



# Telecom Customer Report

## Customer Status

Churned

Joined

Stayed

Revenue

\$21.37M

Refund

\$13.82K

Total Customers

7043

Joined Customers

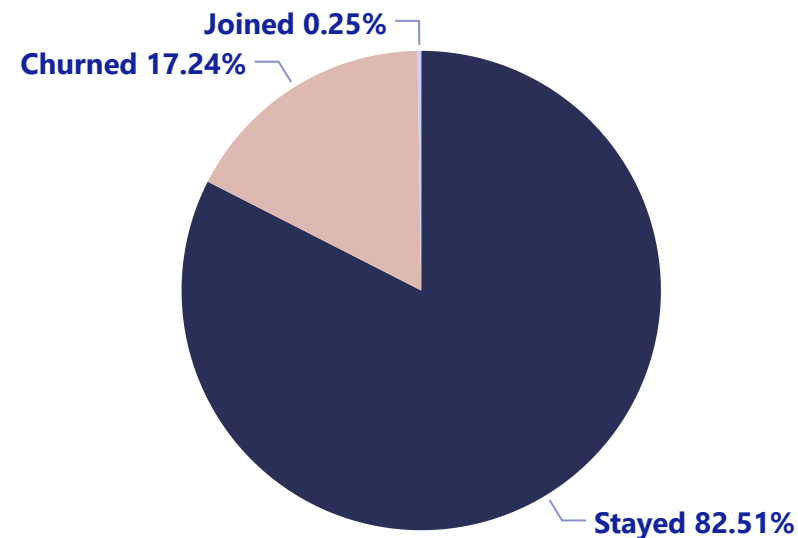
454

Churned Customers

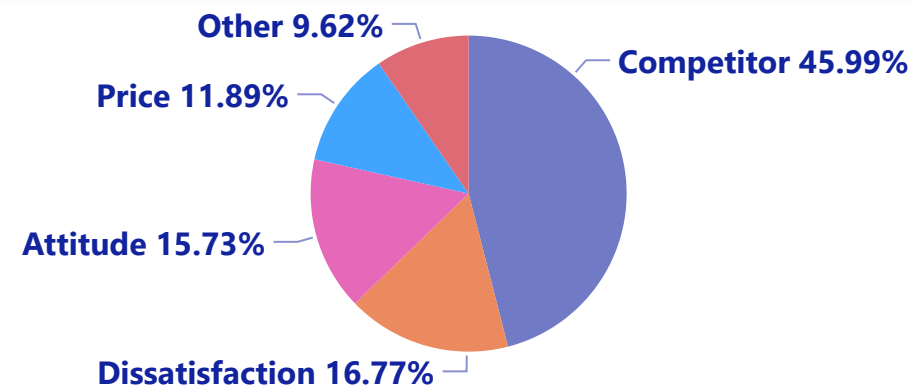
1869



## Total Revenue



## Distribution of Churned Category

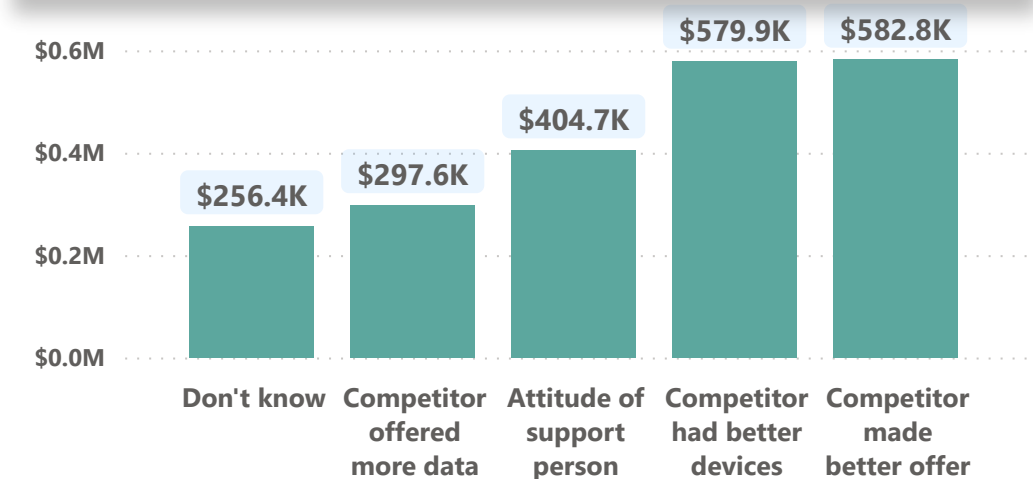


As per the details shown, we are **losing high value customers** due to **competitors**, they are comparatively providing better offer and devices to customers. Also, bad attitude of the customer handling/support team.

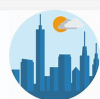
