

# Churners

## PROJECT PROPOSAL

Here is where our presentation begins



1

THE  
DASHBOARD



## Customer Churns Dashboard

7M

Sum of Total Charges

342K

Sum of Intl Calls

876K

Sum of Local Calls

Total Customers in group

1521

Unlimited data plan Customers

4494

Churned Customers

1796

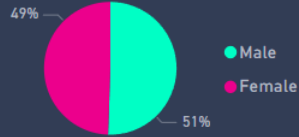
Contract Type

- ☐ Month-to-Month
- ☐ One Year
- ☐ Two Year

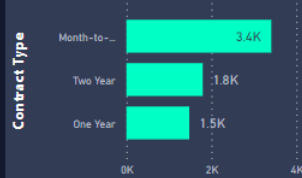
Churn label

- ☐ No
- ☐ Yes

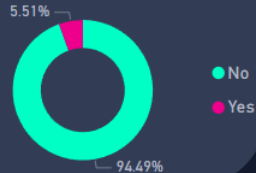
Customers by Gender



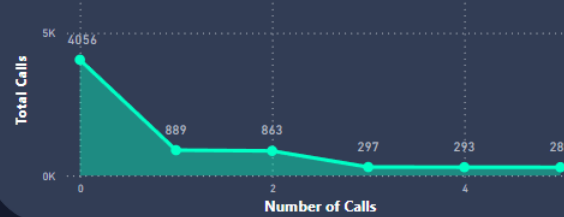
Total Customers by Contract Type



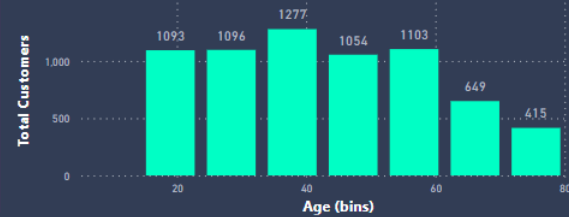
Total Churned by Group



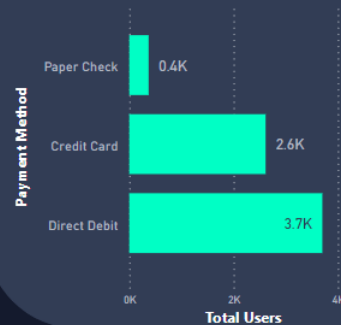
Customer Service Calls



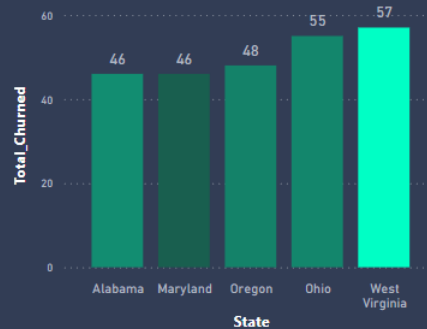
Total Customers by Age



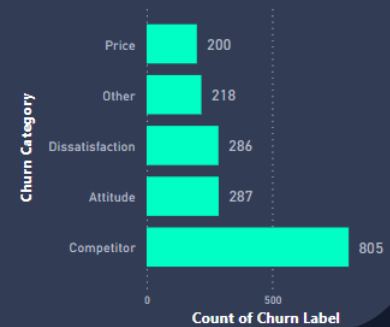
Top Payment Methods



Top Churned by State



Total of Churn Category





2

# Mian & Deep Insights



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!

# Customers Calls

875824 322

Total Local Calls & AVG Minutes

341691 130

Total International Calls & AVG Minutes

133260

Churners Local Calls

You lost an **18.5%**

Of the total Local Customer calls!

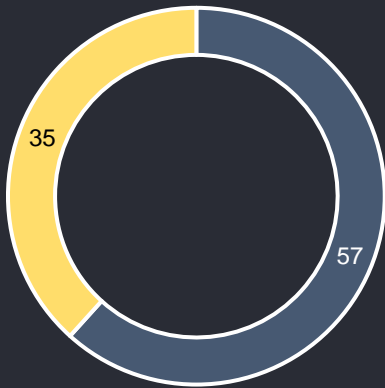
63438

Churners Int Calls

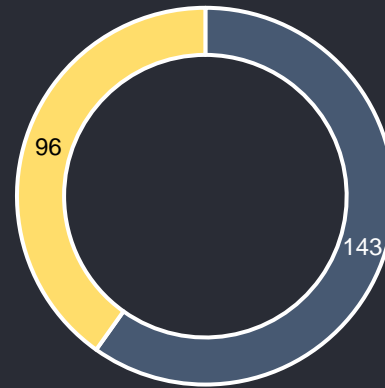
And **15.22%** From international calls!

