Churners

PROJECT PROPOSAL

Here is where our presentation begins
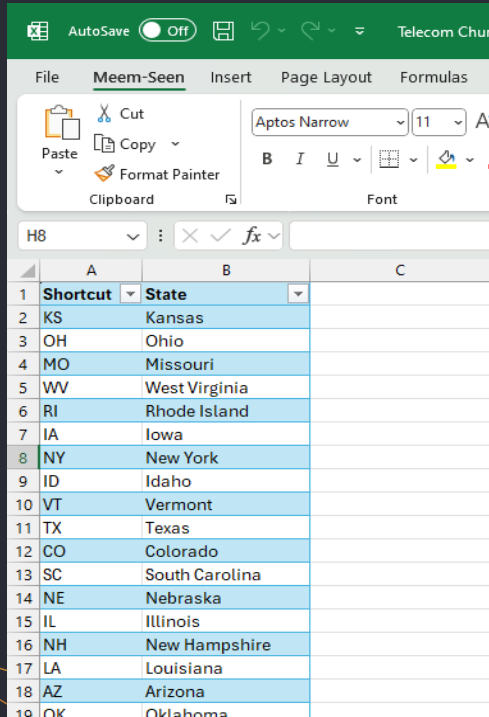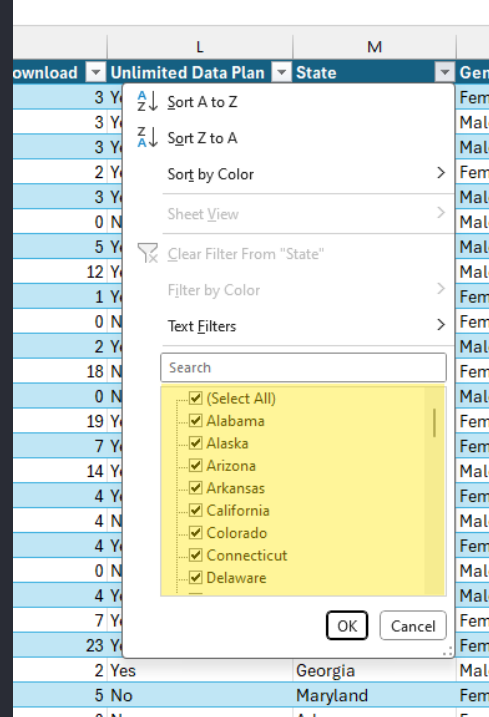
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0] Project Objective

This project aims to analyze customer churn data from a telecom company to understand why customers leave. The company can take targeted actions to improve customer retention by identifying key factors influencing churn.
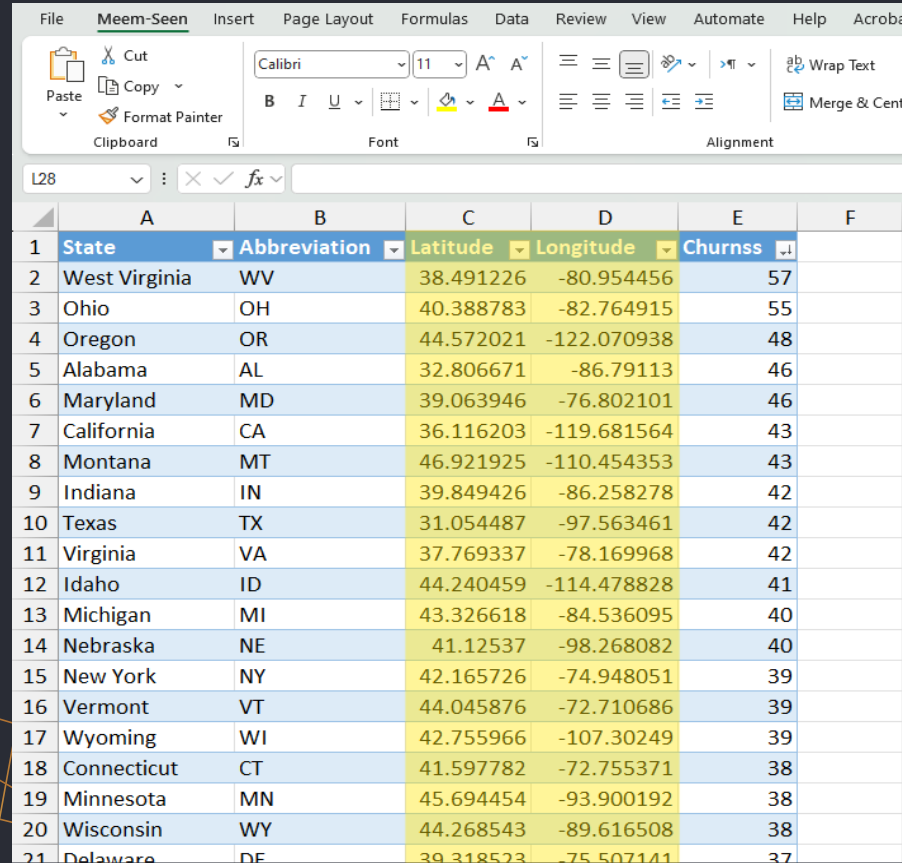
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1] Change The State Names

