



Churn

Why we lose costumers

By: Najm Adin Hussain

Dec 2024

Introduction

Objective : -

- “The objective of this report is to analyze customer CHURN performance over the past years to identify trends, assess Service performance, and recommend strategic improvements.”

Scope : -

- We will cover Churn by different areas “Service, Relations, Financial, Timing, and others”

Methodology



Data Sources : -

The data used in this report were obtained from internal records “churn analysis dataset.CSV”



Tools and Techniques : -

Analysis was conducted using Power Query for data cleaning and Power Bi for data visualization.



Process : -

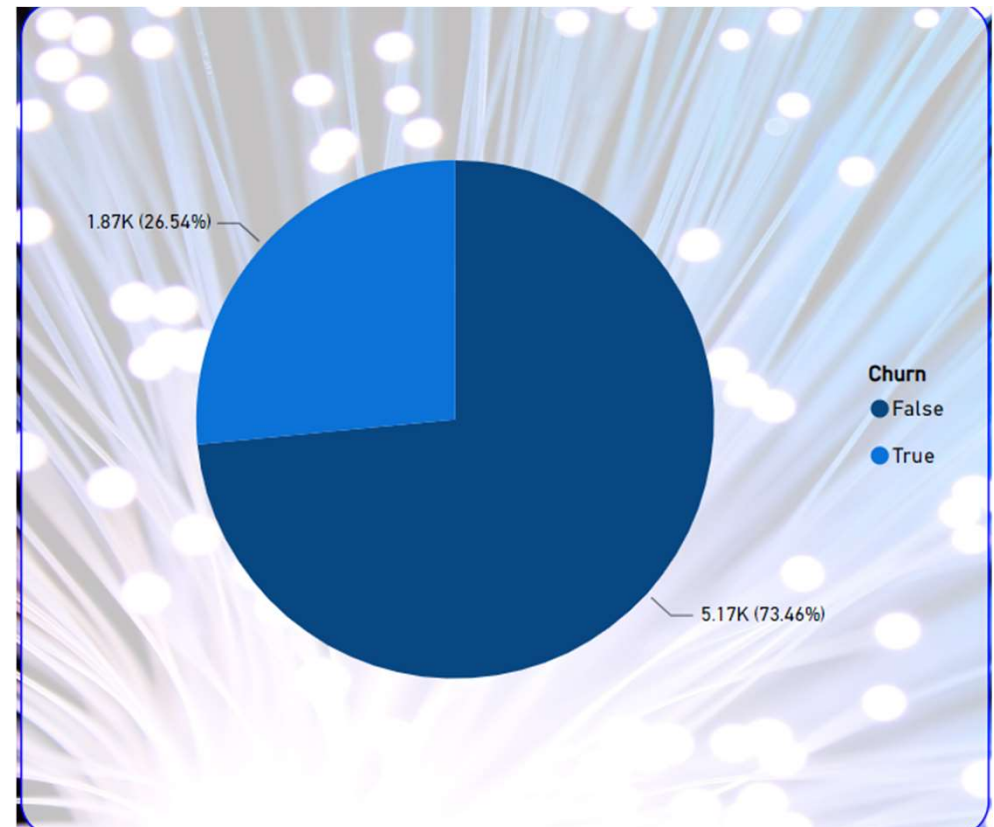
The process is described in “Process.docx”

The background image is a close-up, slightly blurred photograph of a document. It features a line graph with a solid line and a dotted line. A pen is visible in the upper right corner, pointing towards the graph. There are some handwritten numbers on the document, including '2,5' and '2,47'. The overall tone is professional and analytical.

