

Project Report

PROJECT : Customer Churn Analysis Case Study

INDUSTRY : Telecom Industry

BI TOOL : Tableau

OBJECTIVE	<p>To analyse the provided telecom dataset and identify the factors contributing to customer churn and provide actionable insights using Tableau.</p>
FINDINGS	<ul style="list-style-type: none">• The overall Churn Rate is 26.86%, indicating that the telecom industry is losing significant customers, certainly more than it is bringing in.• The highest category responsible for churning of customers is Competitors, i.e., the other contenders in the market are able to overtake the current services provided.• California has the highest churn rate and needs maximum work.• The call helpline services need more attention as the churn rate is inflated irrespective of low or high interaction with the customers.
RECOMMENDATIONS	<ul style="list-style-type: none">• The company carries a load of potential and making a few changes could lessen the churn rate.• The company should come up with better data and network plans that are reasonable, enabling long-term customer relationships.• The industry should expand their reach, and make sure all age groups have better access to the services it provides.• For customer retention, that are being churned by attitude, dissatisfaction, service calls, the staff must be trained and upskilled so they are able to hold the customers via communication and their adeptness.
GROUP MEMBERS	<ul style="list-style-type: none">• Indu Sehgal• Priyanka