2] Link The states with the Lat & Lon

2

THE
DASHBOARD

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Customer Churns Dashboard

7M	342K	876K
Sum of Total Charges	Sum of Intl Calls	Sum of Local Calls

Total Customers in group
1521 — 0 to 6687

Unlimited data plan Customers
4494 — 0 to 6687

Churned Customers
1796 — 0 to 6687

Contract Type
- ☐ Month-to-Month
- ☐ One Year
- ☐ Two Year

Churn label
- ☐ No
- ☐ Yes

Customers by Gender
- ● Male 51%
- ● Female 49%

Customer Service Calls
Total Calls vs Number of Calls
- 4056
- 889
- 863
- 297
- 293
- 289

Total Customers by Age
- 1093
- 1096
- 1277
- 1054
- 1103
- 649
- 415
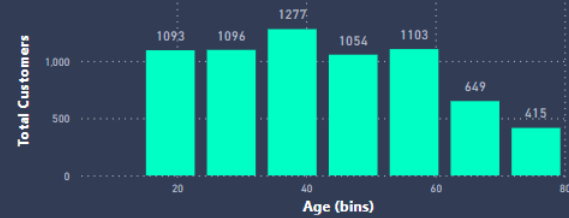
Age (bins): 20, 40, 60, 80

Total Customers by Contract Type
- Month-to-...: 3.4K
- Two Year: 1.8K
- One Year: 1.5K

Total Customers: 0K, 2K, 4K

Total Churned by Group
- ● No 94.49%
- ● Yes 5.51%

Top Payment Methods
- Paper Check: 0.4K
- Credit Card: 2.6K
- Direct Debit: 3.7K

Total Users: 0K, 2K, 4K

Top Churned by State
- Alabama: 46
- Maryland: 46
- Oregon: 48
- Ohio: 55
- West Virginia: 57

Total of Churn Category
- Price: 200
- Other: 218
- Dissatisfaction: 286
- Attitude: 287
- Competitor: 805

Count of Churn Label: 0, 500

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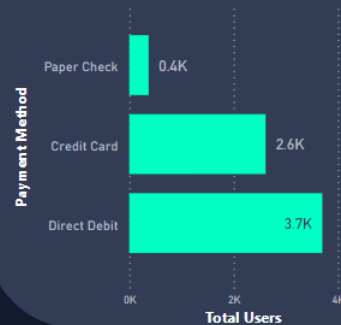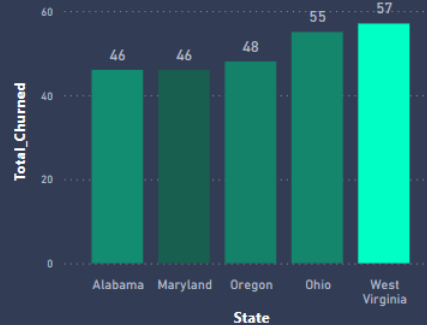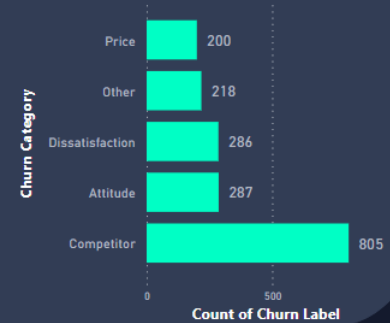
6,687

Total Customers at the Beginning of the Moth

4,789

Total Customers at the end of the Moth

-26.0%

of the total Customers!

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Customers Calls

875824   **322**

Total Local Calls & AVG Minutes

341691   **130**

Total International Calls & AVG Minutes

133260

Churners Local Calls

63438

Churners Int Calls

You lost an `18.5%`

Of the total Local Customer calls!

And `15.22%` From international calls!

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Customers Calls

All Customers by The avg Int Calls
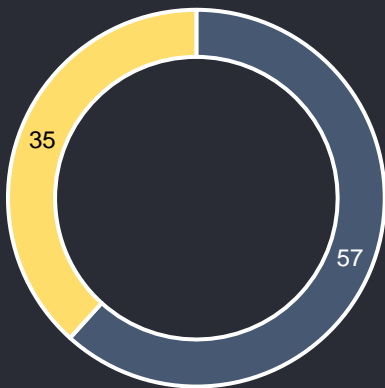
All Customers by The avg Local Calls

No

Yes

35

57

96

143

Churned Customers And International Calls

70.00% — 65.47%
60.00%
50.89%
50.00% — 49.11%
40.00%
34.53%
30.00%
20.00%
10.00%
0.00%
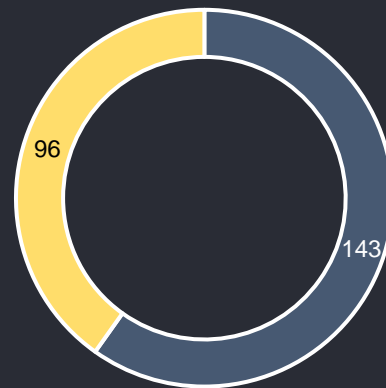
No   Yes