**Suggestion**:- We can **modify in existing offers** and **provide better service and devices** for use. Also, **training to our customer handling/ support team to deal with customers** in a pleasant way to solve their queries.



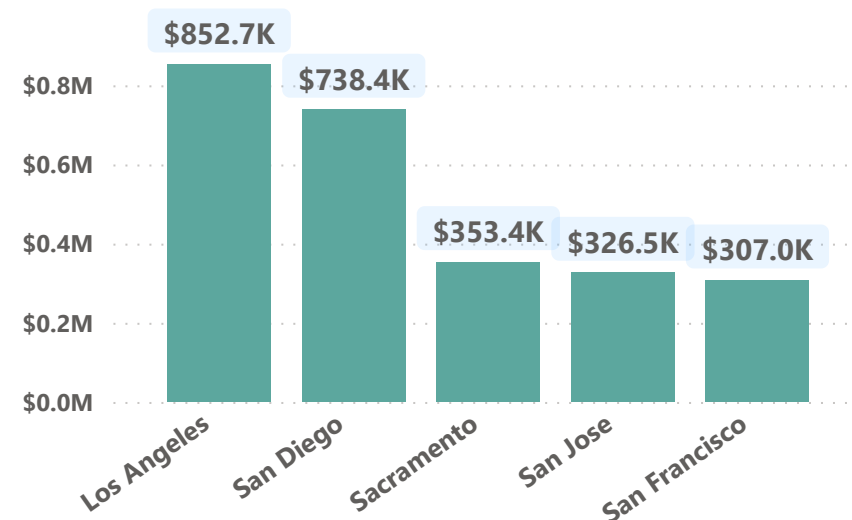
## Top Reasons for Losing High Value Customers



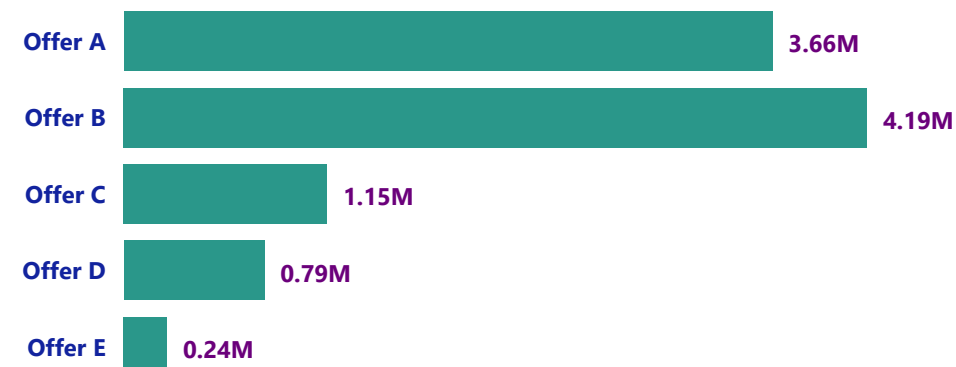
We have found that there are lot of reasons of customer churned but here is the three utter most reason that impacted business are **competitors providing better offer and devices**. Also, **bad attitude of the customer handling/support team**.