# Customers Calls

All Customers by The avg Int Calls

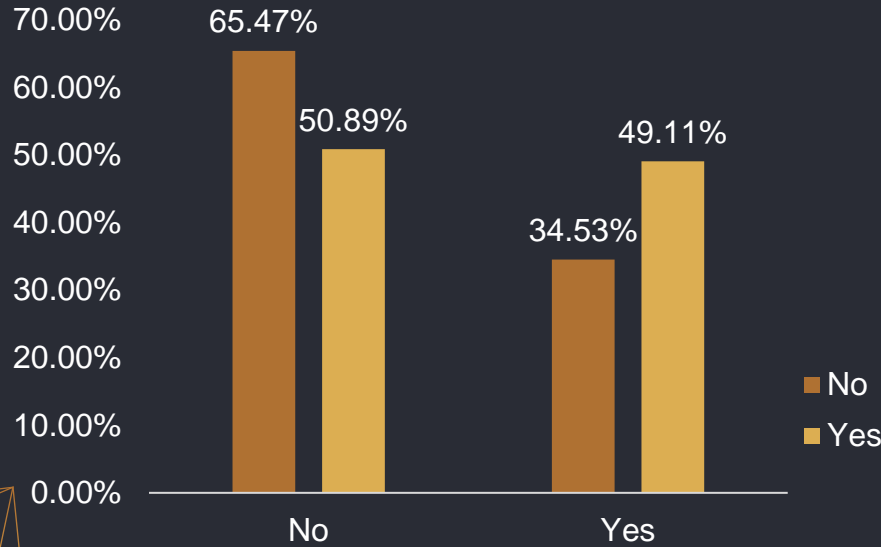


All Customers by The avg Local Calls



■ No  
■ Yes

# Churned Customers And International Calls

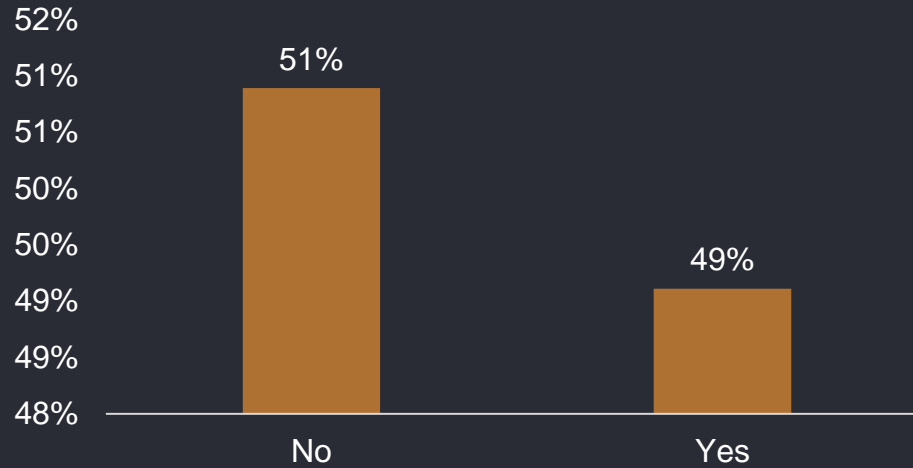


**35%**  
of the total Churned  
Customers are  
internationally active



# Churned Customers And International Calls

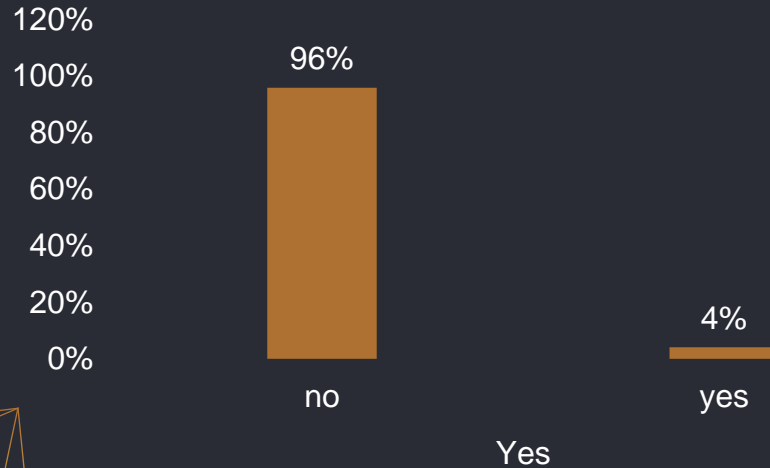