■ No
■ Yes
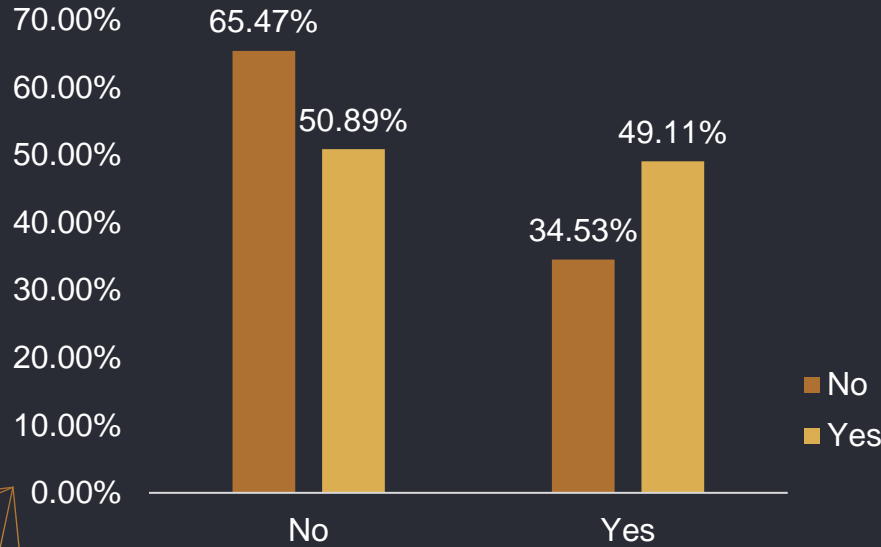
35%

of the total Churned
Customers are
internationally active

Churned Customers And International Calls

Churned Customers by Int active
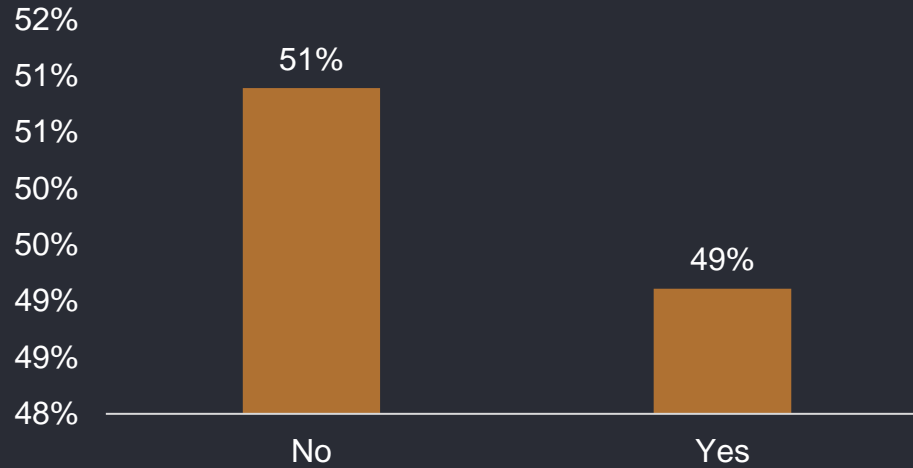
49% of churners are Int active

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Churned Customers And International Calls

Churned Customers by Int Active & Int Plan
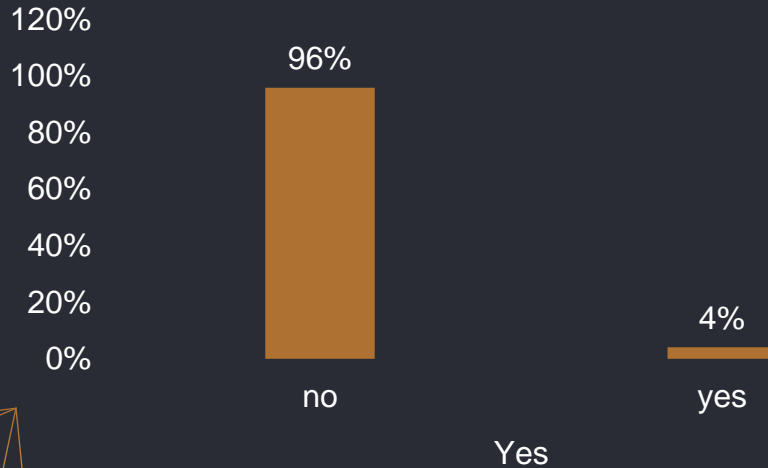
Only 4% of Churners are Int Active and have Int Plan

Churned By Gender

Male
50%

Female
50%
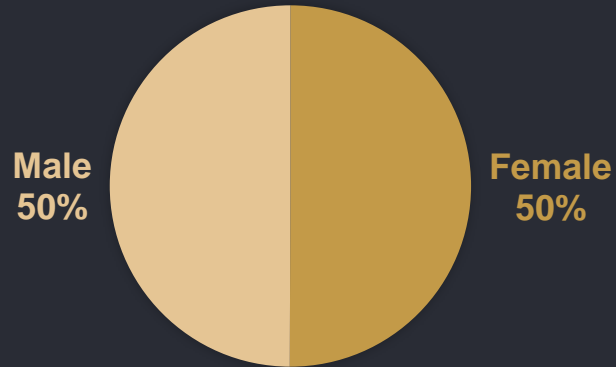
Gender **Does not** affect
The Churning

