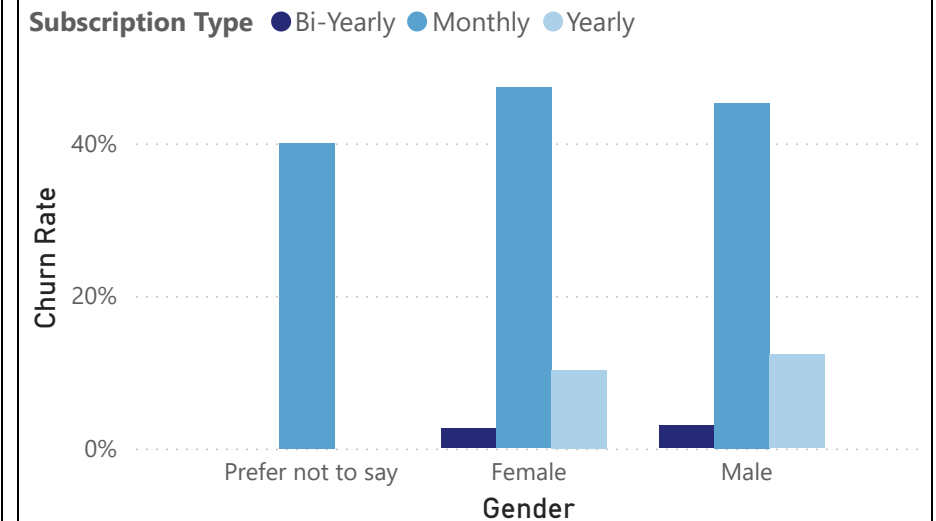
Avg Account Length / Churn Rate by Payment Method / Subscription Type



Monthly Charge Avg and Churn Rate by Customer Groups



Churn Rate by Gender and Subscription Type





Avg Monthly Data Download
(GB)