Churned Customers by Int active



49% of churners are  
Int active

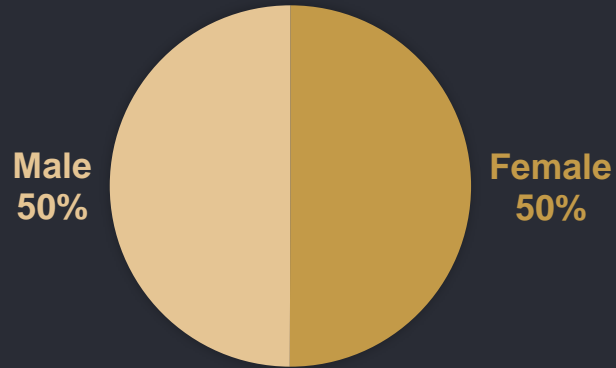
# Churned Customers And International Calls

Churned Customers by Int Active & Int Plan



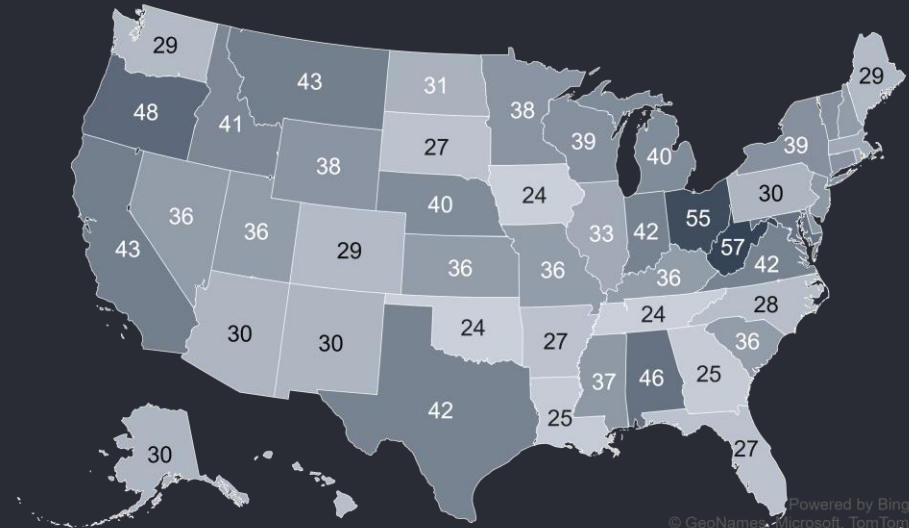
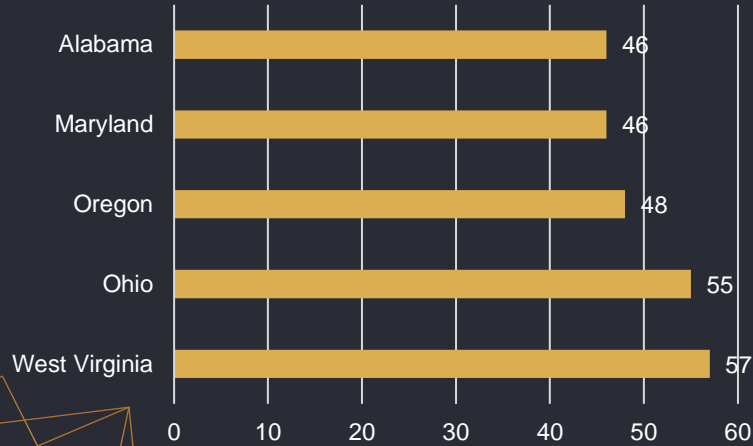
Only 4% of Churners  
are Int Active and  
have Int Plan