## Revenue From Top 5 Cities



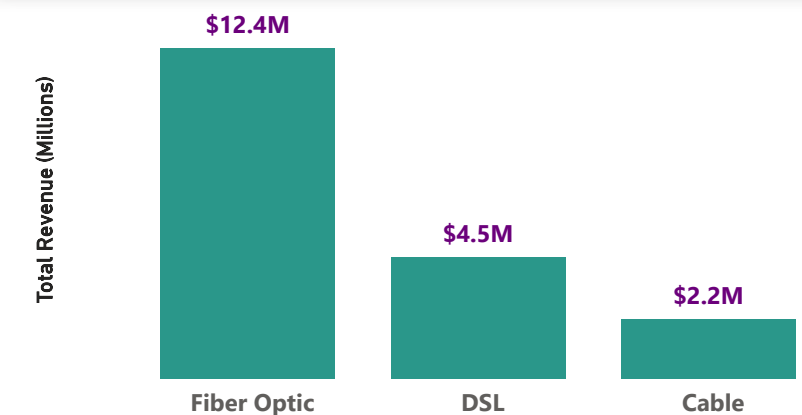
## Revenue From Offers



We can see here, Offer A and B giving a good performance compared to others. **We should focus on other offers too.**



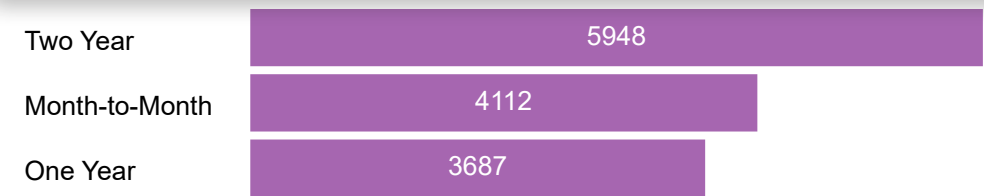
## Revenue From Internet



We are generating revenues from internet with different available option. However, **Fiber Optic has played wonderful Job in all area.**