Findings and Analysis

Key Insights

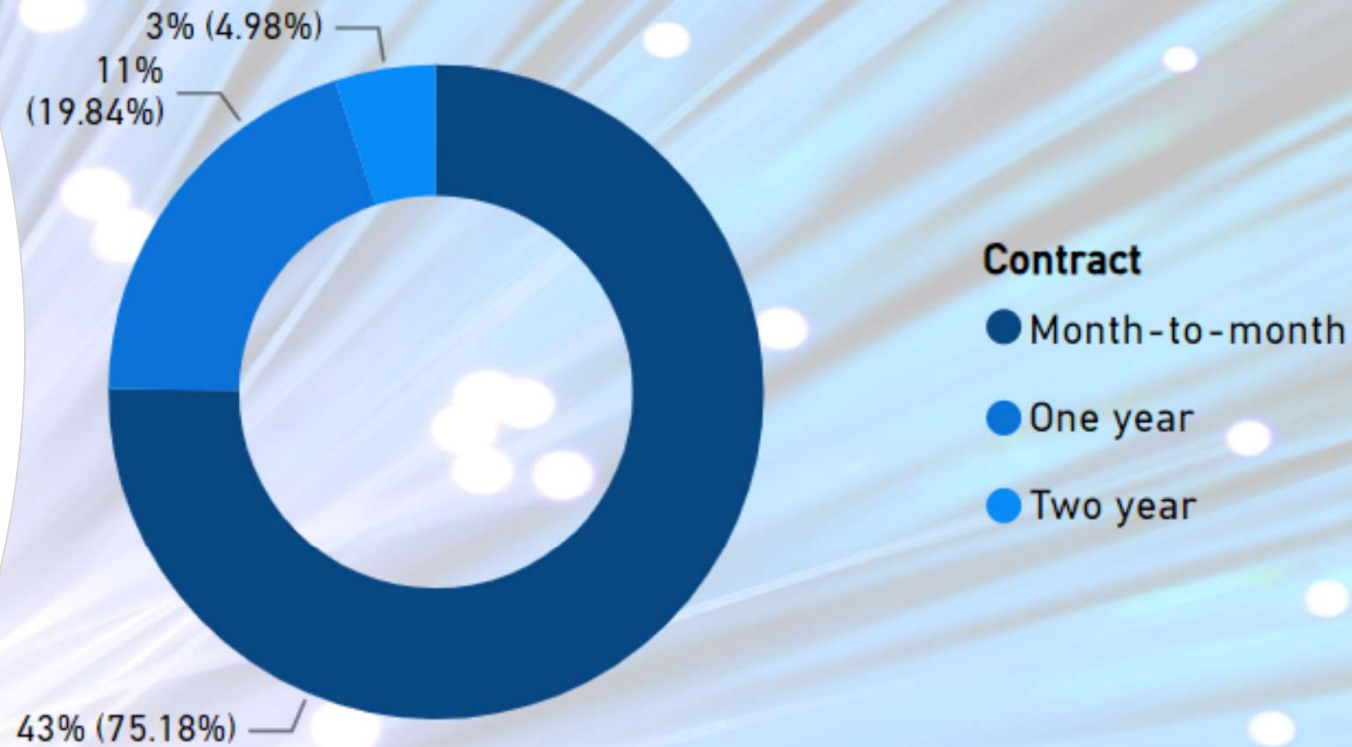
- Churn rate is near 27%
High compared to competitors



Key Insights

Month to Month has the highest churn rate that's 73% from total churn and 43% from All customers