# Churned By Gender



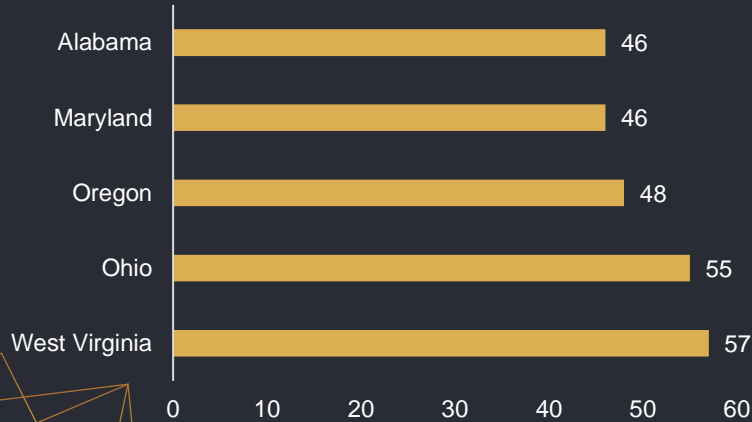
Gender **Does not** affect  
The Churning

# Churners By State

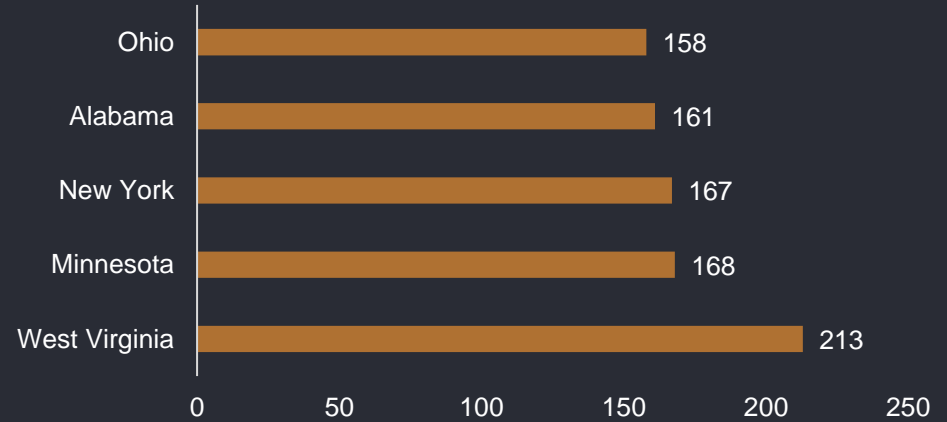


# Churners By State

## Churner Customers By State

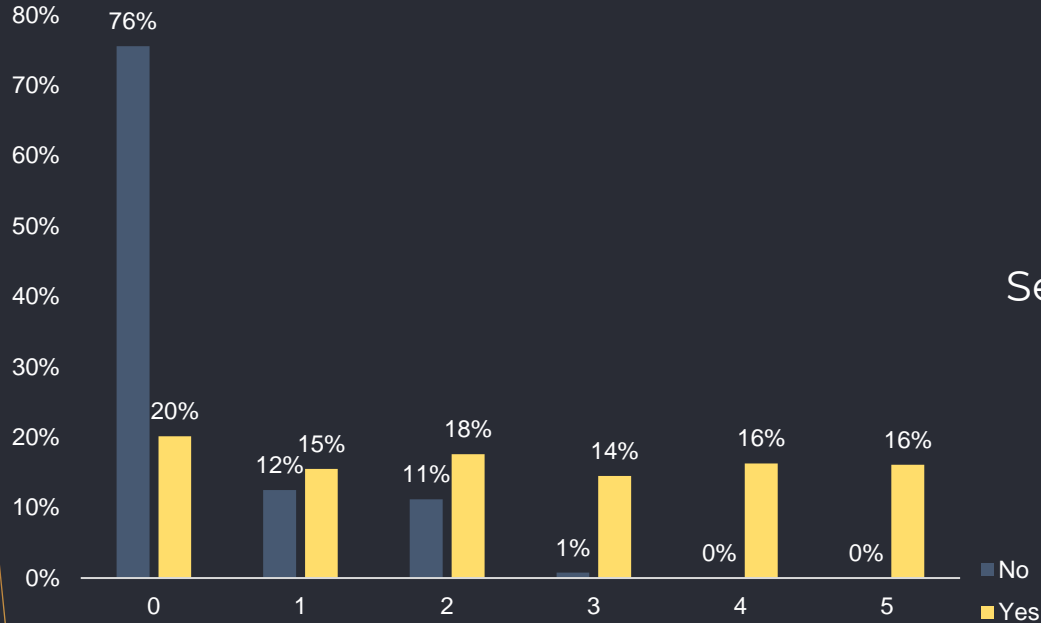