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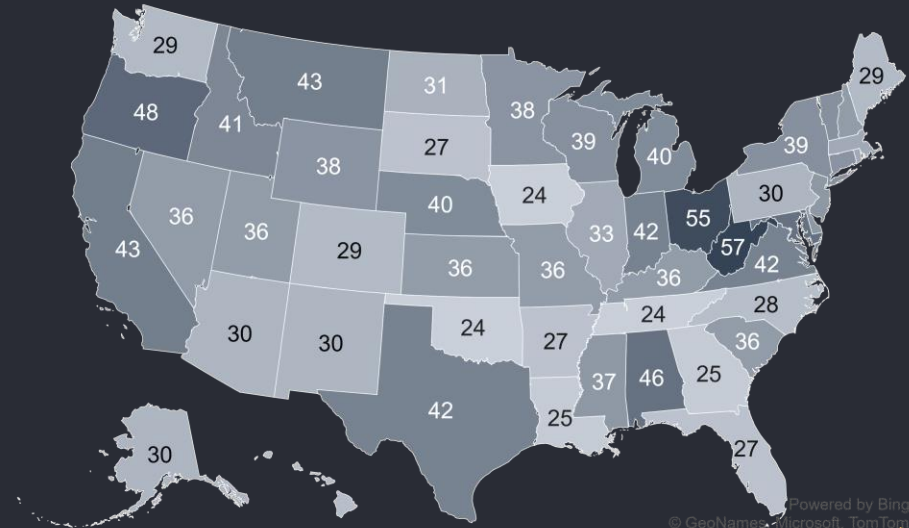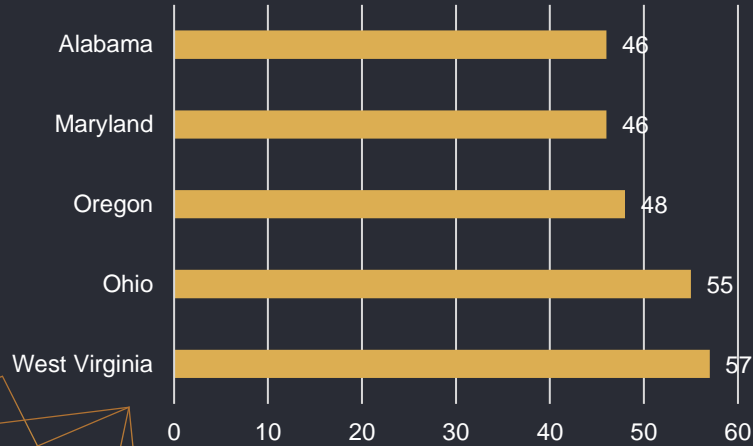
Churners By State
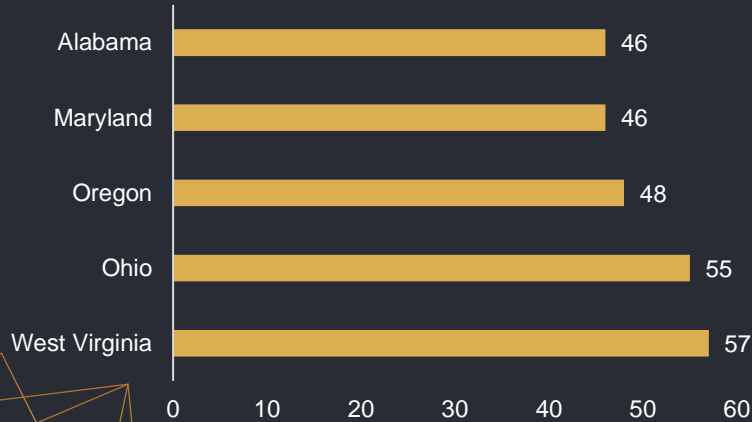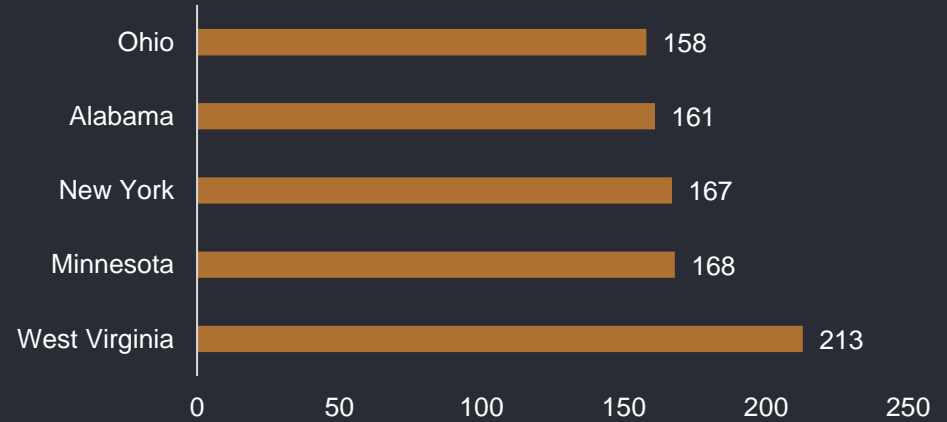
Churners By Service Calls
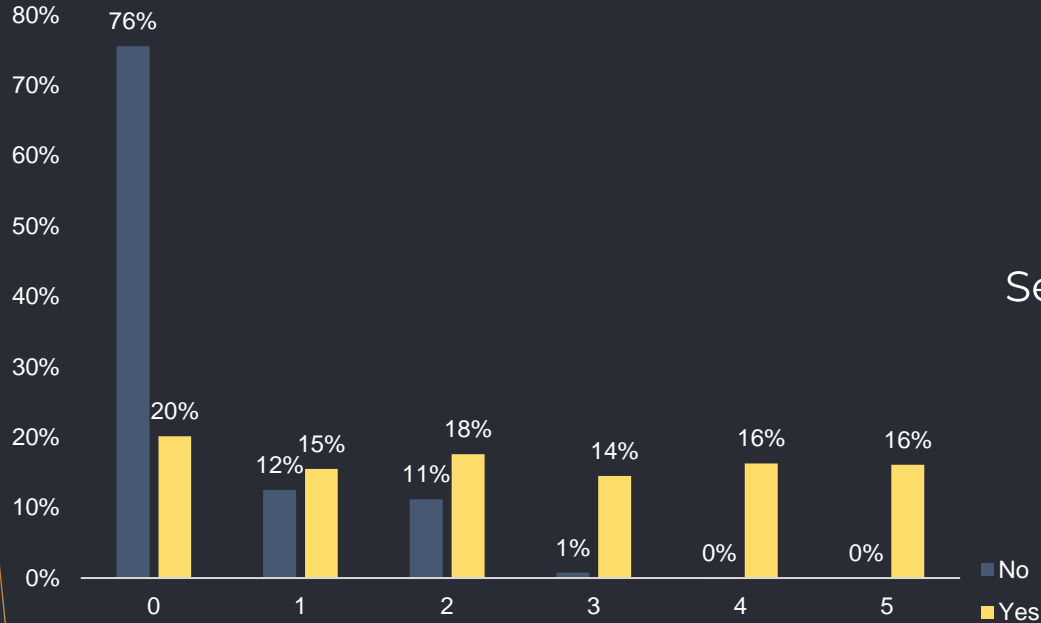
Service calls Does it affect
The Churning