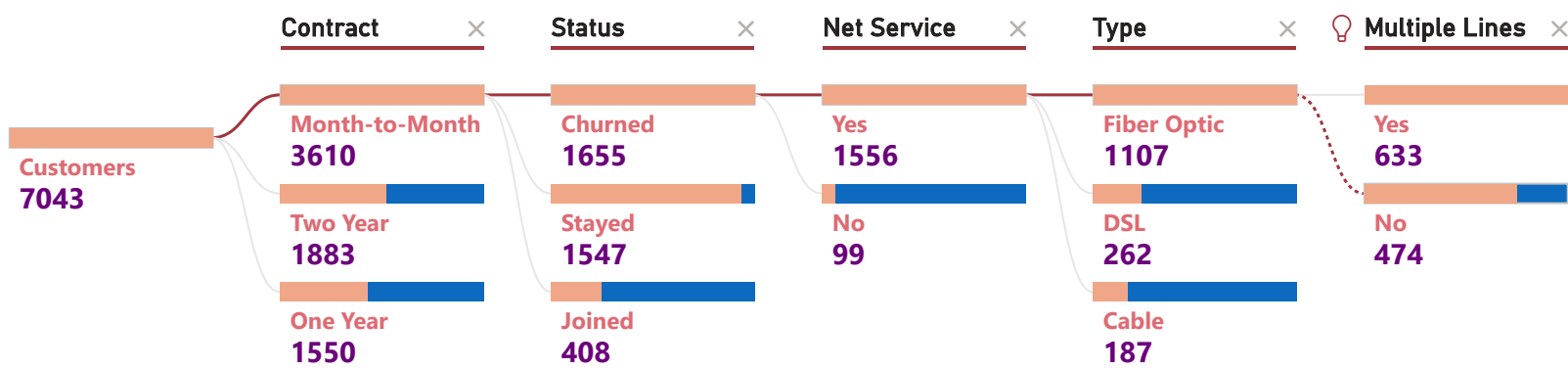


## Referrals by Contract User

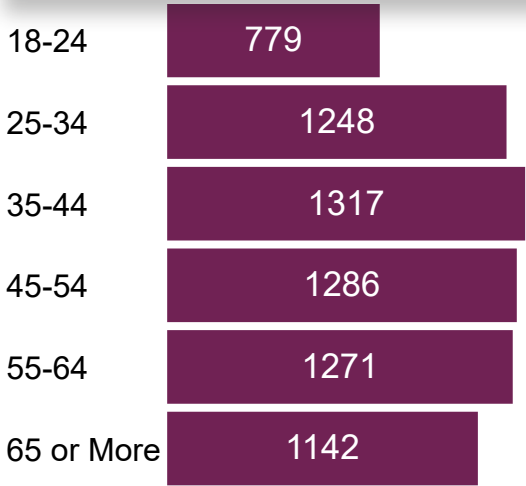


As per Statistics, We can see users who have **not taken any contract** are referring to **more users to join** other hand "**One Year**" contract users have referred immensely less than others contracts users.

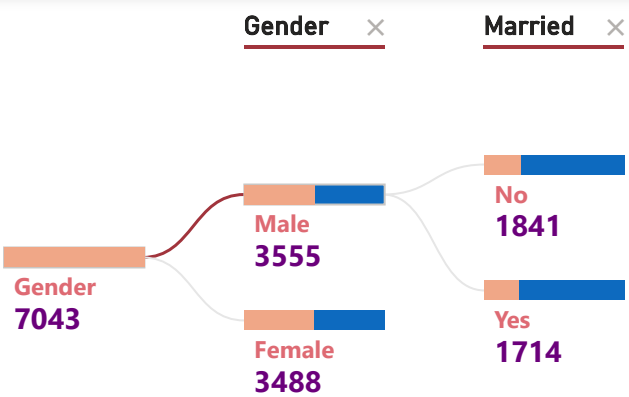
## Distribution of Contract, Status, Net Service, Type and Multiple Lines



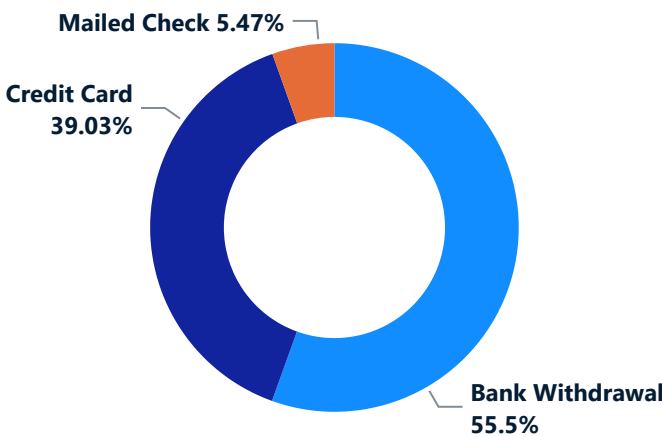
## Age Category



## Distribution of Gender and Married



## Payment Method



## Churned due to Better offer from Competitors

City	Churned Customer	Long Distance Charges
San Diego	\$286,632.15	\$6,207.74
Los Angeles	\$8,606.79	\$6,479.04
Sacramento	\$5,197.4	\$2,825.97
San Francisco	\$1,417.24	\$2,724.65
San Jose	\$418.82	\$2,581.82

As per Statistics, We are losing opportunity to increase our revenue due to **competitors are providing better offer**.  
**Suggestion** -: There could be a reason of **long distance charges**. If could modify or provide other benefits then probably we can hold our customers to stay.

## Suggestions and Summary

- We are losing our most of the revenue by giving opportunity to our competitors ( Around 46%). We should watch over our competitors and provide quality and best offers to stay most of our customers. Another issue is bad attitude of support person. We should train our support team to handle client in friendly, calming, kindly and descriptive way ( Greet them, understand their queries, resolve them till satisfy).
- Top 5 revenue generator countries Los Angles, Sacramento, San Diego, San Jose, San Francisco.
- Out of all offers, A and B are giving extreme revenue.
- Customer who have a chosen Month-to-month contract are more then others contract(Two year or one Year contract).
- Customer made payment by various modes but mostly preferred by Bank Withdrawal ( Cash).
- Churned due to better offer from competitors, there may be a reason for long distance charges are expensive then other telecom companies
- To grow referral or adding new users, we should do promotion and give rewards or extra benefits to those user who brought referrals and some benefits to newly joined customers.