Churn rate by Contract



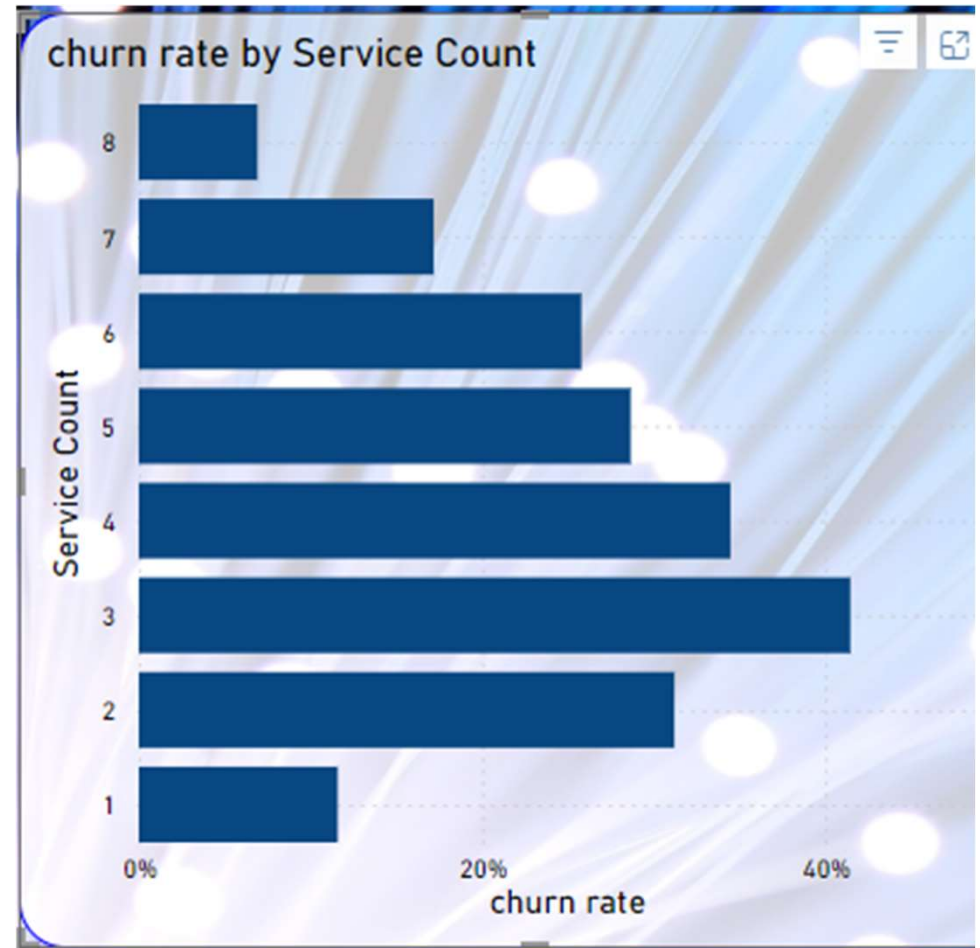


Key Insights

Churn rate for the customer how start in November is max churn rate by 48%

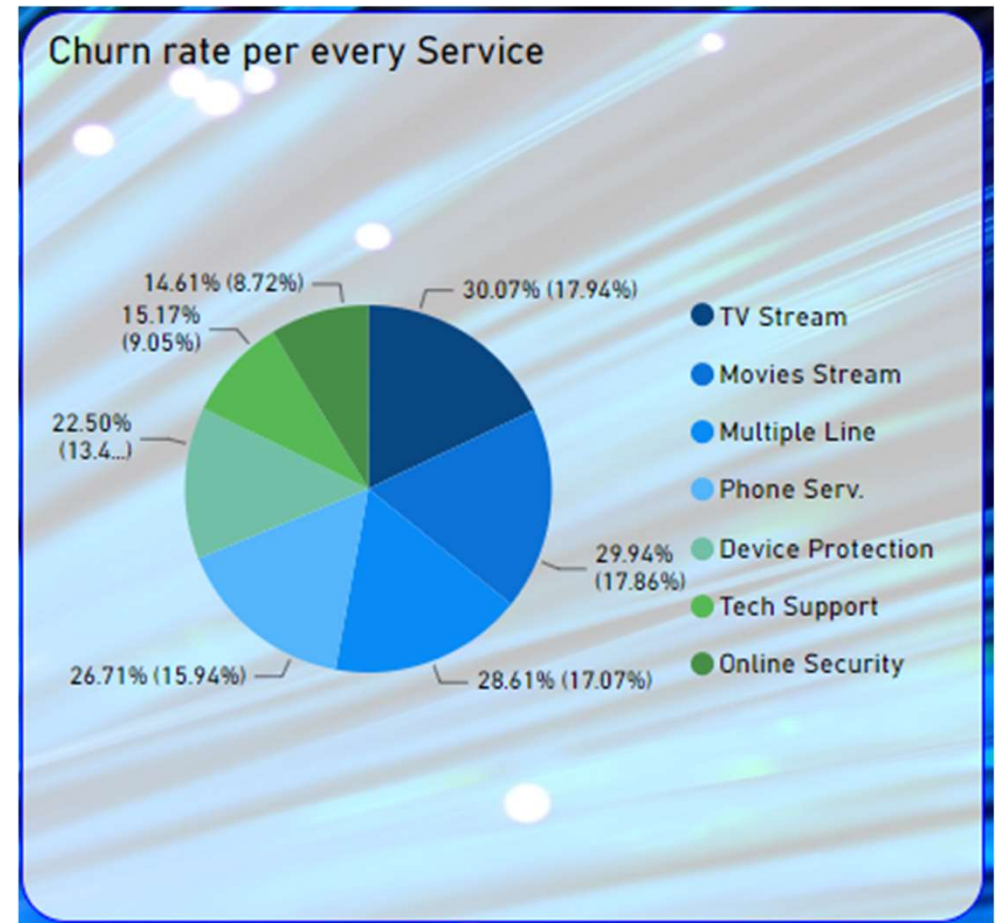
If the customer have more services
the churn rate down