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Churners By Service Calls

Count of Customer Service Calls	Churner Percentage
0	9%
1	31%
2	37%
3	88%
4	100%
5	100%
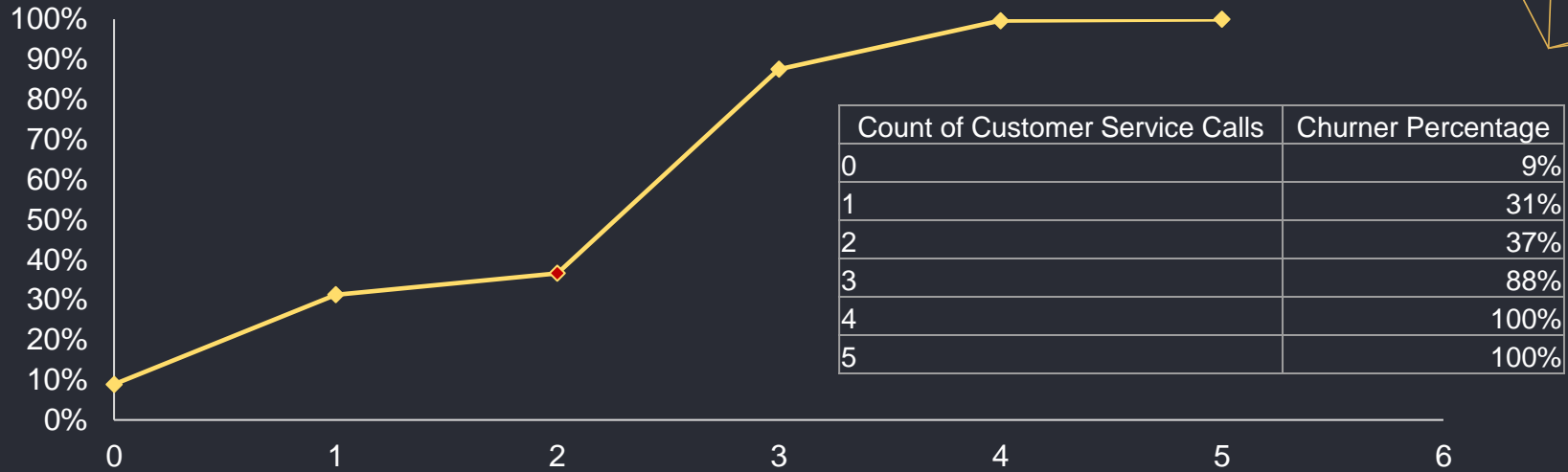
After two customer calls there is a high percentage of a churn-out operation

Churners By Service Calls

Yes

- Credit Card
- Direct Debit
- Paper Check
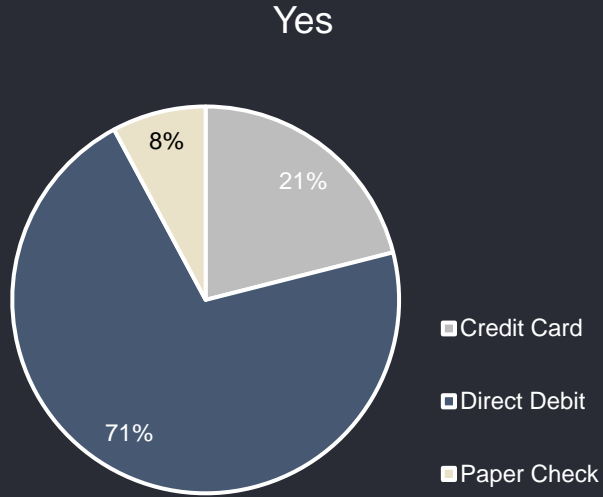
55% of Churners Used the Direct Debit Method