## Total Customers By state



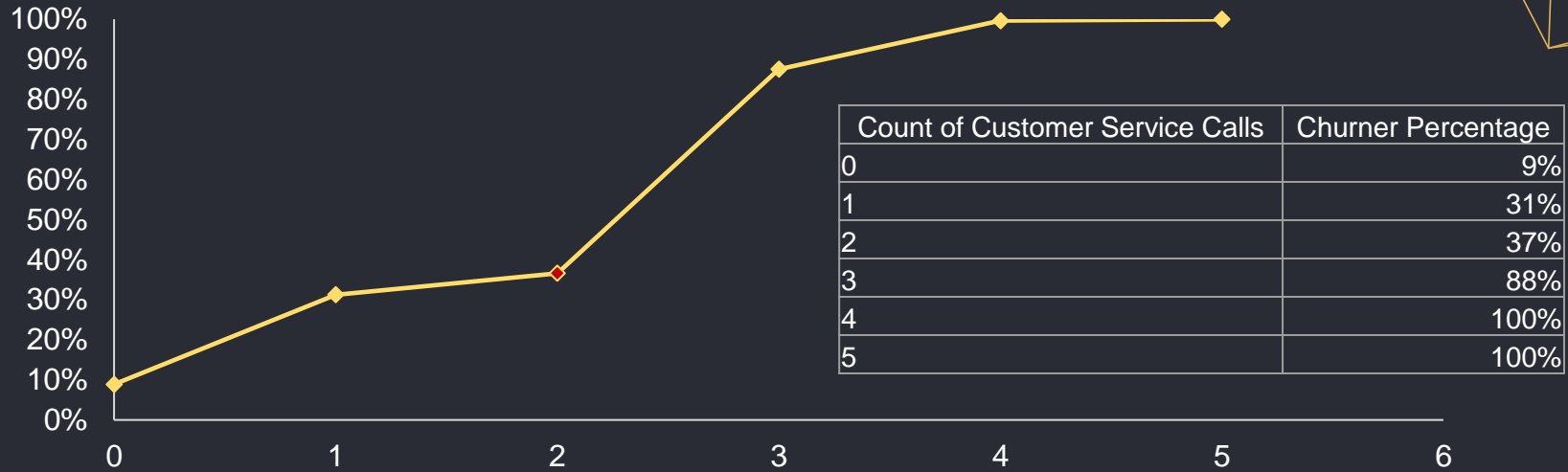
West Virginia, Ohio, and Alabama only are the common

# Churners By Service Calls



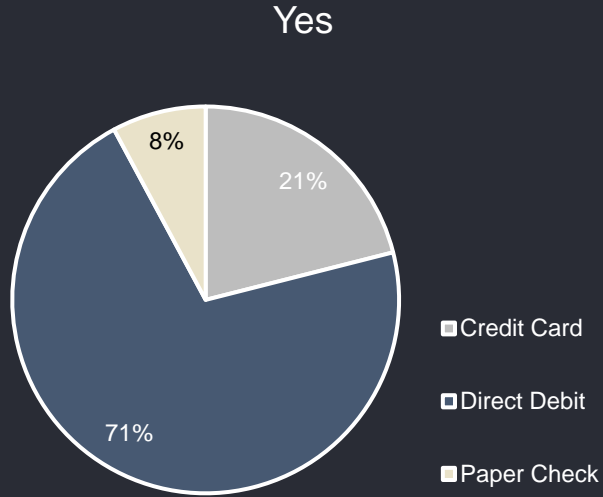
Service calls Does it affect  
The Churning