Key Insights



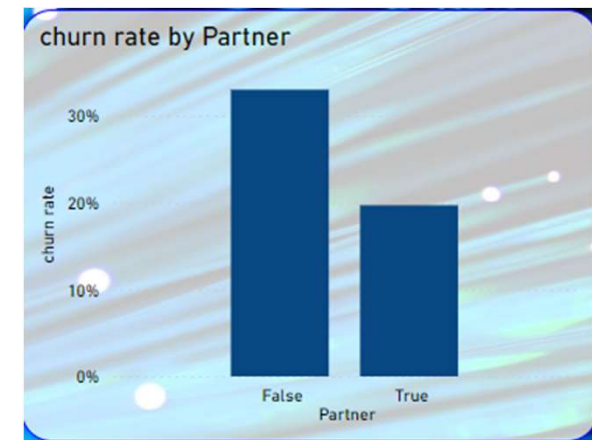
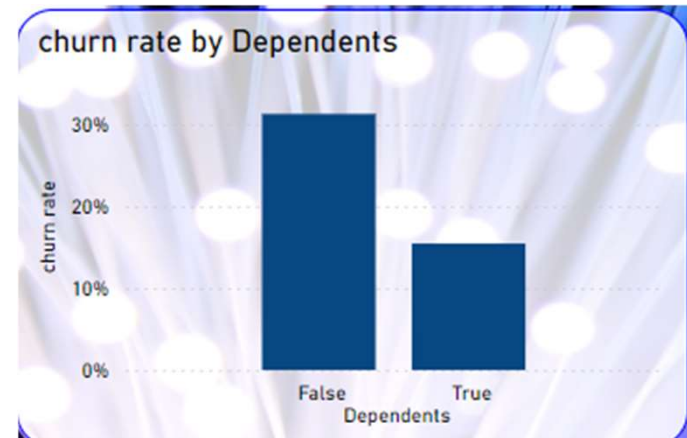
Key Insights

- The online Security and Tech support have the lowest churn rate among the other service
- The TV streaming and Movies Streaming have the highest churn rate among the other service