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Churners By Service Calls
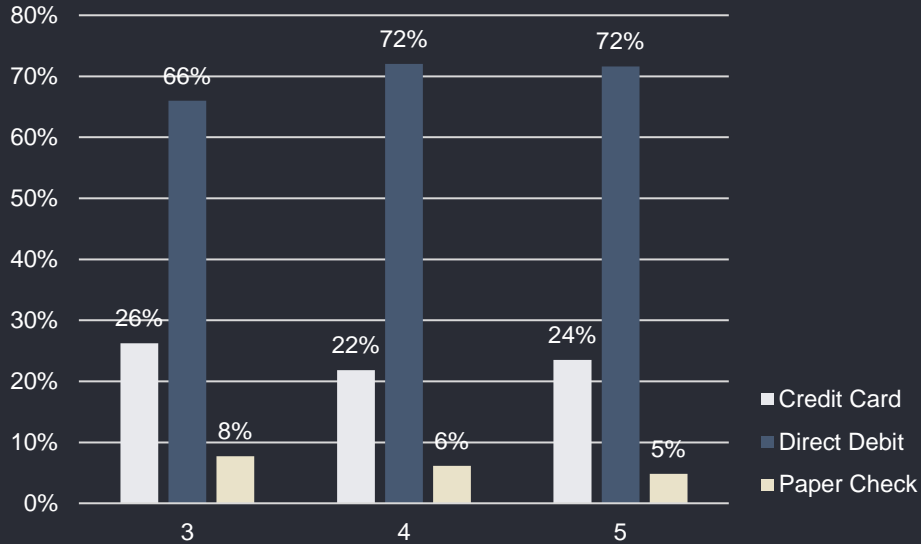
About **70%** of 3-5 Customer calls From Customers use Direct Debit

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Service Calls By State
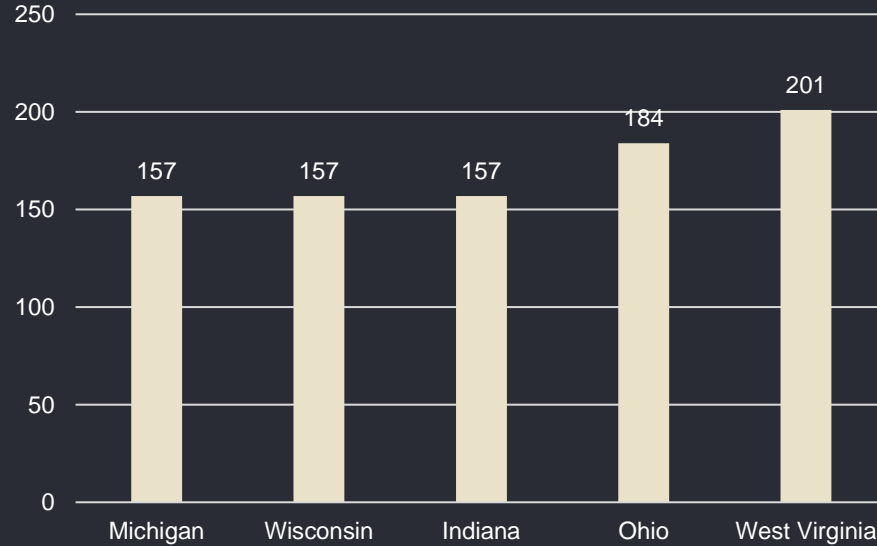
West Virginia and Ohio are the top states for customer service calls

State	Churn Percent
CA	63%
OH	35%
PA	33%
MD	33%
NE	33%

Churners customer by contract type

- ▢ Month-to-Month
- ▢ One Year
- ▢ Two Year

3%

9%

88%
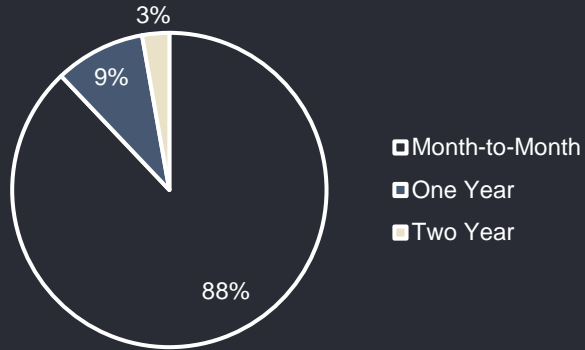
The majority of customers who churn have a **month-to-month** contract

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Month-to-Month churners by Churn category
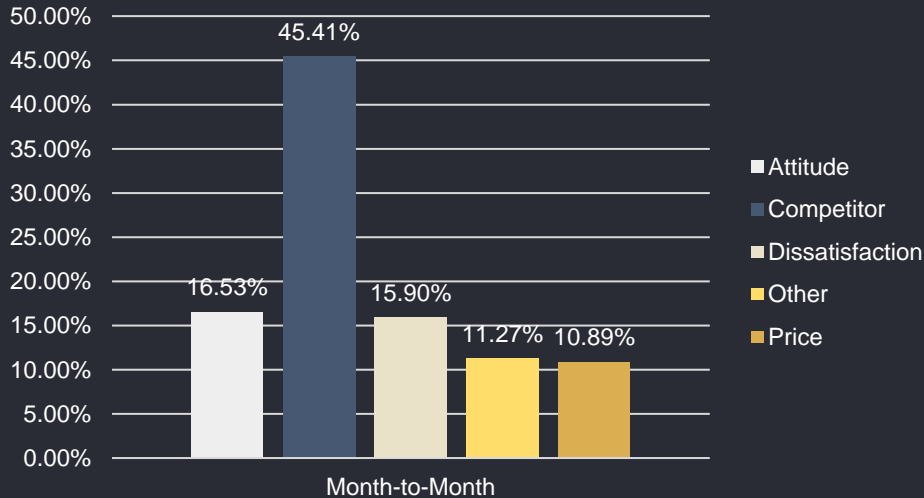
This chart emphasizes the need to address competitive offers, improve customer satisfaction, and possibly review pricing strategies to reduce churn among Month-to-Month contract holders.