# Churners By Service Calls



After **two customer calls** there is a high percentage of a churn-out operation

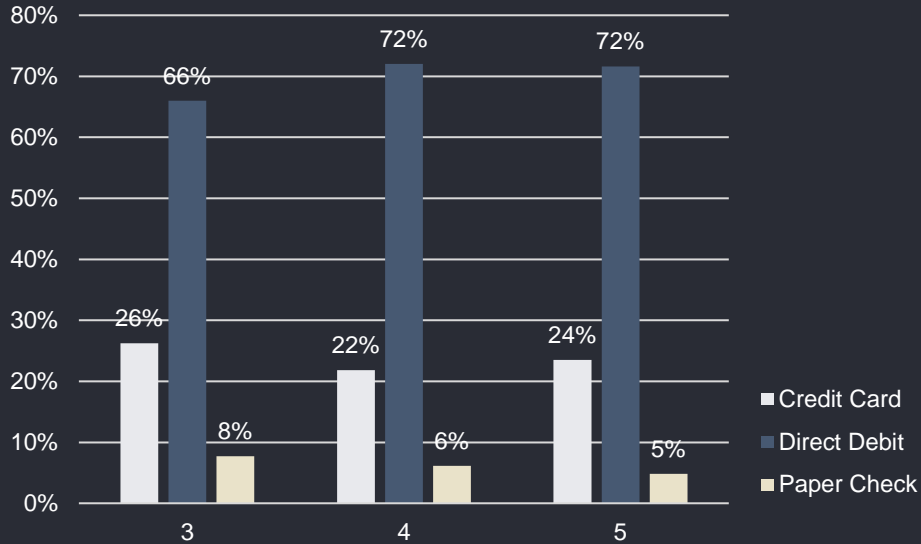
# Churners By Service Calls



**55%** of Churners Used the Direct Debit Method

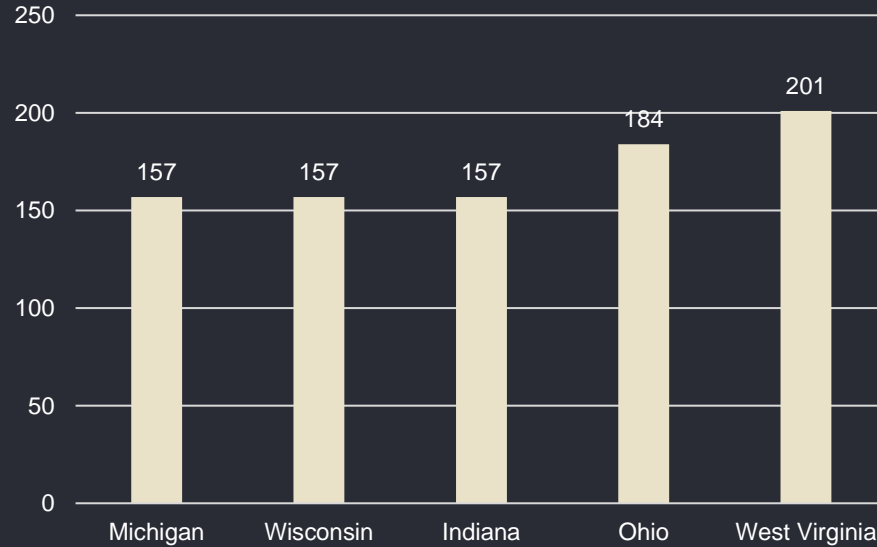


# Churners By Service Calls



About **70%** of 3-5  
Customer calls From  
Customers use Direct  
Debit

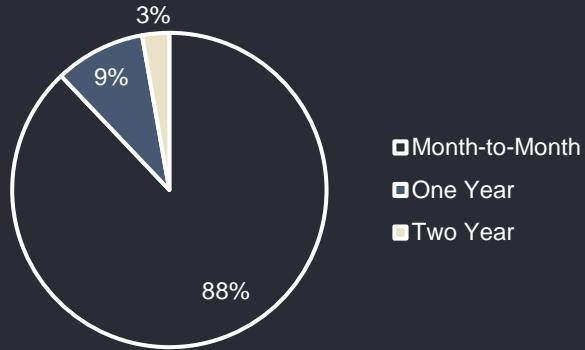
# Service Calls By State



West Virginia and Ohio  
are the top states for  
customer service calls

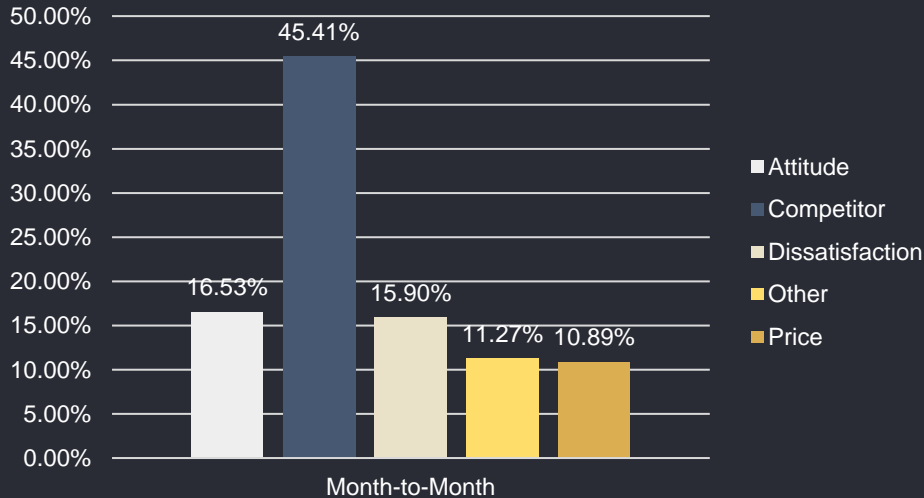