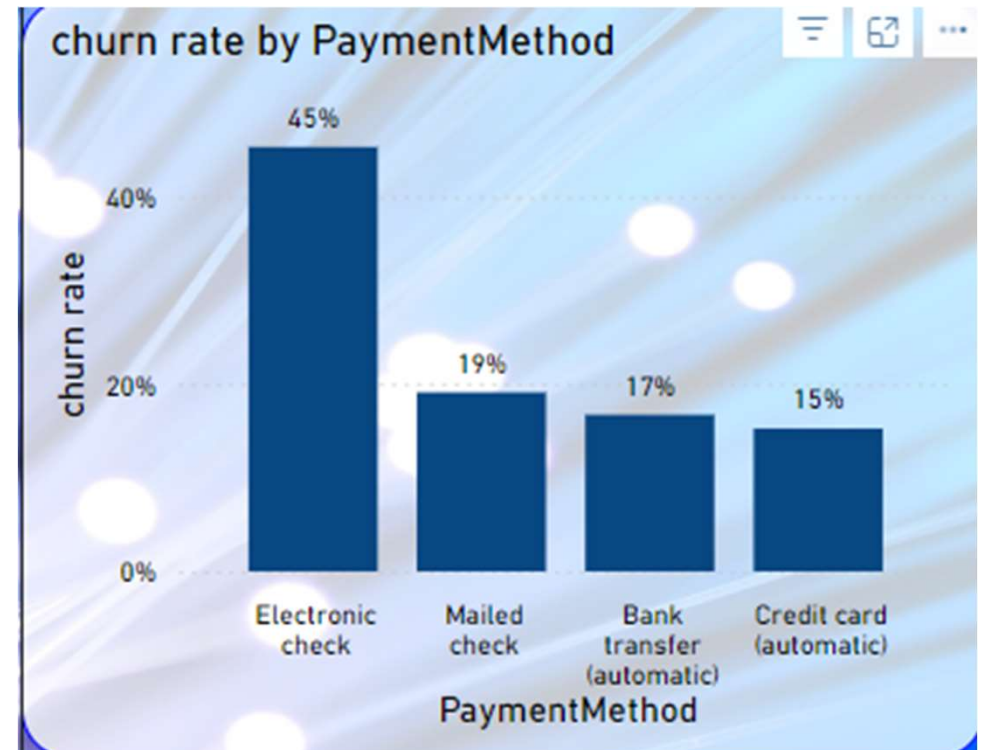
Key Insights

- The customers that don't have partner nor dependencies have more churn rate



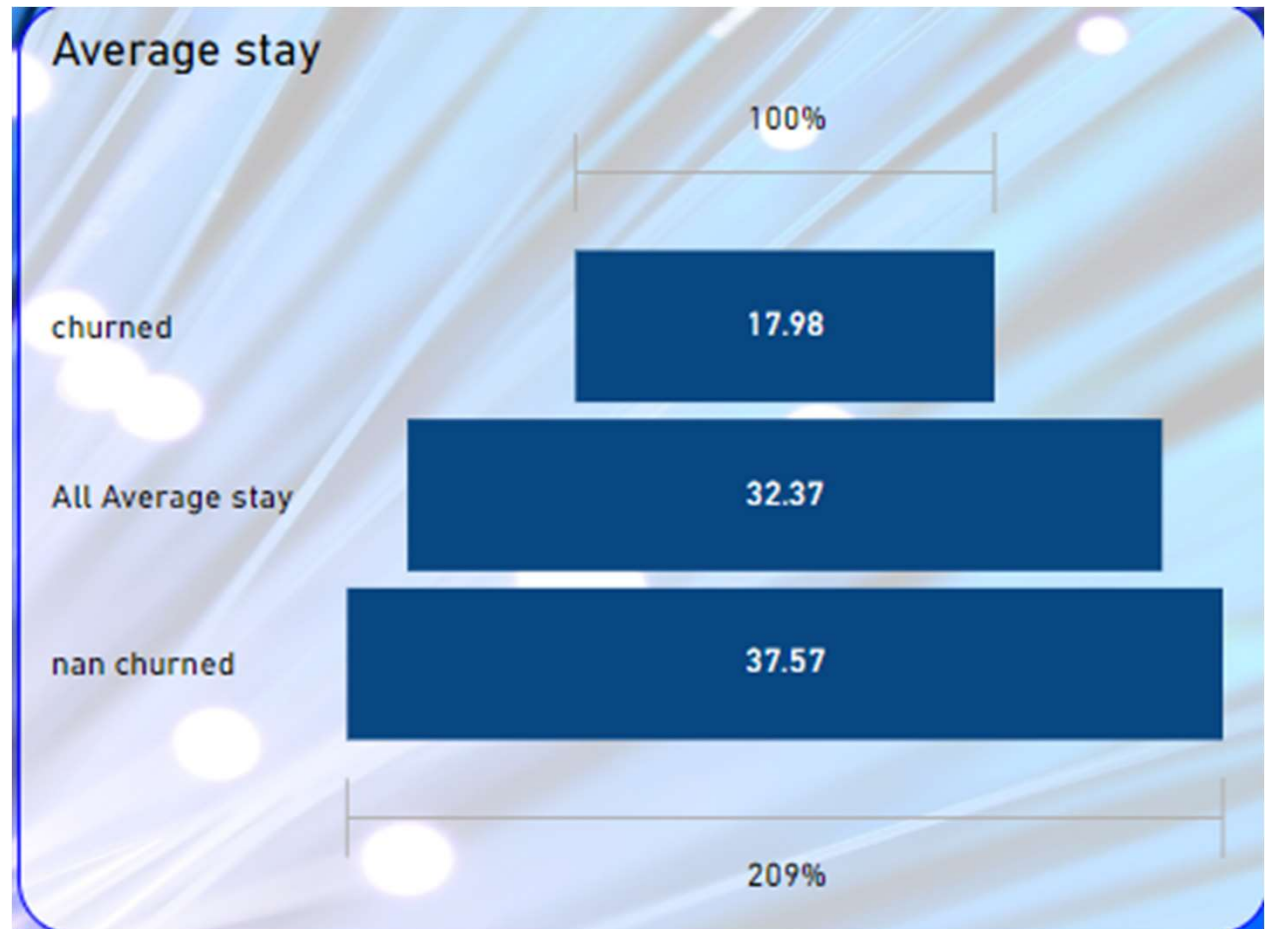
Customers who use Electronic Check are more likely to churn with churn rate 45%