Churned Status by Contract type
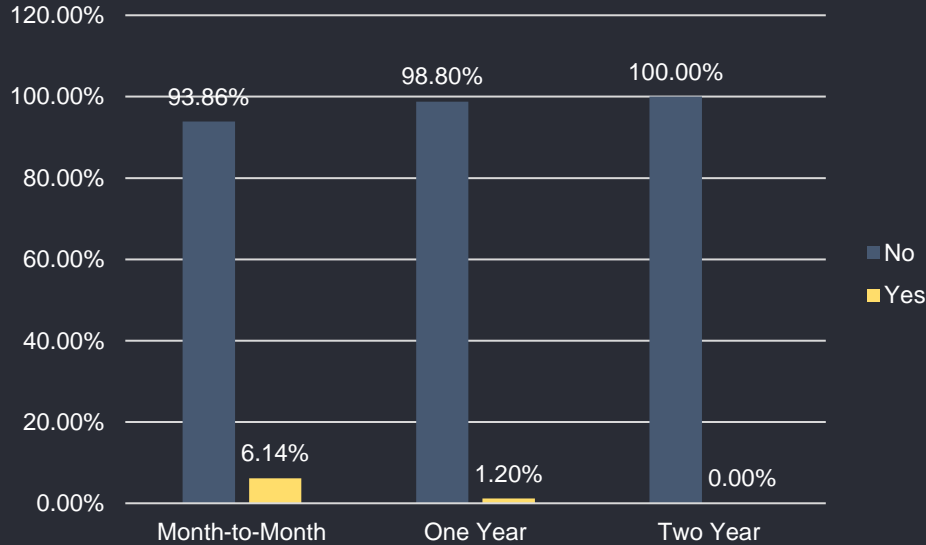
This chart highlights the importance of long-term contracts in reducing customer churn.

Churned customer by account length
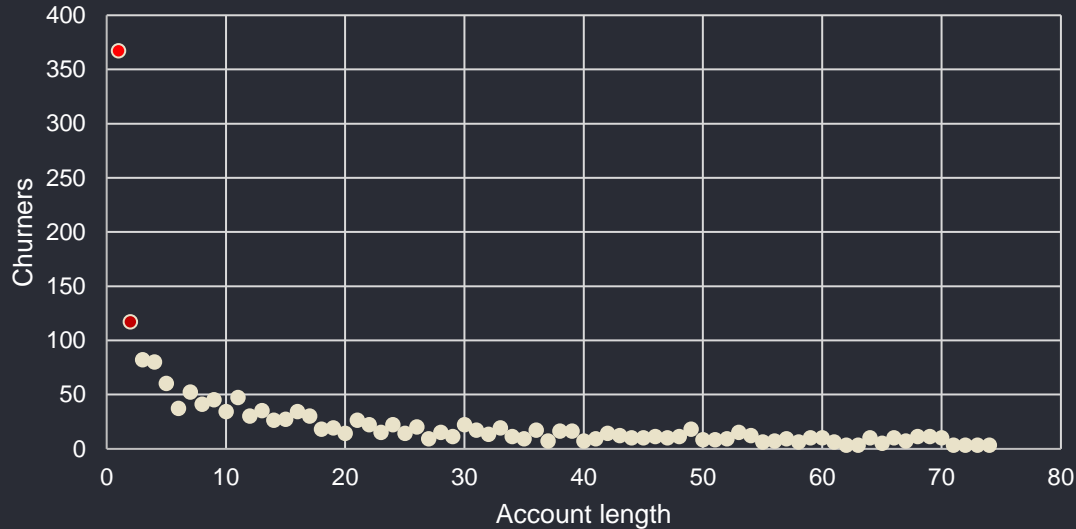
A significant number of churners at the very beginning (account length close to 0) indicates many customers churn shortly after starting their accounts.

As the account length increases, the number of churners decreases significantly.

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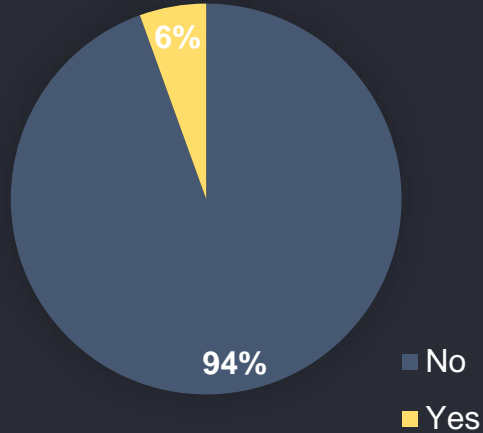
Churned By Groping

Grouping Does affect The Churning

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Not Churned By Groping
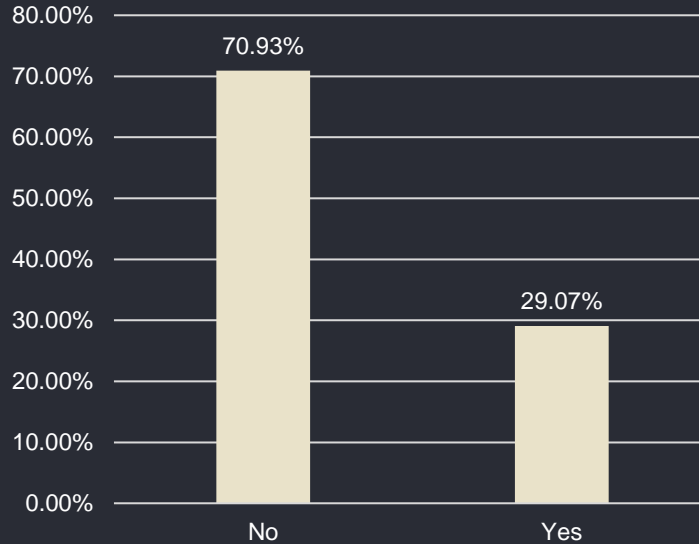
significant majority (70.93%) of customers did not in group

To highlight areas for potential improvement in customer retention strategies.