State	Churn Percent
CA	63%
OH	35%
PA	33%
MD	33%
NE	33%

# Churners customer by contract type



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

# Month-to-Month churners by Churn category



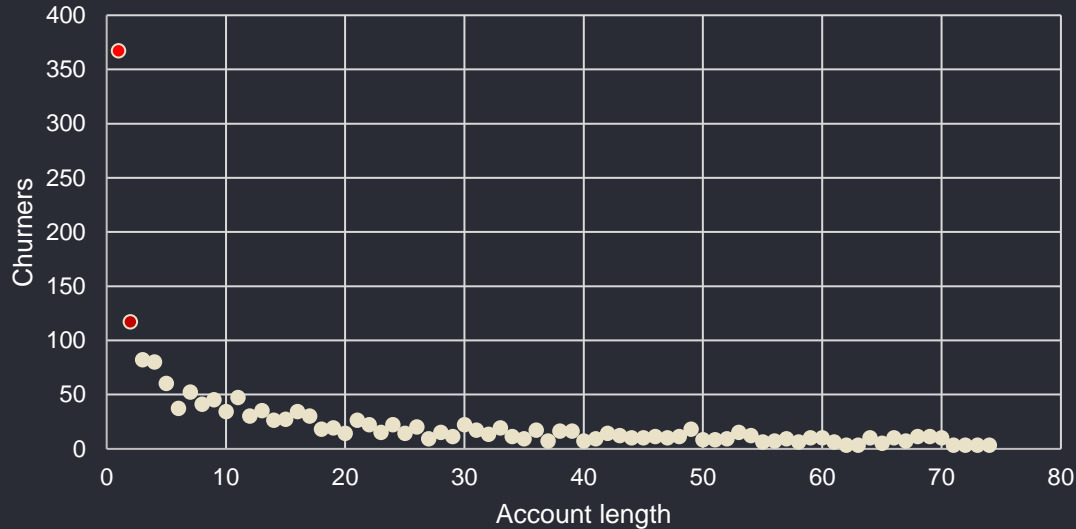
This chart emphasizes the need to address competitive offers, improve customer satisfaction, and possibly review pricing strategies to reduce churn among Month-to-Month contract holders.

# Churned Status by Contract type



This chart highlights the importance of long-term contracts in reducing customer churn.