Key Insights

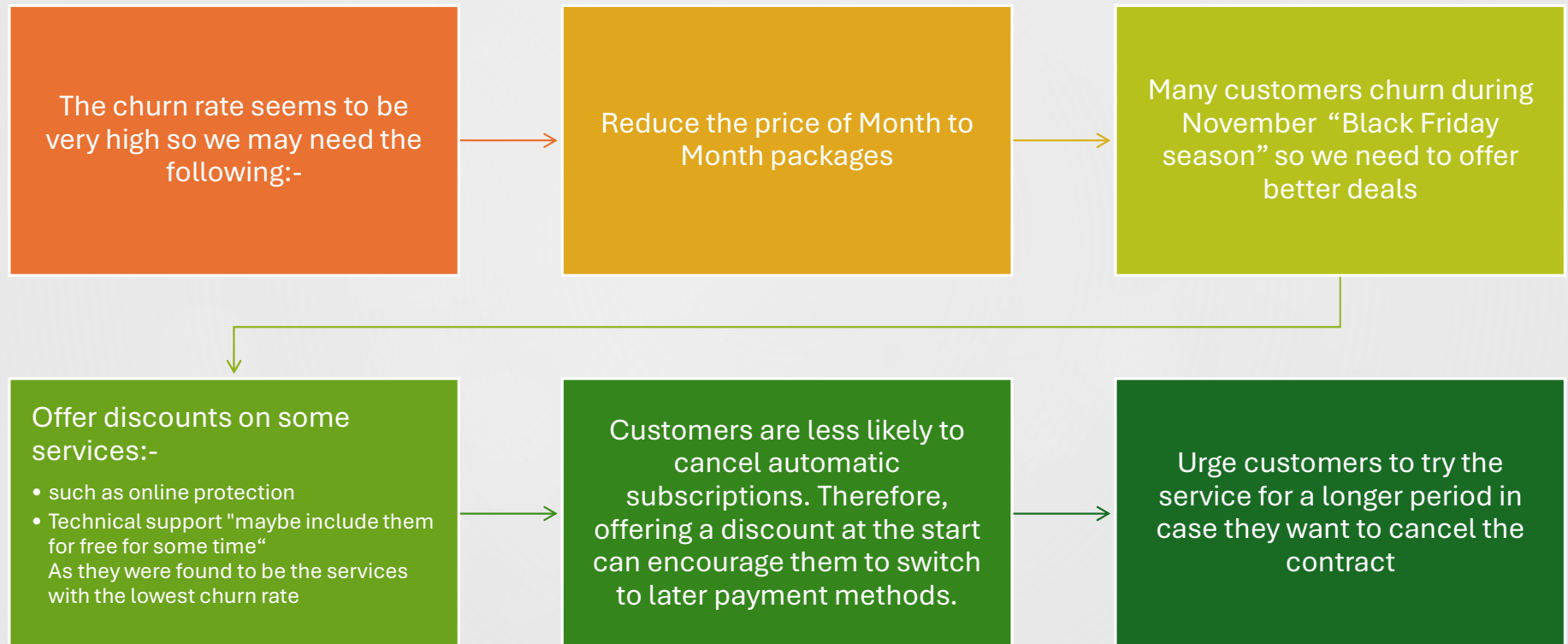


The less the customer
stay the more likely to
churn

Key Insights



Recommendations





Thanks