



# CUSTOMER CHURN ANALYSIS



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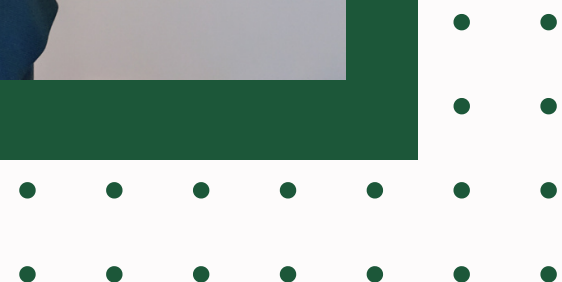
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# Dataset preview

	gender ▾	SeniorCitizen ▾	Partner ▾	Dependents ▾	tenure ▾	PhoneService ▾	MultipleLines ▾	InternetService ▾	OnlineSecurity ▾	OnlineBackup ▾	DeviceProtection
1	Female	1	Yes	No	1	Yes	No	Fiber optic	No	No	No
1	Male	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	0	Yes	No	1	Yes	No	Fiber optic	No	No	No
1	Female	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Female	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Female	1	No	No	1	Yes	No	Fiber optic	No	No	No
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1	Male	0	No	No	1	Yes	No	Fiber optic	No	No	No
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1	Female	1	No	No	1	Yes	No	Fiber optic	No	No	No
1	Female	1	No	No	1	Yes	No	Fiber optic	No	No	No
1	Female	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	0	No	Yes	1	Yes	No	Fiber optic	No	No	No
1	Female	1	No	No	1	Yes	No	Fiber optic	No	No	No
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1	Female	1	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	1	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	1	No	No	1	Yes	No	Fiber optic	No	No	No
1	Female	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	1	No	No	1	Yes	No	Fiber optic	No	No	No
1	Female	0	No	No	1	Yes	No	Fiber optic	No	No	No
1	Male	1	No	Yes	1	Yes	No	Fiber optic	No	No	No
1	Female	1	Yes	Yes	1	Yes	No	Fiber optic	No	No	No
1	Male	0	No	No	1	Yes	No	Fiber optic	No	No	No

# Dataset Overview

*This dataset contains data of a telecommunication company which is having some issues with customer churn.*

*The dataset contains columns such as:-*

**CUSTOMERID: A UNIQUE IDENTIFIER FOR EACH CUSTOMER.**

**GENDER: THE CUSTOMER'S GENDER (MALE OR FEMALE).**

**SENIORCITIZEN: WHETHER THE CUSTOMER IS A SENIOR CITIZEN (1) OR NOT (0).**

**PARTNER: WHETHER THE CUSTOMER HAS A PARTNER (YES OR NO).**

**DEPENDENTS: WHETHER THE CUSTOMER HAS DEPENDENTS (YES OR NO).**

**TENURE: THE NUMBER OF MONTHS THE CUSTOMER HAS BEEN WITH THE COMPANY.**

**PHONESERVICE: WHETHER THE CUSTOMER HAS A PHONE SERVICE (YES OR NO).**

**MULTIPLELINES: WHETHER THE CUSTOMER HAS MULTIPLE LINES (YES, NO, OR NO PHONE SERVICE).**

**INTERNETSERVICE: THE TYPE OF INTERNET SERVICE (DSL, FIBER OPTIC, OR NO).**

**ONLINESECURITY: WHETHER THE CUSTOMER HAS ONLINE SECURITY (YES, NO, OR NO INTERNET SERVICE).**

**ONLINEBACKUP: WHETHER THE CUSTOMER HAS ONLINE BACKUP (YES, NO, OR NO INTERNET SERVICE).**

**DEVICEPROTECTION: WHETHER THE CUSTOMER HAS DEVICE PROTECTION (YES, NO, OR NO INTERNET SERVICE).**

**TECHSUPPORT: WHETHER THE CUSTOMER HAS TECH SUPPORT (YES, NO, OR NO INTERNET SERVICE).**

**STREAMINGTV: WHETHER THE CUSTOMER HAS STREAMING TV (YES, NO, OR NO INTERNET SERVICE).**

**STREAMINGMOVIES: WHETHER THE CUSTOMER HAS STREAMING MOVIES (YES, NO, OR NO INTERNET SERVICE).**

**CONTRACT: THE TYPE OF CONTRACT THE CUSTOMER HAS (MONTH-TO-MONTH, ONE YEAR, TWO YEAR).**

**PAPERLESSBILLING: WHETHER THE CUSTOMER HAS PAPERLESS BILLING (YES OR NO).**

**PAYMENTMETHOD: THE PAYMENT METHOD USED BY THE CUSTOMER (ELECTRONIC CHECK, MAILED CHECK, BANK TRANSFER, CREDIT CARD).**

**MONTHLYCHARGES: THE AMOUNT CHARGED TO THE CUSTOMER MONTHLY.**

**TOTALCHARGES: THE TOTAL AMOUNT CHARGED TO THE CUSTOMER OVER THEIR TENURE. VV**

**CHURN: WHETHER THE CUSTOMER HAS CHURNED (YES OR NO).**



# Key findings

**01:- Total customer are 1869**

**02:-Over churn rate is 26.54%**

**03:-Few factors for churn was:- no online backup, contract pperiod was on month to month basis,no online or tech security and no internet service**

**04:- Out of 2.4k clients, the clients who paid through electronic cheque only 513 i.e. 7.28% had tech support others had either no internet service or no tech support and even no online security**

**5:- Electronic check or mailed check charges are less as compared to Bank transfer or Credit card**

**6:- More than 50% clients churn are Senior citizens**

# **Factors causing churn:**

- 1. Time to time feedback from customers were not taken**
- 2. We should have contacted our churned clients from knowing the reason behind the churn so that we can improve our systems**
- 3. One of the major reason was technical support from our side**
- 4. Not having online security or backup was also one of the reasons as their personal details were at risks**
- 5. Clients who did payments through online cheque had no tech support to handle any technical issues related to the payments**

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**THANK YOU**