6.70

Avg Intl Mins per Call

2.5

Subscription Type

Subscription Type	Churn Rate
Monthly	46.29%
Yearly	11.29%
Bi-Yearly	2.78%

Subscription Type

All

Payment Method

All

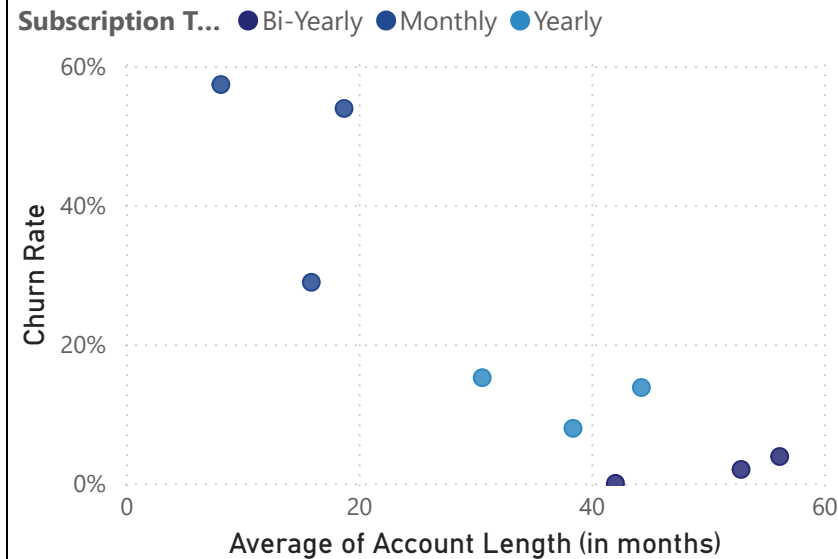
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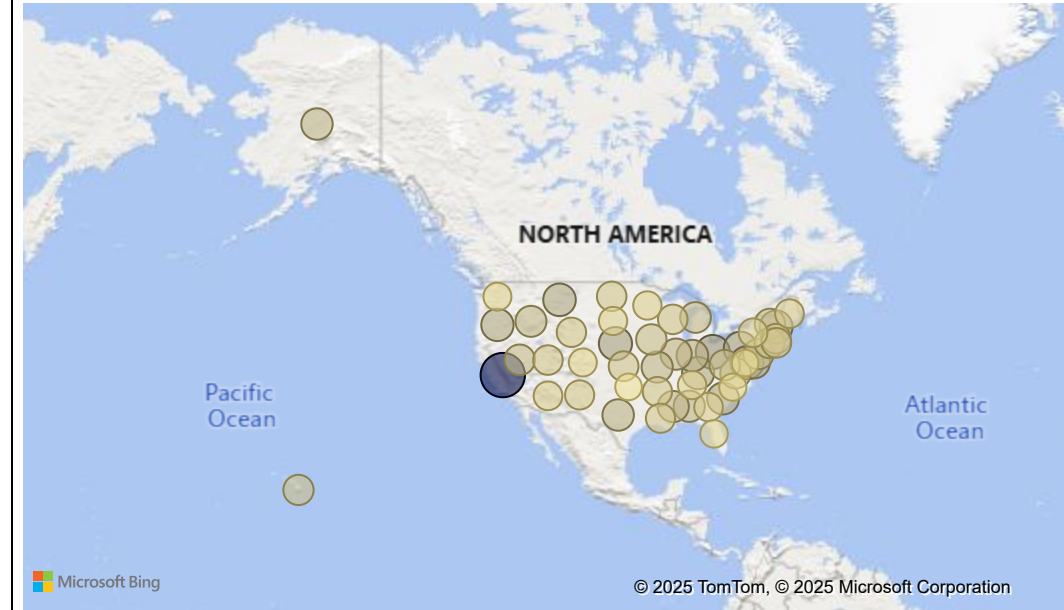
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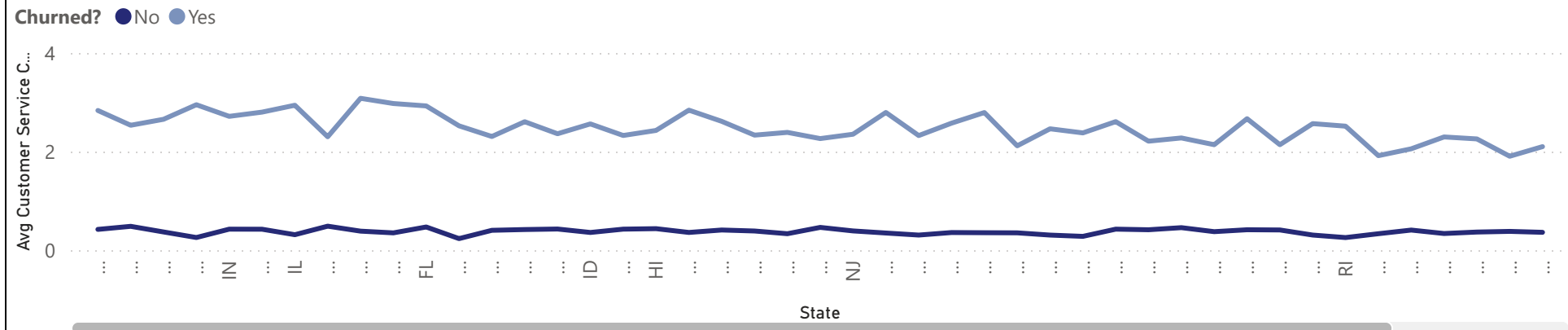
Avg Account Length / Churn Rate by Payment Method / Subscription Type