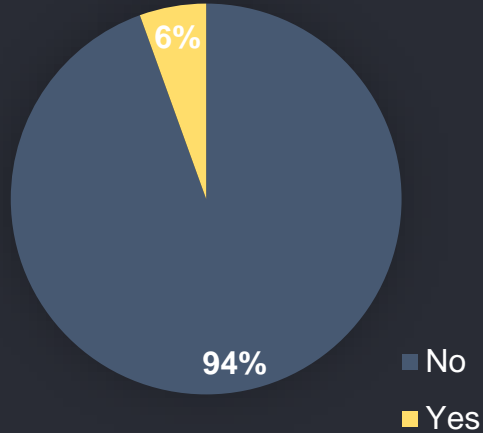
# Churned customer by account length



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

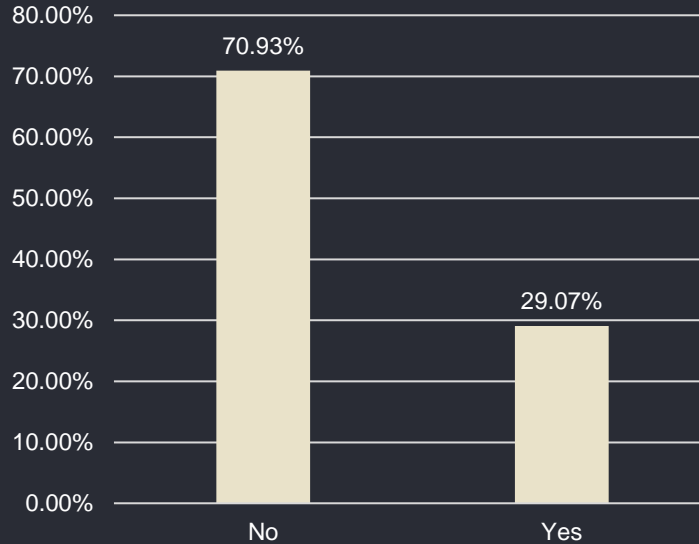
As the account length increases, the number of churners decreases significantly.

# Churned By Grouping



Grouping **Does affect** The Churning

# Not Churned By Groping

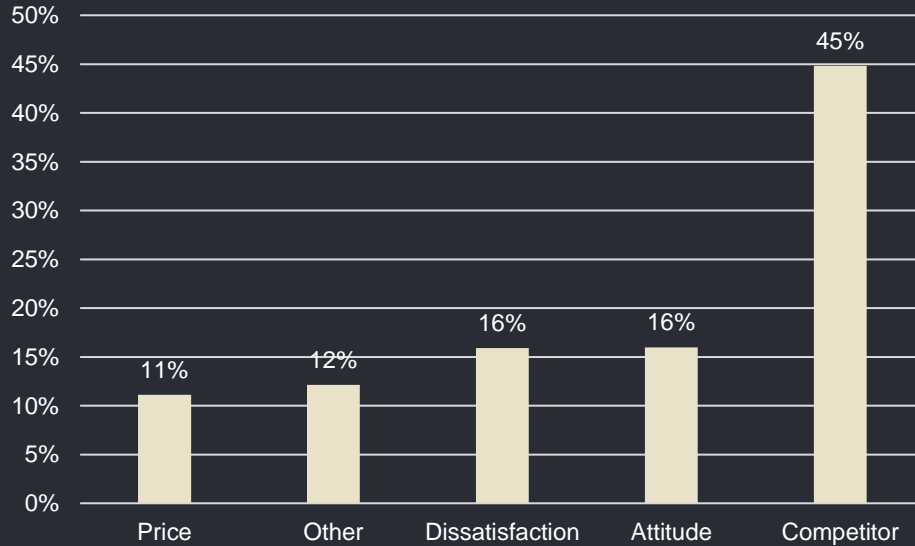


significant majority (70.93%) of customers did not in group

To highlight areas for potential improvement in customer retention strategies.



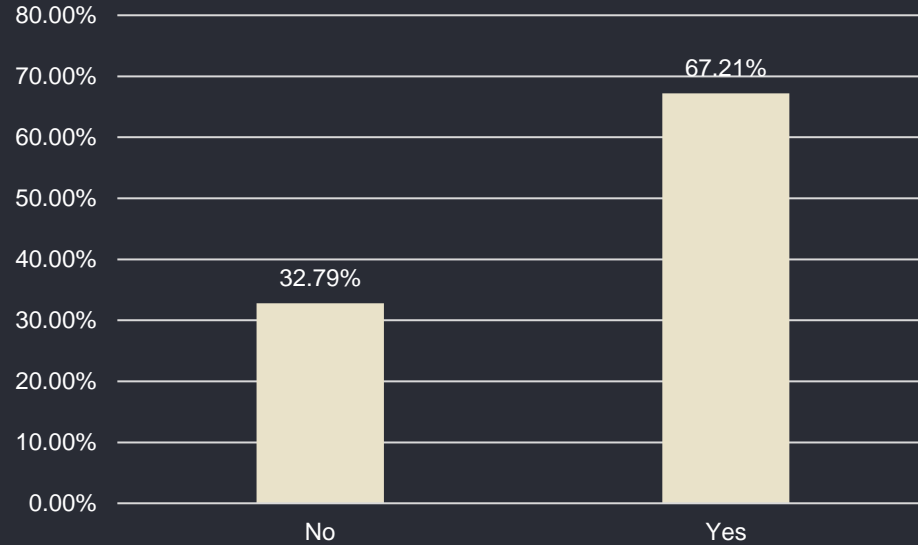
# Churners By Churn Category



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.

# Churners By Unlimited Data Plan





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# PROJECT TAKEAWAYS



- 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

- ❑ **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!



سیم سین