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Churners By Churn Category
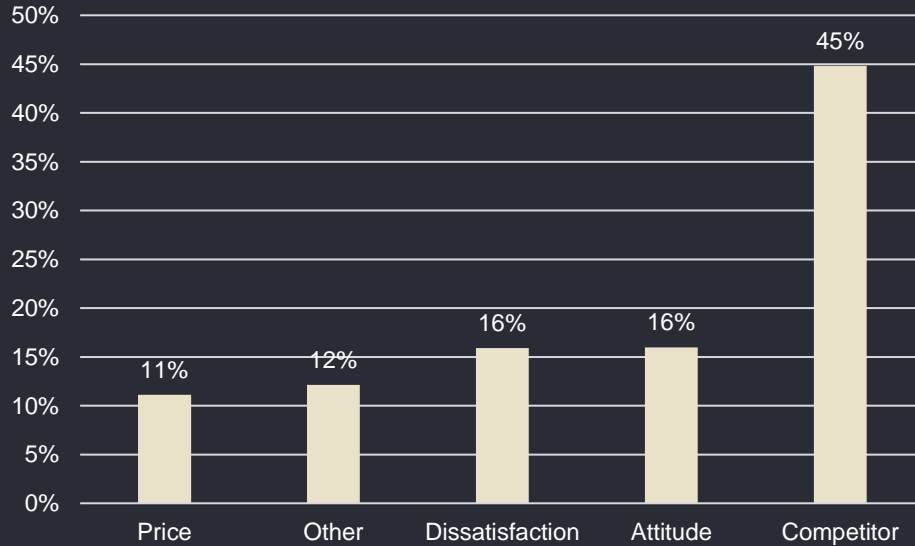
the primary reason for customer churn is competitors, suggesting that the company needs to improve its competitive positioning.

Dissatisfaction and attitude-related issues are also notable reasons for churn, highlighting potential areas for service or customer experience improvement.

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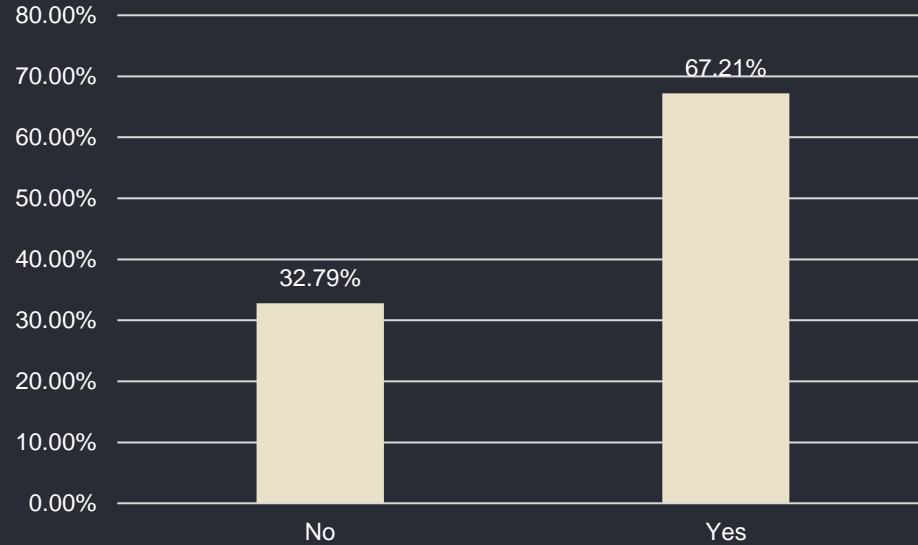
❑ Focus on High Churn States: Targeted Retention Programs: Implement targeted retention programs in states with high churn rates, such as West Virginia, Ohio, and Oregon.Localized Marketing: Tailor marketing campaigns and offers to address the specific needs and preferences of customers in these states.

❑ Address Churn Causes: Competitor Analysis: A significant number of customers churn due to competitors. Conduct a detailed competitor analysis to understand their offerings and identify gaps in your services. Enhance Value Proposition: Improve the value proposition of your services by adding features or bundling services to make your offerings more attractive. Customer Feedback: Regularly gather and analyze customer feedback to address dissatisfaction, attitude issues, and other reasons for churn

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❑ Optimize Contract Types: Month-to-Month Contracts: Since a large number of customers are on month-to-month contracts, consider offering incentives to switch to longer-term contracts, which can improve customer retention. Loyalty Programs: Implement loyalty programs for customers with longer contract commitments to enhance satisfaction and reduce churn.

❑ Improve Customer Service First Call Resolution: Analyze the reasons behind multiple customer service calls and focus on resolving issues during the first call. Training and empowering customer service representatives with better tools and knowledge can help achieve this. Proactive Support: Implement proactive support measures like reaching out to customers who have called multiple times or those who might face common issues before they decide to churn.

❑ Age-Based Segmentation: Target Older Age Groups: Customers in the 40-60 age bins have a higher number of total customers but might also be at risk of churn. Develop age-specific retention strategies and personalized offers for these age groups. Engagement Initiatives: Create engagement initiatives for older customers, such as tutorials or workshops on using telecom services and features.

THANKS!

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