Churned Customers by State



Avg Customer Service Calls by State and Churn Label





Avg Extra Intl Charges

\$33.64

Avg Extra Data Charges

\$3.37

Payment Method

All

Subscription Type

All

Overview

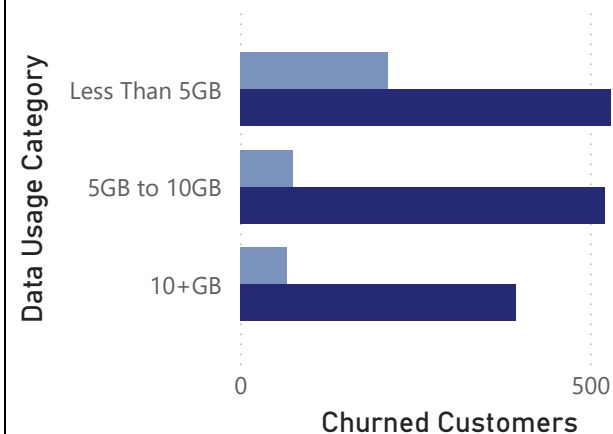
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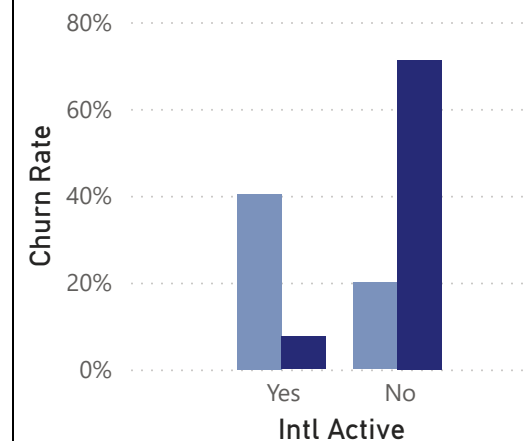
Churned Customers by Data Usage & Plan Subscription

Unlimited ... ● No ● Yes

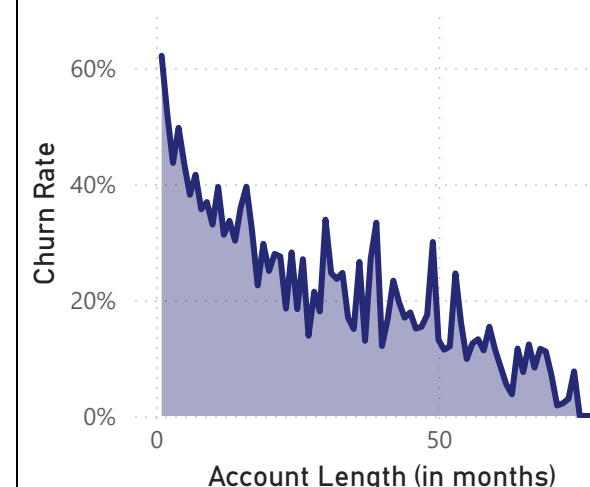


Churn Rate by Intl Active and Intl Plan

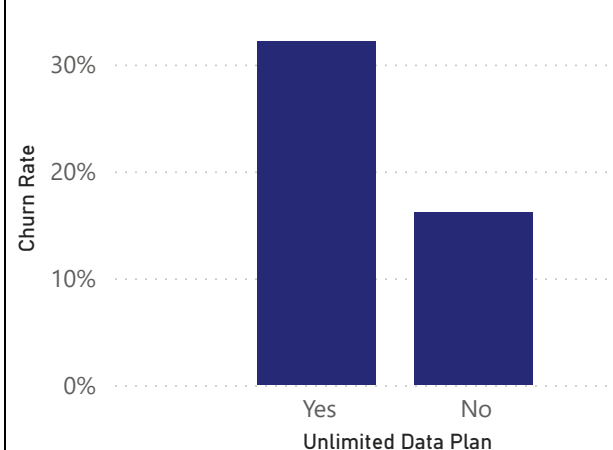
Intl Plan ● no ● yes



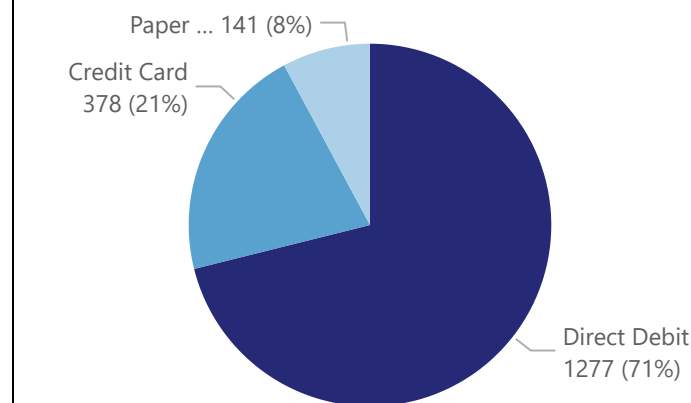
Churn Rate by Account Length (in months)



Churn Rate by Unlimited Data Plan Subscription



Total Churned Customers by Payment Method



Churn Rate by Device Protection & Online Backup

Devic... ● No ● Yes

